

हंसराज महाविद्यालय

दिल्ली विश्वविद्यालय

महात्मा हंसराज मार्ग,

मलकागंज, दिल्ली - 110007

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2023-2024

Name of the Event: Mitr Trust Visit

Organised by: Project Mehr

Date of the Event: 8th May 2024

Duration/Event Timing: 12:00 P.M. - 4:00 P.M.

Venue of the Event: Mitr Trust, Sitapuri, New Delhi

Name of Coordinator(s): Siddhant Baliyan, Riddhi Rastogi, Ishika Singh

Name of Convener: Ms. Alka Kacker

Event Description (About 250 Words):

The visit to Mitr Trust NGO proved to be a pivotal experience for Project Mher, shedding light on critical challenges related to procurement, distribution, and sales. This direct engagement enabled Project Mher members to gain firsthand insights into the obstacles faced by the beneficiaries, especially in reaching the broader market efficiently. Key issues identified included barriers in distribution channels and limitations in accessing sales platforms, which have hindered the growth of beneficiaries' businesses.

In response, the team actively collaborated with the community workers to devise creative strategies aimed at overcoming these hurdles. One promising approach that emerged was expanding sales through college and university events and fests, leveraging such gatherings as effective platforms for product exposure. Additionally, the visit provided an opportunity to conduct a skill development program focusing on natural dyeing techniques. Beneficiaries were trained in the intricate craft of naturally dyeing fabrics, equipping them with the skills needed to produce environmentally sustainable products.

This hands-on approach not only fostered skill development but also empowered the community members to create and sell unique, eco-friendly goods. The collaboration

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with Mitr Trust marks a significant milestone for Project Mher, enhancing its ability to support the beneficiaries both in the short and long term. This visit has laid the foundation for further growth and greater impact, strengthening the mission to uplift communities through sustainable business practices and skill development.

Five Geo-tagged Pictures:



Attach Attendance Sheet:

1. Neil madan
2. Riddhi Rastogi
3. Shreeya Nahata
4. Prisha Chopra

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5. Shresth Gupta
6. Yash Bohra Jain
7. Garvit Garg
8. Arjav Jain
9. Abhinav Pandey
10. Prachi khola
11. Manya Singhal