

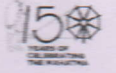
कार्यालय प्राचार्य, राजकीय शाकम्भर स्नातकोत्तर महाविद्यालय



(साँभर लेक, जिला जयपुर - राजस्थान)

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क्रमांक :- रामसा/स्थापना/2021/

दिनांक :-
28/08/2021

Report IIC Self-Driven Activity, 2020- 21 Orientation Session on 'Vocal for Local'

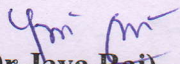
Workshop titled "Orientation Session on vocal for local organised by Institutions Innovation Cell, Govt. Shakambhar PG College, Sambhar Lake on 18th August, 2021 in the auditorium of the institute. The workshop commenced at 12.30 PM and convener, coordinators, faculty member, non-teaching member and members of student council participated in the programme. Dr. G. P. Dayma, Associate Professor, HOD, Dept, of Botany, welcome all the dignitaries and participants as well as described about the event. Inaugural address was presented by Dr. Kiran Shukla, Principal, HOD, Associate Professor, Dept. of Political Science and presidential address was delivered by Dr. Jaya Rai, HOD, Associate Professor.

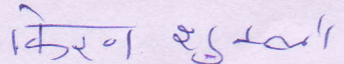
Vishal Vyas, IPR Coordinator, Members of student council, IIC delivered their talk on Vocal for Local. And describe it as a step towards self-reliance and supporting local product as well as local business. This is because during the lockdown and COVID-19 it is the local vendors, products and services that has helped us survive. Furthermore, he explained the impact to buy, promote and preserve local skills and products in India and work towards "vocal for local" as an opportunity to boost local skills and products in India.

Bhawan Sharma, Start-up Coordinator, Members of student council, IIC said that Vocal for Local is not only about buying or selling the products but also about the new ways to promoting them through various channels. Such as digital media that has been served as a tool to create linkages between the producers and the consumers. Direct selling is the best way to help small entrepreneurs become profitable.

Dashrath Gurjar, Internship Coordinator, Members of student council, IIC delivered his talk on Vocal for Local and stated it is a gateway to revive our economy. He added the need to promote such products through social media and e-commerce and also provide adequate skills to help them learn new techniques of production and marketing.

Nearly 28 participants have attended orientation session and had an Interactive session. Session was ended by 2.00 PM with the vote of thanks delivered by Dr. Beena Sharma, Assistant Professor, Dept. of ABST, Internship Coordinator, IIC.


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