



Najibabad SVEP Team Exposure Visit
to
Saras Mela and Aajeevika India Food Court
India Gate Lawns, New Delhi
15th October 2019

**Kerala State Poverty Eradication Mission | Kudumbashree -
National Resource Organization
(National Rural Livelihoods Mission)**

INTRODUCTION:

Kudumbashree NRO has signed MoU with UP-SRLM to extend technical support in the implementation of Star-up Village Entrepreneurship Programme (SVEP) in Najibabad block. As part of the training & capacity building of CRP-EP, TEAM & TED training has been provided. In order to provide an exposure to the CRPs-EP on the broader picture and vision of the programme, an exposure visit to Saras Mela and Aajeevika India Food Court, New Delhi was conducted on 15th Oct 2019. It was believed that this would be a platform for CRPs-EP to interact with diverse group of entrepreneurs & CRPs-EP coming from various states across the country. The visit was expected to turn

out to be a golden opportunity for the CRPs-EP to interact with dignitaries and officials visiting the mela.

The 20 participants including CRP-EP, BEPC member, BRC Accountant and Mentors had participated in the exposure visit. The visit was facilitated by the mentor and professional team of Kudumbashree NRO with an idea of imparting a better understanding of various kinds of products that can be promoted and developed under the SVEP project. CRPs-EP were expected to take the best ideas and learning from the Mela and implement in their working area.

OBJECTIVE:

The objective of the visit was to impart an exposure to CRPs-EP on Saras Mela and India Food court. Furthermore, to provide a platform to the CRPs-EP to understand the range of products that can be promoted under the programme and the significance of marketing such SHG manufactured products. The visit was also planned for the community leaders with a motive to visualise a way forward for SHG women while promoting different types of enterprises.

EXPECTED RESULTS:

- 1. CRPs-EP were expected to get an idea on presentation & display of products, which can attract more customers in an exhibition and mela.**
- 2. CRPs-EP were expected to develop an in-depth understanding & clarity on packaging, branding and labelling of SHG based products and how it can be put forward in urban market.**
- 3. CRPs-EP were expected to learn soft skills required by an Entrepreneur to build relationship with the customers, publicise the products and create awareness among the masses.**
- 4. Lastly, they were expected to take the best ideas and learning from the**

Mela and implement in their own working area.

TOOL/METHODOLOGY USED:

The methodology used for the exposure visit includes: Interaction with the Entrepreneurs coming from across the country. Understanding the willingness towards developing certain product, support received from the SHG network and SRLM.

LEARNING & OBSERVATIONS:

Management of the event, including placements of stalls, coupon system, and anchoring during the event were the main highlights that the team

thought could also be implemented in the festival mela organized in the block. The CRPs-EP also took keen notice of the cost-effective packaging and labelling of the food products, waste management as well as the hygiene of the entrepreneurs involved in cooking and serving of the products. Moreover, various enterprises were identified in the Saras Mela like handicraft works, innovative readymade stores that can also be promoted in the block. The team also observed that the rates at which the products were available were not based upon the

expenses incurred but rather based upon the purchasing power of the public that were visiting the food court.

The learnings from the visit to the food court will be incredibly helpful in organizing festival melas in the block. New business ideas and innovative enterprises will also be identified and will be implemented in the block to boost local economic development.

Facilitator

- Aleyama Anthony, Mentor
- Hareesh, Mentor
- Mirza, Field Coordinator

Words from CRPs-EP

"Food Court me safaai pe accha dhyaan rakha gaya tha. Humare melo me hum bhi agar safaai pe dhyaan denge to zyaada se zyaada log melo me bhaag lenge"-

Uma Devi, CRP-EP

"Agar hum bhi apne melo me coupon ka istemal karenge to hume bhi bikri ki jaankaari asaani se mil jaayegi"

-Roopa Didi, CRP-EP

Saras mela mei dikhaye gaye products bahut attractive hei. Us k branding and Labelling kaafi badhiya hei. Har Food items mei FSSAI license dikhe gaye.

Deepti, CRP-EP

Photographs



