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Spreading Smiles Through Local Support: A Celebration of Indian Artisans

Vocal for Local: How One School is Empowering Small Businesses

 by [Newz Daddy Editor](#) — 20 October 2024 in [Education](#) Reading Time: 5 mins read

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Synopsis of the Article

- Delhi Public School, Bhopal, held its third annual “Vocal for Local” campaign on 19 October 2024.
- The event promotes local businesses in line with the vision of Prime Minister Shri Narendra Modi’s **“Aatma Nirbhar Bharat”** initiative.
- Ms. Hetal Amin, President of **Kalyani Sahasik Mahila Vikas Sangh**, inaugurated the event, with Director Ms. Vandna Joshi and Principal Ms. Sabina Sawhney.
- The campaign aimed to boost local vendors’ sales and promote their products, helping them compete with the rise of online shopping.
- 50 vendors, including NGOs and cottage industries, showcased a variety of handmade goods, including food items, jewelry, bags, and home decor.
- The event highlighted the importance of supporting local businesses for economic growth and self-reliance.

Vocal for Local: Bringing Smiles and Supporting Local Businesses

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Small companies and neighborhood sellers frequently find it difficult to compete in the fast-paced world of today, where online buying is increasingly the norm. The “Vocal for Local” campaign is an essential attempt to buck the current trend and restore focus to the industrious regional craftspeople who embody India’s rich cultural heritage.

Leading this effort is [Delhi Public School \(DPS\) Bopal](#), which on October 19, 2024, will host its third “Vocal for Local” event in a row.

As part of his [“Aatma Nirbhar Bharat”](#) (self-reliant India) agenda, Prime Minister Shri Narendra Modi has called for support for local enterprises, which is exactly in line with this program. The intention is to support local sellers that preserve our traditional arts and crafts as well as to encourage consumers to purchase goods manufactured in the area. Let’s explore how, one little business at a time, DPS Bopal is significantly contributing to the spread of happiness.

A Grand Inauguration: Bringing the Community Together

The “Vocal for Local” campaign was inaugurated at [DPS Bopal](#) by Ms. Hetal Amin, President of [Kalyani Sahasik Mahila Vikas Sangh](#), who did so with much excitement. Principal Ms. Sabina Sawhney and Director Ms. Vandna Joshi, two important school officials, stood at her side. Their attendance served as a reminder of the project’s significance for the entire community as well as the school.

Ms. Amin commended the school’s efforts in her remarks and stressed the importance of supporting neighborhood businesses in these trying times. The emergence of e-commerce has fundamentally altered consumer purchasing behavior, frequently resulting in local suppliers facing financial difficulties. However, programs such as this provide small craftsmen with a platform, optimism, and an opportunity to compete

The Heart of the Campaign: Spreading Smiles Through Support

Ms. Hetal Amin, the President of [Kalyani Sahasik Mahila Vikas Sangh](#), formally inaugurated the “Vocal for Local” event at DPS Bopal, amidst great enthusiasm. Directress Ms. Vandna Joshi and principal Ms. Sabina Sawhney, two important school officials, stood at her side. Their attendance brought attention to how important this project is for the entire community as well as the school.

Ms. Amin appreciated the school’s efforts in her remarks and stressed the importance of helping out small businesses in the community these days. Due to the significant shift in consumer purchasing patterns brought about by e-commerce, local suppliers frequently find it difficult to survive. However, projects such as these provide local craftsmen an opportunity to compete with bigger companies and a platform.

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A Diverse Range of Products: Celebrating India’s Handicrafts

The enormous range of things on show was one of the event’s most fascinating features. Fifty local vendors took part, each with a distinctive product to offer. The stalls were a visual feast, featuring homemade purses, traditional Kurtis, diyas (lamps), crocheted jewelry, and delicious food and sweets.

pleasing products that are deeply entrenched in India's rich cultural legacy. The laboriously produced objects depict the tale of numerous craftspeople who have been passing down their expertise for decades.

For customers, it offered an opportunity to purchase distinctive goods that were frequently out of stock at large internet retailers. It was also a chance to personally assist regional artists and contribute to the resurgence of Indian workmanship, which is maybe more significant.

Boosting Local Economies: Building a More Resilient Future

The "Vocal for Local" campaign aims to promote a greater knowledge of the significance of local companies for India's economic well-being, while also restoring the essence of "Swadeshi" or self-sufficiency, beyond just buying. The event seeks to support local companies by highlighting local vendors and enticing customers to purchase their goods.

"When we support local artisans and businesses, we're helping not only the economy but also preserving the cultural diversity of our nation," Director Ms. Vandna Joshi emphasized in her speech. Principal Ms. Sabina Sawhney further emphasized the part that neighborhood companies play in fostering independence, which is one of the cornerstones of Prime Minister Modi's **"Aatma Nirbhar Bharat"** program.

It is important to support these small-scale business owners beyond simply purchasing their goods; doing so will help create a more just and inclusive society where everyone may prosper, regardless of background. We can help ensure that our nation has a more robust and sustainable future by supporting small, locally-owned enterprises.

Looking Forward: A Call to Action for the Community

As the event came to an end, one thing became evident: the “Vocal for Local” campaign is a community-wide movement that encourages participation from the entire community, not just schools. This event serves as a crucial reminder for everyone who cares about supporting local businesses, be they parents, students, or just regular people. Local merchants can prosper with our community’s support, which is what they need.

During her speech, Ms. Joshi encouraged everyone to support locally produced goods and take a more thoughtful approach to shopping. “Everything you buy today contributes to the development of a stronger, more independent country,” she declared. One smile at a time, the campaign served as a reminder of the strength of community and the delight that can be experienced by distributing happiness.

Vendors departed with a renewed sense of hope and validation after the event, in addition to purchases and inquiries. The takeaway was unmistakable: encouraging small companies in your community benefits your soul as much as the economy.

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