

## Motive is to encourage women entrepreneurs

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Chandigarh,

- Training programme also conducted for participating groups: Gurpreet Kaur Sapra
- Groups from Punjab, Chhattisgarh, Rajasthan, Gujarat, UP, Uttarakhand, Jharkhand participating

The Social Security, Women and Child Development Department in collaboration with the Self Employed Women Association (SEWA) today commenced a 2 day Self Help Group Mela LAADO-2019 here at Kisan Bhawan.

This was disclosed by the Principal Secretary, Social Security, Women and Child Development Mrs. Raji P. Srivastava. The Principal Secretary said that the main aim of the Mela is to encourage women entrepreneurs and create a suitable platform for the products manufactured by their groups. The Principal Secretary further elaborated that self help groups from Punjab, Chhattisgarh, Rajasthan, Gujarat, UP, Uttarakhand and Jharkhand are participating in the mela and displaying their handicrafts and other handmade products.

The Director of the department Mrs. Gurpreet Kaur Sapra said that a training programme was also held on 22nd October, 2019 at Kisan Bhawan in collaboration with the SEWA, for the groups participating in the mela. The training by experts focused on the maintenance of the products, quality, packing, packing design, marketing and relations with the customers. The Director also added that the department would now conduct the training every year in April and October. The Director also exhorted the departmental officers and the general public to exhort one and all to visit the mela and purchase the products made by the groups so as to raise more awareness regarding the women empowerment.

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