

Women entrepreneurs get to know their target audience at ‘College Bazaar’

04th October 2012



Students of Stella Maris shop at the bazaar | A Raja Chidambaram

Glittering handmade jewellery and a vast array of bags, toys and other products aimed at young women characterised this ‘College Bazaar’ conducted by the Tamil Nadu Corporation for Development of Women Ltd (TNCDW) at Stella Maris College here on Wednesday. The bazaar, which was inaugurated by State Welfare Minister P Valarmathi and Chennai Mayor Saidai S Duraisamy, is part of the government’s initiative to set up 100 such stalls in colleges all over the State this year.

More than 25 stalls that were set up by women various from Self Help Groups (SHGs) from different districts of Chennai, Kanchipuram, Thiruvallur, Villupuram and Cuddalore saw roaring business on the first day of the three-day bazaar, that will close on October 5. The jewellery and homemade chocolates seemed to a particular favourite among the students of the college.

Designed to help to understand the pulse of their customers and market their products better, as well as appeal to young women who buy their products, this ‘College Bazaar’ is currently in its second edition, with the first one conducted at DG Vaishnav College earlier in August.

Officials from TNCDW said that the main objective was to create new marketing avenues for the women. “With this sort of exposure, the women can learn what their customers want and tailor their production according to the demand. We are also hoping that the students will get sensitised about these SHG and also learn about their entrepreneurial skills,” he said.

With the bazaar being conducted in 28 colleges across 20 districts in the city for a total of 89 days, products worth lakhs of rupees have been sold. “We are planning to hold one in Anna University and Ethiraj college soon,” said officials.