

Rajiv Gandhi Memorial Government College, Jogindernagar, organized a vibrant Mela in its campus on 29th August 2025 under the aegis of Unnat Bharat Abhiyan (UBA) and the Institution's Innovation Council (IIC). The event served as a platform for students and community members, particularly women entrepreneurs from Self-Help Groups (SHGs), to display and sell their products.

Participation of Women Entrepreneurs

One of the key highlights of this mela was the active participation of women from self-help groups, including elderly women and those belonging to economically weaker sections. Their stalls, which showcased local delicacies, handicrafts, herbal products, and handmade items, received overwhelming response from visitors.

Many of these women had never before sold their products in such a large gathering.

In just three hours of the mela, several participants, including aged and underprivileged women, were able to earn up to ₹15,000, demonstrating both the quality of their work and the market demand for local products.

This success story highlights the potential of rural women's entrepreneurship when given the right exposure and opportunity.

Socio-Economic Impact

The mela not only created an avenue for financial independence but also boosted the morale of women who had been confined to household work or small-scale unrecognized activities.

Elderly women who participated expressed pride in being able to contribute financially.

The income earned in a short duration reflected the possibility of making SHGs sustainable with regular exposure.

The event also created awareness among students and visitors about the importance of supporting local products and women-led enterprises.

Way Forward – Scaling the Initiative

Given the enthusiastic response, the mela will now be taken to a larger scale starting 4th August onwards, where it will be organized in the Mini Secretariat premises of Jogindernagar and gradually extended to more public platforms.

Weekly or monthly exhibitions are being planned to ensure continuous visibility of women entrepreneurs.

Training sessions and product refinement workshops will be introduced in collaboration with faculty and local industry partners.

- The initiative aims to not only promote women's financial empowerment but also to establish a strong college-community linkage.