

National Innovation Day 2022 celebrations

IIC organises exhibition-cum-sale of handicrafts SHG sets up exhibition-cum-sale counter in Campus

Institution Innovation Council (IIC) of Central University of Punjab, Bathinda organized a one-day exhibition-cum-sale of handicraft items made by the women of a self-help group from Bathinda as a part of National Innovation Day celebrations in the University campus. The women self-help group, Virasat is based in Bulladewala village of Bathinda district and is supported by Ambuja Cement Foundation.

A total of five women from Virasat and three women from Ghudda village were invited to showcase their handicraft items. The items included handwoven stools and chairs spun in traditional Punjabi weave-patterns, cushion covers with colourful motifs, hand-painted jute bags and purses, shimmering potli bags and wallets of different colours and sizes. The women also shared their stories of how they came together to form a SHG to support themselves.

“Loan sharks are a huge problem in our village and many of us were caught in vicious cycles when we took loan from them in emergencies. But then we formed the self-help group and the idea was to add money and loan it in emergencies to needy ones. We soon started making products and now we make regular sales. Ambuja Cement Foundation has helped us with trainings and opportunities for bigger orders in realising our goal of self-reliance,” said Manpreet Kaur, an SHG member, speaking on the stage.

Many staff members and students of the University bought items from the counter, making it a successful event. Sale of nearly Rs 20,000 was done by the women.

Prof Anjana Munshi, Dean Research and Prof Monisha Dhiman, IIC, President inaugurated the event. Dr Preeti Khetarpal and Dr Chhavi Garg coordinated the event along with other members of the IIC.