

## Event Report

The Universities are requested to share the activity report in the format given below.

<b>Name of the Activity:</b>	Experiential learning at SARAS Aajeevika Mela, Noida Haat organised by Ministry of Rural Development, Government of India		
<b>Theme of the Activity:</b>	LIFE		
<b>Activity Date(s):</b>	01 March 2023	<b>No. of Participants:</b>	49
<b>Brief Description of the Activity:</b>			
<p>SARAS, 'Sale of Articles of Rural Artisans Society', which is an attempt to showcase diverse culture, forest produce, handlooms, and handicrafts, and rural, particularly women entrepreneurship, contribution of self-help groups to economic development of the country. SARAS activities throughout the country strengthen and promote cultural and knowledge exchanges while also showcasing to the country rural expertise, talents, and entrepreneurial acumen of artists, farmers, SHGs, weavers, and other crafts persons.</p> <p>The students of BBA 3<sup>rd</sup> year visited SARAS Noida Haat on March 1<sup>st</sup> 2023 for an exposure visit toward the course 'Business for Sustainable Development.' Through the visit the students were able to gain first hand lessons in rural entrepreneurship, sustainability initiatives of farmers and SHGs from across the country. The class was divided into 7 groups each group studied a different sector such as bamboo, water hyacinth crafts; handlooms; handicrafts and paintings and the groups interacted with SHGs and microenterprises at the Haat to understand lessons in sustainable business, sustainability, vocal for local campaigns, SDGs, and rural and women-led entrepreneurship in general.</p>			
<b>Brief Description of Participants (like industry experts, students, faculty etc):</b>			
BBA 3 <sup>rd</sup> year students, 2 faculty members			
<b>Share Weblink of social media posts of the Activity (tag Delhi Government, DTTE&amp;DHE and use relevant link)</b>			
<b>Twitter:</b>			
<b>Facebook:</b>	<a href="https://m.facebook.com/story.php?story_fbid=508890428087460&amp;id=100068995211631&amp;mibextid=Nif5oz">https://m.facebook.com/story.php?story_fbid=508890428087460&amp;id=100068995211631&amp;mibextid=Nif5oz</a>		
<b>Instagram:</b>			
<b>Others:</b>			