



# **NABARD SHARAD MELA REPORT-2023**

On December 28<sup>th</sup> 2023, Abhivyakti Foundation in association with National Bank for Agriculture and Rural Development (NABARD) has organized a 4-day **NABARD SHARAD MELA- 2023** at Noida Haat, from 28<sup>th</sup> to 31<sup>st</sup> December 2023 . The objective for the fair is to provide a platform to rural artisans , Farmer Producer Organizations, and SHGs to display and sell their crafts and products.

The presence of all Guests being the motivation to the SHGs . Mr C.K. Gautam DDM Nabard Ghaziabad and Gautam Budh Nagar has started this initiative. In the year 2021 also the mela was organized for the rural artisans , Farmer Producer Organizations, and SHGs to display and sell their crafts and products.

Initially started with 10 stalls in first year , second year we organised 20 stalls and this year we organised total 50 stalls in **which 30 stalls for Ghaziabad ,Gautam Budh Nagar and Moradabad** and 10 -10 stalls for Meerut and Sharanpur in association with Bhumi foundation Saharanpur and Aksh educational welfare society Meerut . The implementing agency would be Abhivyakti Foundation Ghaziabad and Bhumi Foundation Sharanpur UP and Aksh Educational Welfare Society Meerut . Agencies organize the mela for artisans and SHG members

In this event 20 stalls from Ghaziabad and Gautam Buddha Nagar and 10 stalls for Moradabad and 10 -10 stalls for Sharanpur and Meerut were displayed with the products made by SHGs and OFPOs.





**Inauguration of Nabard Sharad Mela -2023 By Shri S K Dora CGM Nabard**



### **Shri S K Dora CGM Nabard Addressing the participants and motivating them with his kind words**

Chief General Manager of NABARD, Uttar Pradesh Shri S. K. Dora inaugurated NABARD Sharad Mela 2023 at Noida Haat, Gautam Buddha Nagar. This fair is an effort of NABARD to provide a marketing platform to the products made by women of self-help groups, rural artisans and farmer producer associations from December 28, 2023 to December 31, 2023. The program was attended by Shri Anish Kumar, AGM, NABARD, Shri Manish Kumar, AGM (DD), NABARD, C.K. Gautam, AGM (DD), NABARD,

GM/CEO, Ghaziabad District Cooperative Bank, LDM, Ghaziabad, Branch Manager, Canara Bank, Directors, RSETI- Ghaziabad and Gautam Buddha Nagar, various Self Help Groups, Craftsmen and Farmer Producer Associations were present.



Nabard GM/CEO addressing the participants

Various self-help groups, farmer producer associations and artisans from Saharanpur, Meerut, Moradabad, Ghaziabad and Gautam Buddha Naga districts have participated in this fair. He underlined that the innovation started by NABARD with 500 Self Help Groups has today not only become the cornerstone of the country's major development programmes, but has also emerged as the largest microfinance program in the world. He interacted with SHG members, FPO members and visited the stalls put up by them. They guided and inspired the participants for design development and further improvement of their products. He also motivated the SHG members to take advantage of ONDC in collaboration with NABARD and market their products online.

Shri SK Dora sir 15-day training program for Readymade Garments Self Help Groups was inaugurated by Dora, Chief General Manager, NABARD at Dhummanikpur village of Gautam Buddha Nagar. He emphasized on the quality of production so that the groups products can compete in the market of Noida/Ghaziabad/NCR.



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He encouraged the SHG members to grow as a cluster and mentioned that this training is only the basic step towards building larger enterprises. Chief General Manager, NABARD, Uttar Pradesh also inaugurated the Community Facilitation Center established under the project sanctioned by NABARD to Ambuja Cement Foundation. This center will facilitate training and production activities for trained women SHGs and other rural women.

He also distributed loan sanction letters of Rs 12.0 lakh from Canara Bank to the SHG members. Loan sanction letter of Rs 5.0 lakh was distributed to the farmers of Bhojpur Sugarcane Producer Organization. He motivated the SHG and FPO members for proper utilization of loans. General Secretary of voluntary organization Abhivyakti Foundation, Mr. Shailendra and Project Director Mrs. Nishi Parashar thanked NABARD and other participants for supporting this event. NABARD Sharad Mela 2023 is being organized by voluntary organizations Abhivyakti Foundation, Bhoomi Foundation and Aks Foundation in collaboration with NABARD.



**General secretary Abhivyakti Foundation welcoming the Guests and conveying vote of thanks to Nabard for the opportunity**



**Shri Shailendra Kumar Singh General Secretary of Abhivyakti Foundation welcomes the guest by flower bouquet and memento**



### **CGM sir visiting the stalls giving feedback on marketing and packaging of the product**

During the fair days the SHGs women has huge enthusiasm to present their skills in terms of marketing. SHG members create a large number of products, some of which compete with branded/market-established products in terms of quality. Some products like jaggery products , wooden products , decorative items , flowers , candles, scented candles, pickles, soaps, handmade Masale, paper mesh articles, Terracota, SujniRajai & Bedsheets ,oxydized Jewellery, handicrafts Pillow, homemade pickles ,Kurtis ,kurtas, etc. This type of marketing assistance can be given to all SHGs for displaying and selling their products.

SHG sell their products during the Mela and also they visited other stalls and learn the marketing approach and strategies from other SHG members and exporters present in the Mela. It was a great exposure to the women of rural areas.

These kind of events helps in building up the confidence among the rural women . They learn how to compete in the market , product quality , price and demand and supply mechanism which is going to play a major role .

This very well thrashes the fear of marketing and the SHGs can engage in innovative production of the products..



**CGM Shri S K Dora sir visited the stalls and view the products made by te SHG , OFPO members and gave the valuable feedback .**



**Visit of CGM Sir Shri S K Dora to the stalls and giving valuable suggestions.**



**CGM Sir Visited the stalls and encouraging SHGs by valuable feedback**



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## Feed back Of SHG members

In the last day all SHGs members gave their valuable feedback that how they enjoyed the Noida Haat. There is following feedback:

### 1) Surana Off Farm Producer Company Limited –Jaggery OFPO

**Mr. Pradeep Kumar** comes from surana OFPO Ghaziabad , which deals with the products of jaggery . He brings a variety of Jaggery product range including , pure jiggery, sweets made of jaggery

He was very happy about the Sharad Mela. He said he got the opportunity to show his products to the mass public through this event . He was very happy and satisfied with all the arrangements of fair and thak NABARD and Abhivyakti Foundation for such a good initiative, as it provides the platform for rural SHGs to come out and take a experience of marketing , got to know the customers feedback and scope of improvement as well . Added that fair should be for a week to get the good volume of sale. The sale was also very good it touches around **Rs 20000/-** .



### 2) Ujjawal Self Help Group.- Bed Sheets

**Mrs Sarita devi** from Ujjawal SHG participated in the fair with the product of Bed sheets . She was happy to participate in the fair very happy with all the arrangement specially the food and lodging facility was excellent. She said this is a good platform for rural SHG to understand the market need .

The timing of the fair was good as Christmas holidays week end .The footfall was good and experience the sale of around 10,000/-.

### 3) Shreeja SHG- Readymade Garments Gautam Budh Nagar

**Mrs Kusum and Sushma** participated in the fair ,the production center is established in GB Nagar after the LEDP and Advance training was completed with the support of NABARD and NABCONS. The production of Kurtis is going on by the SHG members at the “**Shreeja” Nab Kaushal Vikas Kendra Dujana Gautam Budh Nagar** .

SHG members participated in the event with the products made by them . They are very excited and enthisiastic for the event .

### 4) Balaji Self Help Group

Mrs Jyoti from Balaji SHG participated in the fair . She was happy to participate in the fair very happy with all the arrangement specially the food and lodging facility was excellent. She said this is a good platform for rural SHG to understand the market need .

Footfall was good at the Christmas weekend

The sale is around Rs 5000/-

### 5) Jai Maa laxmi SHG G B Nagar – Terracotta Products

**Mrs Manju and Pushpa** has participated in the fair and sell the products made of terracotta clay . The product range includes the small flower pot to medium and big pots . The highlight of the range are the decorative lamp shades, which attracts the customers .

They are very happy with all arrangements of the fair and are thankful to NABARD and also Abhivyakti Foundation and Bhumi Foundation for the wonderful management of the fair . The overall sale during the fair is around 12,000/- .They got the orders of around Rs 8000/- .

### 6) Prajapati SHG GB Nagar – Kurta Payjama

**Mrs Satyavati and Mr Sarjeet** has participated from Prajapati SHG in the fair ,they enjoy the fair by selling their products directly to the customers and very happy with the arrangements .The sale around Rs 9000/- . and also got the orders of 50 Piesces of Kurta nad Payjama Sets worth Rs 8000/-

### 7) Om Sai Nath SHG – Artificial Jewellery

**Mrs Payal** Has participated in the fair with the artificial jewellery . They are very happy with all arrangements of the fair and are thankful to NABARD and also Abhivyakti Foundation and Bhumi Foundation for the wonderful management of the fair .She said that this kind of platform is very good for the rural SHGs as in these events SHG members learn very much while selling the products .

Market trend , competition, rates , availability , quality etc.

Jewellery is very popular among the women customers so it attracts them easily. Here the completion is good and demand to selling on competitive price with good quality .

### 8) Yachana SHG- jiggery Products

**Mrs Babeeta and Alka Tyagi** has participated in the fair awith the different jiggery products . They are very happy with all arrangements of the fair and are thankful to NABARD and also Abhivyakti Foundation and Bhumi Foundation for the wonderful management of the fair . The overall sale during the fair is around 15,000/- .The got the order of RS 15,000/- for the jiggery from customers.

### 9) Azad Mahilla SHG



**Mrs Niraj** has participated with the product of wollen suits . This is the first time the group has participated in the fair . They got a great exposure and the experience to meet the customer face to face . Due to the running season of winter the product they have capture the customers easily and able to sell the products on competitive rates. This fair let them understand the demand of market and also the competition .The sale was around 10000/-. They are very happy with all arrangements of the fair and are thankful to NABARD and also Abhivyakti Foundation and Bhumi Foundation for the wonderful management of the fair.

#### **10) Balagi SHG**

Mrs Shivani from the Self Help group has participated in the fair with the product of readymade suit and dress material . This is the first time the group has participated in the fair . They got a great exposure and the experience to meet the customer face to face . Understanding of the demand of market was a matter of knowledge for them.

The sale was around 7000/-. They are very happy with all arrangements of the fair and are thankful to NABARD and also Abhivyakti Foundation and Bhumi Foundation for the wonderful management of the fair

#### **11)**

##### **Nai Roshini- Jute Bags**

Mrs Pushpa and Rakhi has participated in the fair with the product of jute bags . The range of product includes small lunch bag , kits, bottle bags , laptop bags and big shopping bags .

The price of products starts from 100/- . The market here is very good and they got good experience while selling the product . As this product is now becomes the need of the customers due to the regulations on the use of plastics. They got a great exposure and the experience to meet the customer face to face . Due to the running season of winter the product they have capture the customers easily and able to sell the products on competitive rates. This fair let them understand the demand



market and also the competition. The sale around 15000/-. They are very happy with all arrangements of the fair and are thankful to NABARD and also Abhivyakti Foundation and Bhumi Foundation for the wonderful management of the fair

#### **12 )- Terracotta Jewellery**

Artisan Vidhu Saxena has participated with the Terracotta Jewellery . She was having a complete range of the product starting from the small ring to necklaces and whole sets . She stated that these jewellery are of great demand among the young girls and women due to its designs and patterns . these are easy to wear and light weight . The jewellery could be made customized as per the demand of the customer in desired colour combination.

As the price of the product is also very pocket friendly , so customers showed great interest in this .

They are very happy with all arrangements of the fair and are thankful to NABARD and also Abhivyakti Foundation and Bhumi Foundation for the wonderful management of the fair.

## **CONCLUSION**

NABARD SHARAD MELA 2023 This four days Fair has been organized successfully with the support of NABARD and joint efforts of implementing agencies Abhivyakti Foundation Ghaziabad and Bhumi Ek Aadhaar Foundation Saharanpur and AKSH educational Welfare society Meerut .

The experience was great as the products of 5 districts came on the same platform . Learning among the SHG members was very high as they all can learn from each other on quality, marketing, pricing etc.

The fair was come to finish by the certificate distribution of Participation for the members of Self Help Groups .

The Fair got the positive feedbacks from the women of Self Help Group. These participants were very delighted to organize stalls over there. Their sale was also good even they got order from customers and their way of talking towards customers was excellent. Some of SHGs member have experience of how to deal with the crowd of customers without any clashes. SHGs members' wants that NABARD should give opportunity to them for representing their skills. The fair was also spread in media such as twitter, facebook, newspaper which is a big platform for Abhivyakti Foundation and Bhumi Foundation to enhance their skills in different sector.

Concluding remarks given By DDM Nabarad Shri CK Gautam , He congratulate all participants for participating and making the event successful. He wished all SHG , OFPOS and artisans to keep doing great work and achieve success in the life . The sale of the participants is around 5,30,000/- covering all the 50 stalls organised in the event .

Validation of the event has been done with the distribution of participation certitifae to all te participants by DDMM Nabard of Ghaziabad and Gautam Budh Nagar Shri C K Gautam .





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Shri Shailendra Kumar Singh General Secretary of Abhivyakti Foundation thanked NABARD for giving such a opportunity to organize Sharad Mela-2023 at Noida Haat . He thanked SHG members who participated in the fair and encourage them for their efforts. He also thanked to BHUMI EK AADHAAR Foundation for coming and participating and making the event successful. This joint effort has increased the beauty of the event .

**List of SHG participated in the fair:**

1. Shreeja SHG
2. Beliyan OFPO
3. Jai Maa laxmi SHG
4. Nai Roshini SHG
5. Jai Ambey SHG
6. Prajapati SHG
7. Om sai Nath SHG
8. Ujjawal SHG
9. BalajiSHG
10. Jai dadi sati SHG
11. Kushi Mahilla SHG
12. Surana OFPO
13. Yachana SHG
14. Azad mahilla SHG
15. Om Namah Shivay SHG
16. Laxmi bai SHG
17. Ganesh SHG
18. Suryauday SHG
19. Om SHG
20. Siddhivinayak SHG
21. Mahilla Sahbhagita SHG







रित कार्यवाही  
स्था करते हुए  
दूर किया।  
ने अध्यक्ष निशा  
ला शर्मा, राधा  
र, राम किशन  
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र हिंडन आर  
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से कोई बोलने वाला नहीं है। वहीं पदाओ बेटी बचाओ का नारा देने सपा महिला सभा की जिलाध्यक्ष का काम करती है। वहीं दूसरी और रश्मि चौधरी ने कहा की जहां एक उनकी सरकार में बेटियों पर

सरकार में बेटियां सुरक्षित नहीं है। किरन चौधरी, संगीता चौधरी, बेटियों को घर से बहर निकलने में मोहसिन आदि महिला नेत्री मौजूद थे। भय बना हुआ है। इस मौके पर मधु

# नाबार्ड शरद मेले का सफल समापन

## एसएचजी सदस्यों ने उत्पाद की बिक्री कर कमाया मुनाफा



अर्जुन संदेश संवाददाता

गौतमबुद्धनगर। नोएडा हाट सेक्टर 33 ए में चल रहे नाबार्ड शरद मेला का सफल समापन

सीके गौतम डीडीएन नाबार्ड द्वारा किया गया। इस वर्ष 5 जिलों गाजियाबाद, नोएडा, मेरठ और मुरादाबाद के प्रतिभागियों ने भाग लिया। सभी जिलों से आए एसएचजी सदस्यों ने अपने द्वारा

बनाये उत्पाद की बिक्री कर मुनाफा कमाया। डीडीएम नाबार्ड ने सभी प्रतिभागियों को प्रमाणपत्र देकर प्रोत्साहित किया।

मेला का आयोजन अभिव्यक्ति फाउंडेशन, भूमि एक आधार और अक्ष एजुकेशनल वेलफेयर सोसाइटी द्वारा संयुक्त रूप से किया गया। मेले में एसएचजी उत्पाद की 50 स्टॉल लगायी गईं। नए साल के मौके पर मेले में अच्छी संख्या में ग्राहक आये और खरीददारी की। एसएचजी सदस्यों को अच्छा मुनाफा हुआ। सभी डीडीएम को धन्यवाद देते हुए ऐसा कार्यक्रम बर-बार कराने का अनुरोध किया कार्यक्रम में अभिव्यक्ति फाउंडेशन से निशि पाराशर, मंजू गोस्वामी, पूजा शर्मा, वंदना और पुनीत उपस्थित रहे। अक्ष और भूमि संस्था से भी एसएचजी सदस्य और पदाधिकारी उपस्थित रहे।

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