

## **GUIDELINES FOR CONDUCTING COLLEGE BAZAAR**

Economic empowerment of women is a pre-requisite for developing a modern, strong and egalitarian society. Various livelihood promotion activities have been initiated by the Government to empower women economically with the aim of poverty reduction, better health, education and overall economic development in rural areas. Marketing plays a very vital role in any livelihood promotion programme. The SHG movement which is spearheading the economic empowerment of women has experimented with many novel ideas to market their products.

TNCDW has proposed to involve the promising younger generation and youth in the noble task of eradication of poverty and improving the quality of life of SHG women through the involvement of education institutions in the State. There are many well-established education institutions in the State with thousands of students in each one of them. Fulfilling their daily needs through products produced by women SHGs is a potentially big market. Keeping this in mind, the Government of TamilNadu has decided to organize 'College Bazaars' in selected colleges and deemed universities across the State. These Bazaars will be organized for the mutual benefit for the college students and the youth and the SHG women as per the Guidelines issued herein. Through this process, the SHG women also get an opportunity to understand the emerging marketing trends, gauge the needs of the youth and also sell their product to them.

The objective of conduct of College Bazaars is

- To expose the youth to the issues of economic development of Women and give them useful insight into various dimensions of

poverty alleviation through income generation activities in rural and urban areas;

- Aims at providing new perspective to SHG members to bring out a range of new products to suit the requirement, taste of youth, improve the quality and standard of existing products through feedback from the students, cross-learning from SHGs, etc.;
- To identify new avenues of market for SHG product and to build the confidence of SHG members to handle the upscale market;
- To provide handholding support to SHGs through students of management for improving their production, productivity, value addition, marketing, etc.;
- To promote nutrition and healthy food habits among the college students and youth through SHGs millet products; and
- To create a platform for the SHGs to market their products.

### **I. Identification of college**

- Yearly calendar to be prepared for college bazaars.
- Institutions with large number of students, preferably above 1000 students to be a priority.
- Preference should be given to colleges located in rural areas.
- Women's college/ Co-ed college with more girl students should be given preference.
- The institution should have sufficient infrastructure, auditorium/ open / covered space to organize the bazaar.
- Reputed Institutions extending support to such social activities to be given preference.
- The 'College Bazaar' to be organized during special occasions like Inter-college meet, Founder's Day, Annual Day, Sports' Day, Carnivals or any other special Occasion and during important festivals to attract more crowd.

## **II. Products**

- Quality, innovative, eco-friendly and locally made products / services highlighting our tradition, in affordable prices only should be approved for sales in bazaar.
- Handicrafts, garments, accessories, fashion jewellery, gift articles and other utility products that will appeal to the youth should be selected for display and sales in the bazaar.
- Food products of high quality with unique traditional taste, packed hygienically along with hot cook and serve items can be prepared and served. All foods packed and served should be properly FSSAI certified.
- SHGs producing different products should be included in the bazaar. Minimum 25 SHGs should be included from all over the district (of which a minimum of 5 SHGs from Urban areas) in each college bazaar. Not more than two groups producing similar products should be included.
- An additional 5 stalls may be allotted to the participants from the neighboring districts who are producing and marketing different products that are not produced in the District where the College Bazaar is conducted.
- Sufficient quantities should be produced in advance and kept ready for the college bazaar. This requires intimation of the conduct of College Bazaars, screening of items to be displayed in the Bazaar, etc. to be done at least a month in advance by the Project Director and the APO(LH). APO(LH), Manager, DSMS and DRP Non-Farm should inform all groups at least one month in advance to get all items ready except food products. Food products to be prepared only a couple of days before the event.

- The eligible SHGs list who are producing/ manufacturing the products to exhibit in college bazaar/ exhibition to be maintained in a register with full details at Block Mission Management Unit. This is the responsibility of the Block Mission Manager and should be aggregated at the District Mission Management Unit under the direct supervision of the Project Director, the APO (Livelihood) and the DSMS Manager.
- Equal opportunity to be given to SHGs who are promoting their own products to SHGs marketing market bought products.
- Same SHGs being given the opportunity to participate in the college bazaars to be avoided.

### **III. Packing and Branding**

- All the SHGs products are to be displayed in the brand name of MATHI only.
- The product packaging to be properly screened and vetted by Project Director and the DSMS Manager
- All the products should be aesthetically showcased in a simple and attractive package.
- The product should be packaged and displayed in a proper manner as done at the State level exhibitions.
- Eco-friendly packages to be preferred.
- Name and profile of the SHG should be printed and displayed in the product package. Wherever the product does not support such display, the information should be displayed in the stall.
- All food products and usable should have labels which prescribe the date of manufacture, date of expiry or best before date, Maximum Retail Price of the Product, etc.
- The license no or FSSAI certification no also needs to be mentioned as per the requirement of legal practices.

#### **IV. Timing**

- College Bazaars should be organized for 2-3 days coinciding with the most important event of that college which attracts lot of students from the college and from other colleges.
- It should start minimum one hour before the start of the classes and should close after one hour of college closing time.

#### **V. Pricing**

- Pricing should be reasonable and affordable and comparable to that of the local market.
- Price tags with 'Mathi Logo' should be attached/ printed in every product and no product without price tags should be kept for sales.
- A catalogue of products in display with price should be displayed as a poster/chart in each of the stall.

#### **VI. Erection of Stall**

- No of stalls should be decided in consultation with the Management of the institution based on the number of days, students expected and scale of the event.
- The stalls should be simple with a shamiana and tables for display.
- The actual place for organizing the bazaar i.e., either in auditorium or in open/ covered space may also be decided in consultation with the Management of the institution.
- During rainy seasons the bazaar should be organized indoors or in Auditoriums only.
- Project Officer may also utilize the infrastructure such as mobile booth, shamiana, tables, chairs, etc. available the college with their prior permission. In the event of non-

availability, the Project Director should make arrangements and meet the expenses from the earmarked funds given to the Districts for the conduct of College Bazaar.

## **VII. Publicity**

- Proper communication should be sent to all students in the form of a circular by the management about the college bazaar at least 10 days before the event.
- Information about the Bazaar, date, time, venue and product range should be displayed in all notice boards in the institution at least 3 days before the event.
- Orientation may be given to staffs and students by Districts level officials before 5 days of the event in consultation with the management.
- Attractive small hand bills may be printed in few numbers and distributed to the students, if necessary.
- Few multi color banners may be printed and displayed in vantage points in the institute in advance. Such banners should have TNSRLM, MATHI logos and the College logo, in addition to information such as date, time venue and product range in the bazaar.
- A banner displaying the product range and the profile of the participating SHG should be kept in the venue during the sales.
- Large scale publicity can be given in local media like cable TV, Newspapers through press release and social medias like Whatsapp, Facebook and Instagram.
- Parents can also may be invited to visit the bazaars through the Parents Teachers Association (PTA).

### **VIII. Expenditure**

- Separate funds provided for the conduct of the College Bazaars to be utilized for the same.

### **IX. Digital Payment**

- Comprehensive training on digital payment should be given to all the women SHGs participating in the exhibition.
- SHGs should be facilitated by the District Team and the DSMS Manager for QR Code for digital payments with their concerned Banks.

### **IX. Outcome**

- SHGs acquire various ideas and requirements from the youth through interaction with college students.
- District Mission Management Unit officials should list out the interested candidates for doing research or internship (Business Administration Students) on SHG products, who can give their valuable feedback on conduct if college Bazaars and marketing of SHG products better.
- During the interaction with the students, the SHG members will also get an idea of pricing of their products.
- This Bazaar may create a platform between SHGs and College/ Universities management for getting bulk orders.
- These Bazaars will be helpful to students for gathering knowledge about schemes implemented for women development through TNSRLM and other departments.

### **X. General**

- One stall to be additionally be allotted for creating awareness about the schemes of TNSRLM/TNULM and DDU-GKY.

- The participating SHG members and others should maintain utmost discipline and should be affable, courteous and polite to the students.
- The College management to be requested to nominate one faculty / staff to co-ordinate with DMMU and DSMS officials.
- The College management should also regulate the venue by posting suitable staff and NSS Volunteer / NCC Cadets to co-ordinate and regulate the visit of stall by the students.
- The Project Director, the APO (LH) and the Manager, DSMS will be responsible for the conduct of the College Bazaar with the help of BMMU, BLFs, BBRC, PLFs, SHGs and the college administration.
- Consolidated feedback from College Program Co-ordinator on product range/ quality/ pricing/ salesmanship can be collected. Best and valuable feedback from amongst the students and faculty may be awarded by DMMU with a small cash price of up to Rs. 1000/- each, if required from the funds available for conduct of the College Bazaar.
- Project Officer should document the proceeding and submit the report to SMMU after the close of the Bazaar detailing best practices and suggestions.
- The services of the DRP (Non-Farm) and the CRP(Non-farm) working in TNSRLM in the Districts may be utilized for the conduct of this event.

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Managing Director/CEO  
TNCDW