

Diwali Mela in Najibabad Block



Venue: Mandawali Village, Najibabad

Dates: 26-27 October '19

Organised by: Block Resource Centre, Najibababd



A two-day Diwali mela was organised in Mandavali village in Najibabad block on 26th and 27th Oct 2019. The mela was specially targeted on the occasion of Dhanteras to maximise the sales for the entrepreneurs. Twenty-one entrepreneurs participated in the event with a variety of stalls ranging from diyas, utensils as well as food items. The theme of the mela was focused on Diwali where entrepreneurs focused on products that are used in the festival for sale.

The objective of the mela was two fold where on one hand it helped the entrepreneurs, especially women under the Start up Village Entrepreneurship Programme to promote their livelihood opportunities while on the other hand, it helped to promote the local economic development of the village.

To organise the mela, the team from Block Resource Centre including BEPC members, Mentor resource person Aleyamma Anthony and Field Coordinator Mirza Aqdas Beg had approached Mr. Sabu Thekedar, Panchayat President for the approval and space for the mela. After negotiations, the field of Government Primary School was allocated for the same. The school was at one of the busy streets of the village that helped in attracting the crowd and further boosting the sales for the entrepreneurs. Along with the Panchayat President, permission was also granted by Mrs. Mustakeem Ahmed, the headmaster of the school. Furthermore, a meeting with the local police station was held in order to gather their support for the smooth conduct. Only after the approval was granted from all the three concerned parties, the mela was organized in the village.



Figure 1. Panchayat President Inaugurating the Mela



Figure 3. Utensils Shop in the Mela

The mela was inaugurated by the Panchayat President in the presence of the headmaster, BEPC members, BPM-SVEP and the entire Block Resource Center team. The total cost for organising the mela was Rs. 7600/- that has been contributed by the Cluster Level Federations of the Block, the participating Entrepreneurs and Block Resource Centre. The total revenue from the mela after two days was Rs. 59,150/- making it an average of Rs. 2820/- per entrepreneur.

मंडावली में लगा मेला, ग्रामीणों ने की जमकर खरीदारी

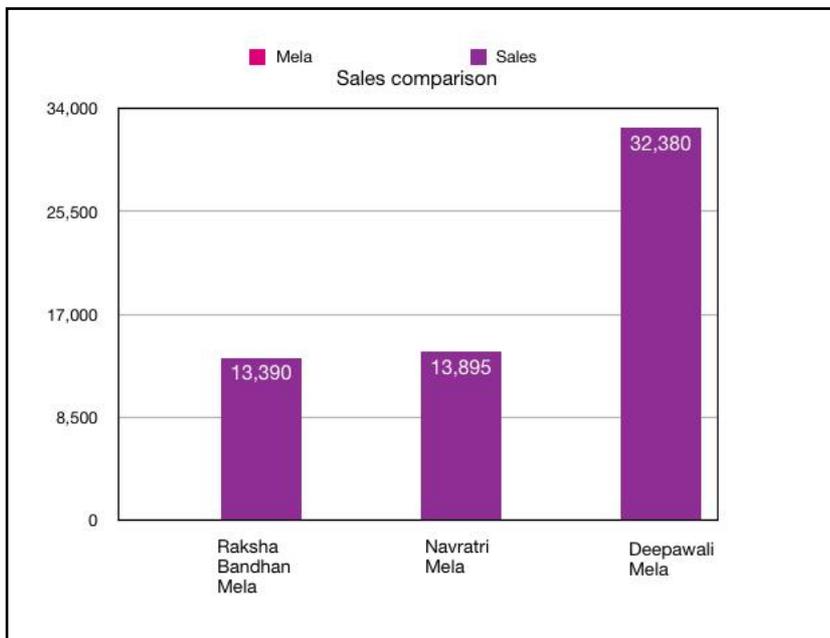


The two-day Diwali mela was extensively covered in print and digital media by regional media houses. Moreover, the mela has been extensively praised by Panchayat President and all the others who had participated in the event.

मंडावली/नजीबाबाद (चिंगारी)। केन्द्र सरकार द्वारा उत्तर प्रदेश राज्य ग्रामीण आजीविका मिशन के अंतर्गत मंडावली में दीपावली के अवसर पर दो दिवसीय मेले का आयोजन किया गया। मेले का उद्घाटन धनौरस के दिन ग्राम प्रधान प्रतिनिधि साथ टेकेदार व जूनियर हाईस्कूल के प्रधान अध्यापक मुस्तकीम अहमद ने संयुक्त रूप से किया। इस अवसर पर उन्होंने कहा कि इस समूह के द्वारा जो भी कार्य किये जा रहे हैं वो बहुत ही सरलनीय हैं। गांव-गांव जाकर महिलाओं को जोड़कर उन्हें आत्मनिर्भर बनाया जा रहा है। मेले में मिट्टी के बने दीये, कपड़े, मिठई, कंडील, बर्तन आदि के स्टाल लगाए गए। जिसमें आसपास के ग्रामीणों ने जमकर सामान खरीदा। इस मौके पर नोडल सोएलएफ संजो, डॉकर के साथ बबीता, सुमन, भावना, गीता, चाँजटा, चन्द्रकान्ता, रश्मा आदि मौजूद रहे।

The details of cost of setting up the market and the revenue generated is as follows:

<i>Cost</i>	
Tent & Furniture	5000/-
D.J. (Mic and Sound system)	1600/-
Decoration	1000/-
Total	7600/-
<i>Revenue</i>	
Day 1	32,380/-
Day 2	26,770/-
Total	59,150/-



So far the Najibabad has conducted three festival mela on different occasion and in a different location. The comparison of per day sales has been shown in the below graph. It has been seen a gradual growth in the sales of the entrepreneur. We can infer that Festival mela can create a space for the SVEP entrepreneur to get tangible benefit within a short period.

Major learnings from the Mela:

- CRPs-EP have decided to use markets to provide seasonal monetary benefits to the entrepreneurs to improve their revenue and increase the customer base.
- Creating an environment of consultancy provided by CRPs-EP, by charging a fees for the additional services offered to the entrepreneurs.
- Tangible financial benefits for the entrepreneurs who participate in the SVEP festival markets

_____ *The end* _____