Institute & Department	Swarrnim Startup and Innovation University
Activity Name / Event Name	Vocal For Local Exhibition
Date of Event	November 10 & 11, 2020
Duration	10 am to 5 pm
Faculty Coordinator	Ms. Arrpita Vyas, Manager, Women Entrepreneurship & Development Cell
Number of Participants	19 Exibitors

Objective of the Event:

On 13th May, 2020 while addressing the nation, Prime Minister Narendra Modi said that the mindset of free India should be 'vocal for local' to achieve the goal of 'Aatmanirbhar Bharat.'

He also explained the need for India to recognize the importance of local manufacturing, local markets and local supply chains. He said that COVID-19 taught India the importance of being local. He said, "All our demands during the crisis were met locally. Now, it is time to be 'vocal about local' products and help them become global."

All these came after the Lockdown in India due to Covid-19 brought disastrous changes and fall in financial capacities of the small businesses and the local vendors. Majority of the population turned towards Online Shopping, even for vegetables and basic essentials amidst the lockdown which led the local vendors make the ends meet difficult.

Thus, as a support to the PM Modi's initiative and to encourage the local vendors to get back on their feet, we organized 'Vocal for Local Campaign'.

We had over 170 registrations of which the products were shared on our various social media platforms with their contact details and approachable means.

For the 2-day exhibition, we had 19 vendors, who were given stalls to exhibit their products and sell it to the visitors at Swarrnim Startup and Innovation University Campus.

Flow of the event:

Before the exhibition we had undertaken the following process-

1. Asked the students and the members of the university to collect the data of all the required people.
2. Shortlisted the vendors according to their current situation and need.

3. Organized an exhibition for the selected vendors to display their products and sell them to the visitors.
4. Promoted 170 vendors on our social media platforms.

Significance/ Outcome:

This exhibition gave a huge platform to all the local vendors who faced monetary issues in lockdown, and were also unaware about the ways they can expand their market.

The 2-day exhibition witnessed a decent footfall, and to grace the event, Mr. Rishabh Jain, President of the University, attended and gave direct ideas and suggestions to our vendors on how they can avoid the issues that they faced in past.

'Sell Digitally' was explained to the vendors where they were informed about the rise of digital medium in the market, and how the expansion can benefit them, not only monetarily but also for creating network. Encouragement for using, such as Amazon, to sell their products was given by the President and the Organizers.

The visitors and the staff, uploaded the stories of the vendors on their social media accounts, thus, bringing the vendors more reach.

All the above activities and our entire idea of exhibition catered the society in two ways;

- The local vendors who had faced monetary crunch, were given a platform to display their products which brought them into a bigger market, and they got to know about how they can expand their reach.
- An awareness was brought to the visitors, staff of the university and the audience of encouraging the Local Vendors and help them keep up with their businesses.

Conclusion:

SWARRNIM
STARTUP & INNOVATION
UNIVERSITY

OUR **EXHIBITORS**
OUR **LOCAL VENDORS** OF GUJARAT
OUR **PRIDE**

Product
Handicrafts
Diya Patel
9327267274
24, Pooja Bunglows,
Chandkheda,
Kalol Highway

Product
Jewellery
Mansi Gondaliya
9601749514
E-203, Palm
Residency,
Nikol-Naroda

Product
Handmade Portraits
Piyush Bhanap
9725962688
D-402,
Shanam Greens,
Palsan Road, Kalol

Product
Handicrafts
Dinky Panchal
9512093367
A-21,
Alok Bungalows,
Ghodasar

Product
Chocolates
Disha Dakhara
8154032928
502, Sarvaswa-1,
Wing A, Adalaj

Product
Artistic Items
Aditi Joshi
9328263969
Sector7/D
Gandhinagar

Product
Herbaleaf
Aditya Rajput
7622964444
ol02 kautilya flats
Sabarmati

Product
Handicraft
Chandni Nebhnani
9825010104
Satelite

Product
Spices & Herbs
Dhruval Patel
9898320323
Shertha

Product
Traditional Garments
Shikha Patel
9328015575
G48, Citymall-2, Kalol

Product
Organic & Healthy Food
Zilan Dave
9909771234
www.annashree.in

Product
Diya
Heli Sompura
9996815408
Ahmedabad

Product
Gruh udyog
Sita Nikum
9974711491
1, Devikrupa
Society Kalol

Product
Clay Products
Vidhi sales
9725633049
g7 Platinum
plaza, kalol

Product
Spices
Navneet shah
7228997494
Bavla
Ahmedabad

Product
Paintings & Portraits
Rupesh G. Gupta
81286 23652
Ahemadabad

Product
Coffee Beans/Powder
Harsh More
98255 13384
Sarghasan,
Gandhinagar

Product
Bakry Dishes and Many More
Faryal Chhipa
9726941333
Vasna, Ahmedabad

Product
Traditional Dresses
Vidhi sales
9826183601
Humera Flat, Ahmedabad