

AVSAR INITIATIVE

Priyasakhi Mahila Sangh made a significant move by opening its first Self Help Group (SHG) stall at Devi Ahilya Bai Holkar Airport in Indore on April 8, 2022. This initiative was in line with the Ministry of Civil Aviation (Government of India) and the Airport Authority of India's (AAI) new policy to support skilled artisans and provide them with a platform to showcase and sell their handmade products. The AAI introduced the 'AVSAR' scheme, allowing SHGs to exhibit and sell their self-made products at Indore Airport on a rotational basis, presenting a substantial opportunity for small communities.

The inauguration ceremony, held in the Departure Arena of Indore Airport, featured the presence of dignitaries like Mr. Abhay Rajangoankar (Commissioner, National Urban Livelihood Mission) and Mr. Ramesh Kumar (Director, Indore Airport). Ms. V. Nageshwari (AGM, Indore Airport), Ms. Arti Kushwah (CEO, Priyasakhi Mahila Sangh), and several other individuals associated with the initiative were also present.

The SHG stall displayed a diverse range of products, with prices ranging from Rs 50 to Rs 2000. The offerings included wall hangings, artificial flower pots, dolls and puppets, candles, festival essentials, masks, and handbags, all available in various colors and designs.

Customers praised the initiative for providing a platform for women from rural and slum areas to showcase and sell their products in a prime location like the airport. The women from the SHGs received positive feedback and encouragement for their professional management of the stall.

In summary, Priyasakhi Mahila Sangh's participation in the 'AVSAR' scheme at Indore Airport serves as a commendable initiative that empowers women from marginalized communities by enabling them to exhibit and sell their handmade products, thereby contributing to their economic empowerment and providing a platform for their talents.



एयरपोर्ट पर महिला समूह के उत्पादों का लगा स्टॉल

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इंदौर. देवी अहिल्याबाई एयरपोर्ट पर इंदौर की प्रियसखी महिला संघ से जुड़े स्व-सहायता समूह की महिलाओं के उत्पादों का स्टॉल शुरू किया गया है। इंदौर की बस्तियों एवं गांवों की महिलाओं द्वारा तैयार फ्लॉवर पाट, चादर, तकिए के कवर, थैली, झोले, कपड़े का लेटर बाक्स, बांस के उत्पाद आदि एयरपोर्ट पर

बिकेंगे। स्टॉल का शुभारंभ एयरपोर्ट डायरेक्टर मुकेश कुमार, शह आजीविका मिशन के प्रभारी अभिराजनगांवकर, एयरपोर्ट अधिकारी वी. नागेश्वरी, प्रियसखी महिला संघ इंदौर की सीईओ आरती कुशवाह की मौजूदगी में हुआ। संघ की भारती कुशवाह ने बताया कि प्रियसखी महिला बचत समूह को एयरपोर्ट प्रबंधन ने निम्न वर्ग की मदद के लिए यह मौका दिया है।