



2022

# PROJECT COMPLETION REPORT

## OFF FARM PRODUCER ORGANISATION (OFPO)



Program  
Implemented by



Program  
Sponsored by

# **PROJECT COMPLETION REPORT**

**Name of the Agency: -Abhivyakti Foundation**

**Date: 29-08-2022**

**1. Name of the Project: - Off Farm Producer Organisation (OFPO)**

**2. Sanction Letter No: - Ref.No. NB.Har/690/OFPO-Abhivyakti Foundation/2018-19 dated 15-01-2019**

**3. Cost of the Project: - 3069000/-**

**4. Project Start Date: -28-02-2019**

**6. Project Schedule Completion Date: -14.08.2022**

**7. Project Completion Date: - 14-08-2022**

**8. Reason for delay, if any: - Due to Covid -19 Project activities are delayed**

## **9. Project Brief**

|                                        |                                                         |
|----------------------------------------|---------------------------------------------------------|
| Name of OFPO                           | Beliyan Producer Company Limited                        |
| Area of Implementation                 | District: Palwal, State: Haryana<br>No of Villages - 20 |
| Name of CEO                            | Ravindra Rathore<br>9569489440                          |
| Project Commencement (Date of Release) | 28-02-2019                                              |
| Project compilation Date               | 14-08-2022                                              |
| Date of Extension of project (if any)  | 17-02-2022                                              |
| Name of the POPI                       | Mr. Shailendra Kumar Singh                              |
| Contact Details of POPI                | 9868035848                                              |

## **10. Financial Particulars**

|                                                |           |
|------------------------------------------------|-----------|
| Promotional Grant Sanctioned                   | 3069000/- |
| Promotional Grant Released                     | 2582131/- |
| Credit Facility availed from ( Name of the FI) | NA        |
| Loan Sanction Amount                           | NA        |
| Purpose of loan                                | NA        |

|                                            |                |
|--------------------------------------------|----------------|
| Loan Availed (Rs)                          | NA             |
| Credit Linked grant sanctioned             | NA             |
| Credit Linked grant availed                | NA             |
| Revolving Fund Assistance (RFA) sanctioned | 500000/- (RFA) |

## 11. About the Project

Beliyan Producer Company Limited has been funded and promoted by National Bank for Agriculture and Rural Development (NABARD), Haryana Regional Office, Chandigarh. Under the OFPO Project, Beliyan Producer Company Limited (BPCL) has been incorporated under Company Act on 13th January 2020. All artisans associated to this OFPO are women and have expertise in weaving Sujni craft and Jaipuri Razais that depict India's own precious heritage. Presently, 250 rural women artisans are associated with this OFPO as shared holder member. Apart from doing their household chores, these hard working and talented women weavers are not only involved in weaving Sujani craft and Jaipuri Razais, but they also provide support for their families by assisting their husbands in farming activities. Beliyan Producer Company Limited proudly holds the distinction of being the first OFPO in the state of Haryana promoted by NABARD.

Beliyan Producer Company Limited aims to market handmade and stitched Sujni and Jaipuri Razai with the input of Madhubani painting and Kantha stitch having high craft value but remains affordable to common man and market. The OFPO will market two types of handicraft product for both men and women and young.

A Sujni and Jaipur razai is designed intricately, but is lightweight and fluffy at the same time. A perfect way to describe it would be "comfy and snugly" as they provide an incredible warmth that guarantee a good night's sleep once you wrap it around you.

### Sujni

Sujni is a local product that is also known as Gudri, Bichhona, etc. This product is prepared with fine quality of cotton cloth. Designs are embedded on plain cloth with help indigo mixed with kerosene. Artisans do thread work on these designs with printed cotton cloth. Colour of thread is used as per base colour of cloth and design. After finishing designs and thread work, it is dry cleaned and packed. These are used as double and single bed sheets. This can also be used as quilt. Price of Sujni depends on size, design and hand work on bed sheets.

### Jaipuri Razai

Jaipuri Razai are made by local women artisans of Palwal from pure cotton. Cotton is refined till the point it becomes light enough. Therefore, they are super comfortable, warm, cozy, lightweight, breathable and different from the normal quilts. Razais or quilts are everyone's favorite need during the winter months and the preferences may vary from individual to individual. These Razais are hand printed and stitched by the local artisans which bring out the rich ethnicity of Indian culture and heritage in the quilt designs.

## 12. Objective of the Project: -

- improve the lives of artisans by enabling them to pursue their existing livelihood.
- In order to survive in the long-run, our aim to provide business-oriented services and tangible benefits to members.
- Covering the operational costs from the business income and engaging in collective marketing activities.
- To provide employment to many women

### 13. Mobilisation of artisan and registration / incorporation of OFPO

- An Off-farm Producer Organisation (OFPO) for 250 artisans from 20 villages of Palwal districts in Haryana was supported with a grant of ` 30.69 lakh from NABARD. Project section under Major category.
- Beliyen Producer Company Ltd. (BPCL) is situated with its headquarters at Haryana, district Palwal. This BPCL is registered on 13th Jan 2020, as per Indian Company Act 2013 and its Reg. No: U01100HR2020PTC08471.
- The Project is implemented in five blocks of Palwal, Haryana district namely Banchari, Pirthla, Kushak, Aurangabad, Amroli
- Total number of 20 Village in all blocks covered 250 artisans.
- Artisan will produce Sujni and Jaipuri Rajai
- In the First year awareness and mobilized 250 artesian Women. Objective of the organisation is to work for the welfare of small and medium artisans and support to increase their standard of living. List of awareness program conducted

| Name of cluster   | Cluster Village List                                  | No Of Awareness |
|-------------------|-------------------------------------------------------|-----------------|
| <b>Banchari</b>   | Banchari, Maroli, Seoli                               | 2               |
| <b>Pirthla</b>    | Pirthla, Sikandarpur, Nangla Bhiku                    | 3               |
| <b>Kushak</b>     | Kushak, Nai Nangla, Teekri Gujar, Achheja             | 3               |
| <b>Aurangabad</b> | Tumasara, Phulwari, Aurangabad, Kushlipur, Bamnikheda | 5               |
| <b>Amroli</b>     | Amroli, Gulawad, Naurangabad, Bhawana, Muhammadpur    | 4               |
|                   | <b>Total</b>                                          | <b>17</b>       |



#### LEGAL ENTITY OF BELIYAN PRODUCER COMPANY LIMITED

|                      |                                                                   |
|----------------------|-------------------------------------------------------------------|
| Registration Number  | U01100HR2020PTC08471                                              |
| Act of Registration  | As per Companies Act 2013 Section 8 and Act 2014 Section 18 Rules |
| Year of Registration | 13 Jan 2020                                                       |
| Pan No               | 88ICB8584B                                                        |
| TAN No               | RTKB08364G                                                        |
| Bank A/C Number      | 39357609610 (State Bank Of India)                                 |
| IFSC Code            | SBIN0003069                                                       |
| GST                  | 06AAICB8584B1ZM                                                   |
| MSME                 | UDYAM-HR-20-0001395                                               |

## 14. Board Director selection and CEO recruitment

The committee suggested names for the board of directors and votes were cast to elect the name suggested by the shareholder. The board director was selected by shortlisting from these names. The board director was elected in July 2019.

Recruitment of CEO by all Board Directors and members of PMRC during 1st PMRC in July 2019.

## 15. Membership and Share Capital Mobilization

The full share capital of the authorized shareholder has been raised and 100% of the authorized share capital has also been paid up. Rs 2000 per member was taken from all the shareholder members, in return they have been issued share certificates.

## 16. Major Deliverables Vs Achievement: -

### During 1st year of the Project

- ❖ **Skill Development & New Technologies:** - A total of five workshops were organized for the artisans of Amroli, Gulawad, Phulwari, Nai Nagla, Banchari. The workshops included the following programmes: The workshop covered various topics such as upgrading existing skills as well as adding additional skills to the artisans. The craftsmen benefit from the curriculum for the respective craft i.e. design, dyeing and blue print of the craft material, the process of joining at least two layers of the fabric together either manually through stitching, of the fabric to form a three dimensional padded surface. Arraying of stitches through all layers, the objective of the workshop is to train the craftsmen related to the skills of Sujni and Jaipuri Rajai by conducting training programs to educate the craftsmen. Embroidery, Single Thread, Needle Thread Inter Loop, Lockstitch, Multi Needle Lockstitch, Zig Zag Stitch, Three Thread, Cotton Filling in Quilts and Quilts Straight Filling Needles and tools, drawing and tracing, of thread used in making cross bonds After the design of the tracing sheet, the process of filling with liquid perforated tracing sheet, pattern, thread color, finalizing the thread, weaving and cleaning when the embroidery work is finished. A total of 158 artisans benefited from the workshops. How to take advantage of and manage the facilities and support available to such enterprises? Overall, his motive was to guide them to adopt techniques that could help them to upgrade their personal lives as well as increase production and improve their skills. The workshops were highly interactive in nature. Finally, a specially designed questionnaire was distributed among the participants to assess the knowledge acquired by the participants and to detect changes in their attitude level after the workshop.





❖ **Exposure Visit** - A total of two exposure visits were organized for artisans at Dilli Haat INA and Surajkund International Crafts Mela (Faridabad). The exposure visit included the following events: The first exposure visit included international as well as local buyers such as increased sales revenue, skills in researching and analyzing ongoing trends in markets, product packaging and barcode tagging, quality control, negotiation, short-term activity, and in the second exposure visit Brand image building on customer mind, Handling diversified customer, Creating brand impact on customer mind, Bulk order deals, After sales service policy, Cost cutting to generate more revenue. A total of 51 artisans benefited from the workshop. How to take advantage of and manage the facilities and support available to such enterprises? Overall, his motive was to guide them to adopt techniques that could help them to upgrade their personal lives as well as increase production and improve their skills. The exposure visits were highly interactive in nature.



❖ **Management Development Training** - A total of three Management Development trainings for artisans were conducted at RSETI and Beliyan office. Management training included the following programs: Training covered various topics, Knowing the benefits of your product or service to customers, Well-designed marketing and promotional strategies for long-term success, Consumer interactions and behavior, Customer Production commensurate with the needs of the Board/Member Roles and Responsibilities, Relationship with Customers, Being More Innovative, Marketing Plans and Concepts, Data Collection, Equity Management, To create awareness and remove exploitation by middlemen and counter middlemen Empowering members, Sales analysis, Developing new products and understanding customers, Market development, Grading, Packaging, Labeling and standardization, Quality control. A total of 86 artisans benefited from the workshop. How to take advantage of and manage the facilities and support available to such enterprises? Overall, his aim was to guide him to adopt techniques that could help him improve his personal life as well as improve the management of the company. Management trainings were highly interactive in nature.



❖ **Demonstration Training** - A total of two demonstration workshops were organized for artisans at RSETI and Sikanderpur. The workshops included the following programmes: The workshop covered various topics like upgradation of existing skills as well as adding additional skills for artisans. Craftsmen benefit from courses for the respective craft i.e. market development, primary processing such as dyeing, cleaning and grading, brand building, packaging, labeling and standardization, quality control, fair trade practices, marketing material production to institutional buyers, among others. Facilitating market relations. Artisans and capacity building program processors, various markets in local supermarkets, municipal markets, etc. Identifying artistic producers and connecting with commercial and institutional buyers. Connecting artisans' associations and buyers to the supply chain through aggregation of service providers. Creating value through development of packaging, branding and direct delivery of agricultural produce to the consumer market or commercial establishments. A total of 56 artisans benefited from the workshop. How to take advantage of the facilities and support available to such enterprises. Overall, his motive was to guide them to adopt techniques that could help them to upgrade their personal lives as well as increase production and improve their skills. Finally, a specially designed questionnaire was distributed among the participants to assess the knowledge acquired by the participants and to detect changes in their attitude level after the workshop.



- ❖ **PO Directors & Facilitator training** - A total of three Directors training were organized for managing Director at RSETI and Bird Lucknow. The training includes the following topics covers Need to Promote OFPO - Knowing the benefits of your product or service to customers, well designed marketing and promotion strategy is essential to OFPO for long term success. OFPO Monitoring - Interactions and dealings with the consumer, producing keeping in mind the needs of the customers. OFPO will be supervised by the members of OFPO. OFPO's members are the surveyors of OFPO. Registration of OFPO and legal and statutory requirement- We can get registration of OFPO done in both Companies Act and Cooperative Societies Act, but government intervention becomes more in Cooperative Act. Lastly, the Co-operative Society also has to do so in the Companies Act. Hence the Companies Act is more beneficial. Company's ROC certificate, Tax Deduction Account Number TAN and PAN Number. Legal Aspects - Valid Contract, Offer and Acceptance, Capability of Contract, Consent and Consideration, Establishment Document, Company Law, Digital Signature, Many Shares but One Vote. Business related complaints - Director who is responsible for ensuring the above compliance. Discussion in the first board meeting with agenda discussion. Complaints will be made by the customers to the members of the company, the members will make the board of directors and finally the complaints will be resolved by making a policy through the board meeting. Role and Responsibilities of Chief Executive Officer (CEO) and Producer Organization Promoting Organization (POPI) - managing large corporate decisions, overall operations and resources of a company. Role and Responsibilities of the Board/Member - Establishing the mission and purpose of the organization. ...Executive Director-Selection, Support, Review. ...organizational planning. ...monitoring and managing financial resources OFPO - Organization and Management Challenges - Knowledge of How Bad Management Causes Most of Your Organizational Problems
- Turnover (monthly and yearly).
  - Productivity (depends on production per craftsman and number of craftsmen producing).
  - Process Management.
  - Making their number.
  - Job Role Design.
  - Leadership Pipeline.
  - Relationship with customers.
  - Being more innovative.



Opportunities for a variety of services and potential activities - Business opportunities, those with the skills and training you can work with ... offer to help businesses by gathering for potential sales. Financial Management and Profitability - Contribute to the variance of profitability by managing working capital and capital budgeting. The loan to the director can be given after assessment in the advance meeting. Loans to the members may be given after determination in the meeting of the Board. Source of Funds for OFPO - Business Are Equity, Debt, Debentures, Retained Earnings, Term Loan, Working Capital Loan, Debentures. Business monitoring and risk management - identifying risks, companies taking appropriate steps to manage them to protect their business assets

Marketing plans and concepts, data collection, enterprise resource planning – data gathered from online and offline surveys can tell you what a business strategy is. The position and responsibilities of Chief Executive Officer, Board Director, Member and Popi: In the non-farm Kishan Vikash organization, the responsibility of all the people is fixed and only after working accordingly, the company progresses and everyone gets hit.

NABARD's intervention in Geographical Indication: Product Registration G.I. NABARD provides various types of grants to be done on the portal -

- Registration of the product - NABARD gives grant to register the product geographically.
- NABARD gives grants for marketing of products in the international market through catalogs according to geographical indications.
- For a particular product, NABARD gives grant for marketing according to the product.
- NABARD also provides grant for the outlet of the product

Model business plan prepared and discussed by the participants - Every participant prepared the business model plan and briefed about the key projects

- ❖ **CEO training** - A total of two Directors training were organized for managing Director at RSETI and Bird Mangalore- Salem Tamil Nadu. The training includes the following topics covers The need to promote OFPO - Knowing the benefits of your product or service to customers, Well-designed marketing and promotional strategies for long-term success. OFPO Monitoring - Interactions and dealings with the consumer, producing keeping in mind

the needs of the customers. OFPO registration and legal and statutory requirement- ROC certificate of the company, Tax deduction account number TAN and PAN number. Legal Aspects - Valid contract, offer and acceptance, competence of contract, consent and consideration. Business related complaints - Director who is responsible for ensuring the above compliance. Discussion in the first board meeting with agenda discussion. Role and Responsibilities of Chief Executive Officer (CEO) and Producer Organization Promoting Organization (POPI) - managing large corporate decisions, overall operations and resources of a company. Role and Responsibilities of the Board/Member - Establishing the mission and purpose of the organization. ...Executive Director-Selection, Support, Review. ...organizational planning. ...monitoring and managing financial resources. OFPO - Organization and Management Challenges - Knowledge of How Bad Management Causes Most of Your Organizational Problems



- Turnover.
- Productivity.
- Process Management.
- Making their number.
- Job Role Design.
- Leadership Pipeline.
- Relationship with customers.
- Being more innovative.

Opportunities for a variety of services and potential activities - Business opportunities, those with the skills and training you can work with ... offer to help businesses by gathering for potential sales. Financial Management and Profitability - Contribute to the variance of profitability by managing working capital and capital budgeting. Source of Funds for OFPO - Business Are Equity, Debt, Debentures, Retained Earnings, Term Loan, Working Capital Loan, Debentures. Business monitoring and risk management - identifying risks, companies taking appropriate steps to manage them to protect their business assets

Marketing plans and concepts, data collection, enterprise resource planning - data gathered from online surveys can tell you what a business strategy is Model business plan prepared and discussed by the participants - Every participant prepared the business model plan and briefed about the key projects

## During 2nd year of the Project

- ❖ **Skill Development & New Technologies:** - A total of five workshops were organized for the artisans at Gulawad, Nangla Bheeku, Prithla, Beliyan Office. The workshops included the following programmes: The workshop covered various topics such as upgrading existing skills as well as adding additional skills to the artisans. The craftsmen benefit from the curriculum for the respective craft i.e. Applique is a technique that basically cuts up various coloured fabrics which are then sewn to the surface of another foundation fabric. But essentially it has now developed into a needlework technique in which smaller pieces of fabric materials like small mirrors and other forms of embroidery are sewn onto a bigger piece of the cloth to create. Appliqué process of cutting coloured cloth into shapes of flowers and other decorative motifs and stitching them on a piece of cloth. Prepares the base material in the shape of square, rectangle, and circle or oval which forms the background for the pieces of art. Applique work is done on the types of fabrics cotton, velvet, satin, the stencil outlines are then traced out neatly over the cloth. Cutting coloured cloth into different shapes and stitching them together to make an applique cloth.



To upgrade the existing skill as well as to add the additional skill to artisans. Artisans will get the benefits of curriculum to the crafts related i.e. Blue print of design, dyeing and craft the materials. Process of joining a minimum of two layers of fabric together either through stitching manually, array of stitches is passed through all layers of the fabric to create a three dimensional padded surface. Capacity workshop has been to provide training to the skill related Applique by organizing training programs to educate crafting the materials. Thread needles and tools used in embroidery, single thread, needle thread inter looping, multi needle lockstitch, jig jag stitch, three thread, cross bond. Drawing and tracing, after the tracing

sheet is designed on it, the liquid flows through the perforated tracing sheet, the artisan made according to the pattern, filled with fine running stitch with thread colour, all the extras in the process. Finalizing the thread, weaving and cleaning when the embroidery work is over. A total of 134 artisans benefited from the workshops. How to take advantage of and manage the facilities and support available to such enterprises? Overall, his motive was to guide them to adopt techniques that could help them to upgrade their personal lives as well as increase production and improve their skills. The workshops were highly interactive in nature. Finally, a specially designed questionnaire was distributed among the participants to assess the knowledge acquired by the participants and to detect changes in their attitude level after the workshop.

- ❖ **Exposure Visit** – A total of one exposure visits were organized for artisans at Amer, Jaipur. The exposure visit included model units available at their Units, Types of fabric in Jaipuri Rajai and Sujni available size, Raw material like Cotton yarn, Acrylic fibre, threads demonstration to the artisan. The fabric we choose most quilts filament with micro-fiber yarns key qualities of "soft" or "plush" or "warm". details discussion with artisan's better surface makes a more durable quilt that lasts. And weight also helps make the quilt a warmer quilt. we're ready for the next step in the process. each quilt needs to be cut by hand on a custom made cutting table, one quilt at a time demonstration. Two of our quilt on the table and attempted to cut them at the same time, the fabric demo, e.g., king-size quilts, cutting a batch of queen quilts, then twin quilts, all the way down to our smallest quilts, baby quilts and quilts dimension of A twin quilt is 60x90" or an extra-long twin quilt is 60x96". Queen fleece quilts are 90x90", King Sized fleece quilts are 108x90" and oversized King quilts are cut at 120x90, now stitched demonstration 4" down on the left side of the long side of the quilt. Now stitched quilt for block printing demonstration of colours used in block printing making of colours, now demonstration of block printing made colour in surface table using 7 types of blocks for single design printing technique demonstration to the artisans after block printing next steps to cotton filling process to quilt while making cotton pad surface for quilt put the cotton to the cotton padding create machine and now levelling the filled cotton equal size in quilt via hand technique or we can used also Acrylic fibre to make surface for quilt demonstration now further next steps to filled cotton to embroidery stitching manually handmade designing in single thread, needle thread inter looping, multi needle lockstitch, jig jag stitch, three thread, cross bonding in design, Demonstration of sewing tracing technique on quilt to make pattern for better looking artisan made according to the pattern, filled with fine running stitch with thread colour, all the extras in the process. Finalizing the thread, weaving and cleaning when the embroidery work is over. Each quilt we make has two quilt inspectors who check the quilt for any potential quality issues. Now final process to material for packaging and ship or sale outlet A total of 28 artisans benefited from the workshop. How to take advantage of and manage the facilities and support available to such enterprises? Overall, his motive was to guide them to adopt techniques that could help them to upgrade their personal lives as well as increase production and improve their skills. The exposure visits were highly interactive in nature.



- ❖ **Management Development Training** - A total of two Management Development trainings for artisans were conducted at Pappan Plaza and Beliyan Office. One Program arranged by

OFDD, HO. Management training included the following programs: Training covered various topics, Knowing the benefits of your product or service to customers, Well-designed marketing and promotional strategies for long-term success, Consumer interactions and behavior, Customer Production commensurate with the needs of the Board/Member Roles and Responsibilities, Relationship with Customers, Being More Innovative, Marketing Plans and Concepts, Data Collection, Equity Management, To create awareness and remove exploitation by middlemen and counter middlemen Empowering members, Sales analysis, Developing new products and understanding customers, Market development, Grading, Packaging, Labeling and standardization, Quality control. A total of 53 artisans benefited from the workshop. How to take advantage of and manage the facilities and support available to such enterprises? Overall, his aim was to guide him to adopt techniques that could help him improve his personal life as well as improve the management of the company. Management trainings were highly interactive in nature.



### During 3rd year of the Project

- ❖ Skill Development & New Technologies (7) Training conducted at (Prithla, Phulwai, Naurangabad, Aurangabad, Nangla Bheeku, Amroli, Banchari) 189 Participant participate in training





- ❖ Management Development Training (10) Training conducted at Hotel Posh, Hotel Pappan Plaza, Beliyan Office, Amroli, Prithla, Banchari, Aurangabad, Nangla Bheeku, Nai Nangla, Phulwari Village 235 Participant participate in training



- ❖ Demonstration Training (4) Training conducted at (Nai Nagla, Phulwari, Gulawad, Prithla) 136 Participant participate in training



❖ Exposer Visit (2) Training conducted at Panipat, Bagpat and Pilkhuwa, Uttar Pradesh 57 Participant participate in training



- ❖ **CEO training and PO Director training** attend at Varanasi, Uttar Pradesh by BIRD Lucknow



- ❖ **Face Mask Making Training by OFDD, HO. 96 Participant participate in training**



### **Important Lessons Learnt while implementing the Project (Opinion of POPI)**

We learnt these lessons on the importance of working together and how we can support each other to achieve the most.

## **Impact on empowerment of women, Livelihood enhancement best practices followed**

It will provide practical and marketable skill training to 250 women in the project, so that they can participate in the social and economic development of the community and bring about that change.

The impact on women makes it a challenge to largely manufacture product in business mode for their increased livelihood.

## **Marketing Interventions: -**

PIA agency will continue support up to OFPO stand. OFPO activities will continue even after the NABARD funding ends. The organization will cover the upcoming expenses such as rent of office space, other office expenses, maintenance of the Chief Executive Officer's salary activities, etc. Popi will support until OFPO is fully capable of doing its work, will help them in every way. Support provided by the PIA and improvement in the level and quality of production. Details on improvement in price realization and marketing facilities and whether any Mela/fair conducted or not.

Now Sujni and Jaipuri rajai can be seen in local haats, as well as in exhibitions, Retail stores. In Delhi Haat the concept of local marketing is deepened upon the market of linked cities, Tourist places, holy places nearer to villages. So in this regard we have made a proper space for the products manufactured in the village. This process is indicated on demand and supply, proper information of the market, price of goods and items used by the village market. So the process of marketing of products depends on proper advertisement because advertisements make a strong image of our products in front of consumers. So hence it is most important to exhibit our products in small exhibitions. After creating a dependency on the product, it now becomes to make a strong market distribution network which provides all stocks to consumers at a fixed price and proper way. After all, the field personnel take all feedback of the market for improving infrastructure to implement it strongly & put sincere efforts for the state & other level market for our products. After that take help for other expert market agency support. The demand for Kids wear products is increasing with greater margins as compared to other sections of garments.

The initial target centers in India are the metro cities in the north including Delhi, Haryana, Rajasthan and Punjab customers

- The expansion drive would continue in remaining tier two and three cities like Ahmedabad, Chandigarh among others
- E-commerce sites like Amazon, Flipkart, Myntra etc. can be partners and online channels

## **The proposed Sale channel would be**

- Local- Fairs, Mela, Rural Mart, Decor House, surajkund mela
- National – Malls – Big Bazar, Vishal Mega Mart.
- Online marketing – Amazon, Sanapdeal, Home shop, NABARD web page.
- Fairs organized by NABARD

Agency Provided Nabard sponsor fair participation during the training period in Noida fair, Surajkund and participation through Abhivyakti foundation

**CONTACT US**  
**FOR ANY QUERY**  
**OR QUESTIONS**

## ● HEAD OFFICE

Abhivyakti Foundation  
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