

EXHIBITION & MARKETING OF SELF HELP GROUPS PRODUCTS COLLEGE BAZAAR

B S Abdur Rahman Crescent Institute of Science & Technology, **National Service Scheme** organized the **exhibition & marketing of self help groups products** in association with **Tamil Nadu Corporation for development of Women**

Date: 30/10/2023 to 01/11/2023

Time: 9.00 AM – 5.00 PM

Location: Green shad (beside the auditorium) of BSACIST



RURAL DEVELOPMENT & PANCHAYAT RAJ DEPARTMENT

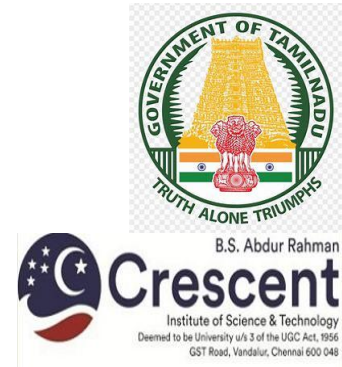
TAMILNADU CORPORATION FOR DEVELOPMENT OF WOMEN

*Tamil Nadu State Rural / Urban Livelihoods Mission
Chengalpattu District*

**EXHIBITION & MARKETING OF SELF HELP GROUPS PRODUCTS
COLLEGE BAZAR**

 **B.S.Abdur Rahman Crescent Institute of Science & Technology**
 **30.10.2023 To 01.11.2023**

HIGHLITES OF BAZAAR:



Unique Products: Discover one-of-a-kind items, from healthy snacks to handcrafted jewellery, that you won't find elsewhere.

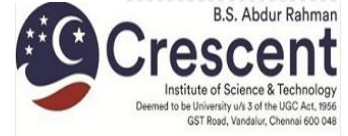
Support Local Artisans: Help local artisans and women in our community by purchasing their products.

Affordable Prices: Enjoy competitive pricing and excellent value for your money.

Social Impact: Your participation contributes to the economic well-being of the Women's Self-Help Group and their families.

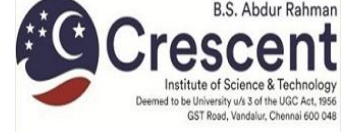
Women's self-help groups (SHGs) are an incredible platform for women to come together, pool resources, and support each other in various endeavors. Promoting self-help groups' products through exhibitions can be a fantastic way to showcase their offerings.

SHGs focus on creating avenues for income generation. Members pool their resources, save money collectively, and provide each other with microloans for starting businesses or addressing financial needs. **Skill Development:** They often offer training and workshops to enhance skills in various fields like handicrafts, agriculture, tailoring, and more, enabling women to become self-reliant and entrepreneurial. **Social Support:** Apart from economic endeavors, SHGs serve as a platform for social support and empowerment. They encourage discussions on health, education, and societal issues, fostering personal growth and confidence. **Community Development:** SHGs not only benefit their members but also contribute to the development of the community. Through their activities, they often initiate projects that positively impact the local area.



VIDEO LINK:

[ACTIVITY REPORT - Google Drive](#)



ஊரக வளர்ச்சி மற்றும் ஊராட்சித் துறை
தமிழ்நாடு மகளிர் மேம்பாட்டு நிறுவனம்
தமிழ்நாடு மாநில ஊரக / நகர்ப்புற வாழ்வாதார இயக்கம்
செங்கல்பட்டு மாவட்டம்

மகளிர் சுயஉதவிக்குழு உற்பத்தி பொருட்களின் கண்காட்சி மற்றும் விற்பனை
கல்லூரி சந்தை / College Bazaar

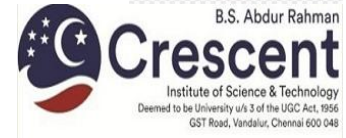
இடம்: **CRESCENT COLLEGE** வண்டலூர்

நாள்:
30.10.2023 முதல்
01.11.2023 வரை



INVITATION

In the exhibition, Healthy snacks like dry fruits laddus, millets sweets and savouries, home made chocolates, oils, jewellery, dress materials, jute bags,

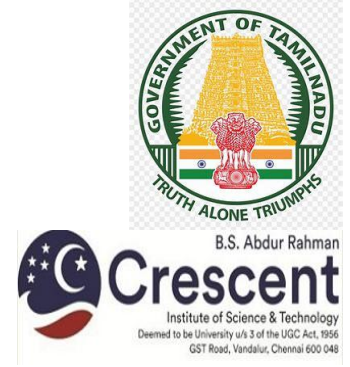


toys, plants etc., were sold at a affordable cost. It was beneficiary for both customers and vendors

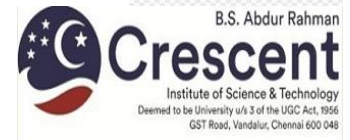
The inaugural ceremony for an exhibition and marketing event for self-help group (SHG) products happended on 30.10.2023 at 09.30 a.m.



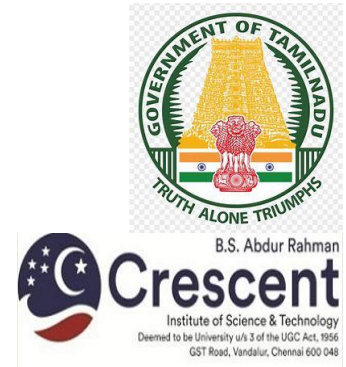
INAUGURAL CEREMONY



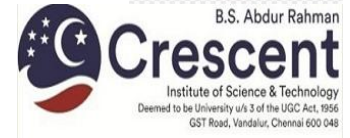
Dr. A. K. Kaliluthin Associate Professor & Dy. Director (Campus Development & Maintenance) introduced the SHG and the event was felicitated by Dr.T.Murugesan, Vice-Chancellor.

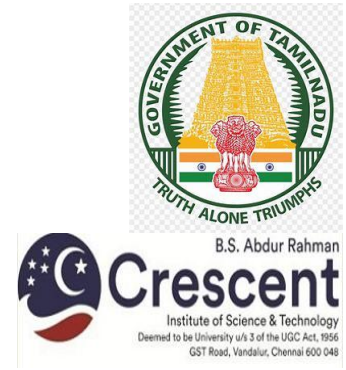


Interaction between guest and SHG women



SHG women explained the significance of their products to the customers.





NSS PROGRAMME OFFICERS

Dr.C.Srinivasan

Dr.Noushad.C

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NSS COORDINATOR

Dr.D.Ayub Khan Dawood