



Report on

Assist Women from Self-Help Groups at Saras Mela

Date: October 13th - October 29th, 2024

Venue: Saras Mela, Leisure Valley Park, Sector-29 Gurugram.

Event Type: Community Engagement & Assistance

Mode of Activity: Offline

Target Group: Women from Self Help Groups (SHGs)

Attendees: Youth Red Cross (YRC) Volunteers, District Administration Representatives, SHG Members

Organised by: Youth Red Cross Committee KR Mangalam University, in association with District Administration, Gurugram

Number of Participants: Approximately 50 YRC Volunteers for 17 days

Introduction:

The Youth Red Cross Committee (YRC), KR Mangalam University, in collaboration with the District Administration, Gurugram, organized a community engagement event at the Saras Mela. The event aimed to assist and support women from Self-Help Groups (SHGs), promote sustainable development practices, and empower local communities. It was held over 17 days, from October 13th to October 29th, 2024, with volunteers actively participating each day.

Objectives:

Objectives are as follows:

1. Empower women from Self Help Groups with necessary support and assistance.
2. To promote sustainable development practices within the community.
3. To encourage holistic learning and social responsibility among YRC and NSS volunteers.
4. To foster collaboration between local authorities and youth organizations for community welfare.

Content:

The volunteers played a crucial role in helping the women from Self Help Groups (SHGs) overcome language barriers, as participants from 28 states attended the event. Recognizing the diversity of languages spoken, the volunteers acted as mediators, facilitating communication between the SHG women and

visitors. They assisted in translating and conveying information, ensuring that language differences did not hinder interactions.

In addition, the volunteers worked closely with the SHG members to set up their stalls, organize their products, and manage their sales. They helped the women present their goods effectively and confidently engage with visitors by providing guidance and hands-on support. These activities were designed to assist during the event and empower the SHG women to become more self-reliant, building skills that they could use beyond the event to grow their businesses and improve their livelihoods.

Outcome:

1. Overcoming language barriers for participants from 28 different states.
2. Enhanced product presentation and sales skills for SHG women.
3. Increased confidence and self-reliance among SHG members.
4. Strengthened community engagement and cultural exchange.
5. Skill development for Youth Red Cross and NSS volunteers.
6. Promotion of sustainable business practices and local economic growth.

Conclusion:

The Saras Mela event, organized by the Youth Red Cross Committee in association with the District Administration, was a commendable initiative that brought together the community, volunteers, and local authorities. The participation of approximately 50 YRC and NSS volunteers played a pivotal role in making the event a success, creating a positive impact on the lives of women from Self Help Groups. It also provided a platform for the youth to engage with real-world challenges and contribute meaningfully to the community.

The event's success underlines the importance of continued collaboration between local organizations and youth volunteers in fostering social awareness and sustainable development.

Photos of the Event:



