

Central University of Himachal Pradesh

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215

Centre for Entrepreneurship and Innovation, School of Commerce and Management Studies

A Report on Social Outreach Initiative during SARAS Fair-2022

Smart City Dharamshala has witnessed a mega exhibition of a variety of products produced by rural artisans of India, especially by Self Help Groups during the *Saras* fair organised by the Department of Rural Development from 21 to 30 March 2022. Products like Bamboo Artwork, Bengali Saari, Kangra Paintings, Chamba Rumaal, Toys, processed food products, Handloom and Handicraft products, etc. were the major products that were exhibited during this fair. The Centre for Entrepreneurship and Innovation, School of Commerce and Management Studies under the extension and outreach initiative of the Central University of Himachal Pradesh took the lead and formed a group of 5 MBA students under the supervision of the teachers to promote the products of the participating rural artisans in the University as well as on various social media platforms.



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This initiative of the Centre not only provides an opportunity for MBA students to explore the potential of rural products but also offers an environment for experiential learning. Students under the leadership of Mr. Divyanshu and Mr. Ananya Goel visited the stalls of these rural artisans and gathered product-related information to design an effective marketing program for their products.



These students identified the product attributes to be used as 'USP' and used these while communicating the value proposition to the potential customers. They have further interviewed the members of the SHGs and prospective buyers to design a promotional campaign. As a result of a campaign run by these students in the University, many of the students, faculty, and other staff members visited the fair and purchased these unique and traditional products of rural India. The students further designed a promotional advertisement in the form of a short video to launch a social media campaign to ensure the mass publicity of these products.

The Vice-Chancellor of CUHP, Prof. S.P. Bansal, and Prof. Mohinder Singh, Dean, School of Commerce and Management Studies Officials appreciated the efforts of the Centre and the students for innovative implementation of the social outreach initiative of the University.

(Dr. Chaman Lal)

Hon. Director

Centre for Entrepreneurship and Innovation
School of Commerce and Management studies