

## One-Day Entrepreneur Mela Najibabad, Uttar Pradesh



Figure 1. One-Day Entrepreneur Mela

On **13<sup>th</sup> August, 2019**, a one-day entrepreneur mela was organized by the Block Resource Centre, Najibabad to promote the livelihood of the entrepreneur under Startup Village Entrepreneur Program. The mela was organized on the occasion of Rakshabandhan and Independence Day where **39 entrepreneurs** participated. The mela was organized in the Panchayat Ghar of Tatarpurlalu Dhanaura. The gross sales at the end of the day was **Rs. 13,390/-** with an average of **Rs. 344/-** per entrepreneur.



Figure 2. Handicraft Shop



*Figure 3. Panchayat Pradhan Inaugurating the Mela*

The idea for organizing a 1-day entrepreneur mela was proposed in a special meeting where all BEPC members and CRPEP participated. The entrepreneur mela was decided to be organized on 13th August on the occasion of Independence Day and Rakshabandhan. The members of BEPC and CRPEP had collectively decided to organize the entrepreneur mela at Najibabad Railway Station. The location was in the city center and attracted a lot of visitors, making it ideal for organizing the mela. Mentor (Aleyamma Antony) along with Field Coordinator (Mirza Aqdas Beg), State Program Coordinator (Dibyajyoti Gogoi) and CRPEPs



*Figure 4. Homemade Pickle Shop*

(Reshma, Uma, Rakhi) approached Station Master of Najibabad Railway Station for the same. However, the application got rejected stating the safety concern due to the unguarded railway track nearby. As a result, another meeting was organized with BEPC members and CRPEPs to decide the location. Finally, panchayat ghar of Gram Panchayat **Tatarpurlalu**

**Dhanaura** were agreed upon for organizing the mela. The request for the same was also approved by the Pradhan of the panchayat.

Particulars	Amount
Tent	2700/-
DJ	1300/-
Furniture (Tables & Chairs)	1650/-
Banner	500/-
Inauguration Expenses	50/-
<b>Total</b>	<b>6200/-</b>

Of the total expense, **Rs. 1200/-** each was contributed by the three CLFs that will be deducted from the interest paid by the Block Resource Centre to the CLF in future. The CRPEP group has further contributed **Rs. 1000/-** and **Rs. 30/-** were charged from each entrepreneur who participated in the event. Moreover, facilities for water, dustbins, and toilets were organized by the Gram Panchayat without any cost. Remaining Rs. 430/- will be contributed by the Block Resource Center

*“Yaha pr bikri karne se naye grahakon ko samaan bechne ka mauka mila”*

*Parvesh Devi, Cosmetic Shop*

CLF	1200 x 3	3600/-
CRPEP Group	1000 x 1	1000/-
Entrepreneur Fees	30 x 39	1170/-
<b>Total</b>		<b>5770/-</b>

*“Din me 300 ki bikri ho gayi, raat me aur bhi ho jaayegi”*

*Savita Devi, Samosa Shop*

The one-day entrepreneur mela was a successful event where entrepreneurs found that their daily sales has boosted. Out of the 39 entrepreneurs participated, 38 claimed that they want such an event to be organized regularly. Apart from providing a platform for sales, the mela has also played an important channel where entrepreneurs can socialize and share their best business practices with each other. Since the mela was organized till 6 PM, entrepreneurs also resume their shops the same day and doesn't lose out on their regular customers.



Figure 5. Media Coverage: Dainik Jagran

The event also got the attention of local media. Such events and media coverages in future will not only promote confidence of entrepreneurs but will also help others like them to join the program in future