



February & April 2025

Community Engagement and Market Exposure for Rural Women

The Community Engagement and Market Exposure for Rural Women under Project Pragati was conducted in February & April 2025 in Tikker Panchayat and Sanhol Panchayat of Solan District, Himachal Pradesh. The activity was organized by the Centre for Leadership Coaching, Shoolini University with the objective of providing rural women with market exposure and enabling them to understand the basic aspects of product presentation, customer interaction, and community engagement. As part of Project Pragati, participants were supported to engage through community-based platforms and Self-Help Group (SHG) activities, allowing them to experience real-world market interactions. The initiative helped rural women understand basic market dynamics while building confidence in presenting and selling their products within the community. As a result of the activity, participants gained practical exposure to market and community engagement, demonstrated improved communication skills and confidence, developed a better understanding of basic marketing and customer interaction, and strengthened their linkages with local community platforms.

