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DPS Bopal's Vocal for Local 3rd edition spreads happiness, and smiles among vendors

by Nav Jeevan — 3 months ago

in Ahmedabad, Animal Husbandry & Dairy, Atmanirbhar Bharat, Breaking News, Business, consumers, Fashion, Food and Beverages, Gujarat, Hospitality, Launchpad, Lifestyle, Student's Corner, Youth

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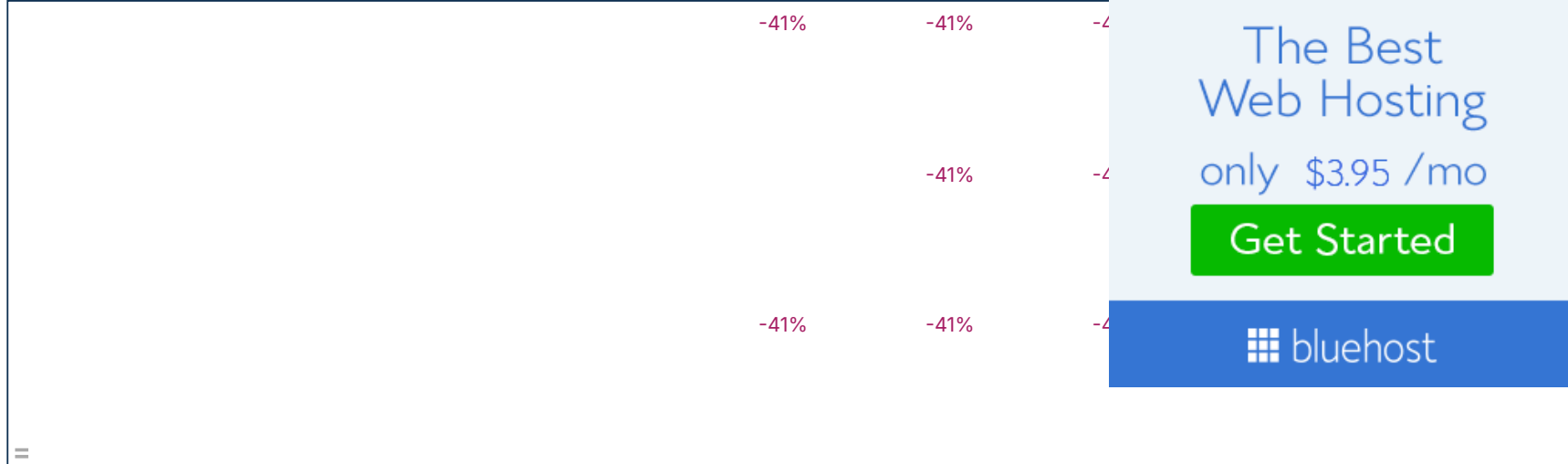
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Hetal Amin, President of Kalyani Sahasik Mahila Vikas Sangh; school Director, Vandna Joshi, and school Principal Sabina Sawhney inaugurate the third edition of “Vocal for Local” campaign at DPS School Bopal on Saturday-NE photo

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- **The event features 50 local vendors, including various NGOs and Gruh Udhyogs (cottage industries)**
- **This meaningful initiative not only revives interest in locally produced goods but also fostered a deeper understanding of the importance of building inclusive, diverse, and equitable communities**

NE EDUCATION BUREAU

AHMEDABAD, OCT 19

In alignment with the vision of promoting local vendors, as emphasized by our Prime Minister Narendra Modi ji in his Mann Ki Baat address, Delhi Public School – Bopal proudly organized the “Vocal for Local” campaign on Saturday, 19 October 2024, marking the third consecutive year of this impactful initiative.

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Delhi Public School – Bopal opens more avenues to rake in revenue for local vendors as per Prime

The event was inaugurated by Hetal Amin, President of Kalyani Sahasik Mahila Vikas Sangh, alongside the Director, Vandna Joshi, and the school Principal Sabina Sawhney. The esteemed Special Guest inspired the assembled vendors, lauding the school for its dedication to empowering local businesses.



Dr. Manjula Pooja Shroff, CEO of Kalorex group
(extreme right) lends a helping hand to a vendor-

NE photo

In her address, the Director urged students, parents, and the wider community to embrace and promote locally-made products, noting how this collective effort contributes to the nation's economic growth and fosters self-reliance. The Principal echoed these sentiments, affirming that supporting local artisans and businesses is essential in reviving the spirit of 'Swadeshi' and reinforcing the ethos of 'Aatma Nirbhar Bharat' in every citizen.



The primary goal of the campaign was to bring joy, spread smiles, and instill a sense of fulfillment

among local vendors by offering them a platform

to showcase their products-NE photo

The primary goal of the campaign was to bring joy, spread smiles, and instill a sense of fulfillment among local vendors by offering them a platform to showcase their products. As online shopping increasingly dominates consumer habits, it has significantly impacted the livelihood of local vendors. This initiative was designed to counteract these challenges by boosting sales and generating inquiries for their unique, handmade goods, providing much-needed support to supplement their incomes.



The festival sale is on-NE photo

The event featured 50 local vendors, including various NGOs and Gruh Udhogs (cottage industries), who were invited to display their diverse range of products. From delectable handmade snacks, sweets, and chocolates to intricate crocheted jewelry, vibrant Kurtis, handcrafted bags, traditional diyas, and artisanal home decor, the stalls were a testament to the rich cultural heritage and craftsmanship of our local artisans.



A bird's eye view of the special market-NE photo

This meaningful initiative not only revived interest in locally produced goods but also fostered a deeper understanding of the importance of building inclusive, diverse, and equitable communities. It reminded us all that by supporting local businesses, we contribute to a more sustainable and resilient future for our country.

Tags: 3rd Edition among DPS-Bopal's happiness smiles spreads vendors

Vocal for local

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