



*Report on Hausla 1.0 Exhibition organized by*

**JKTPO**

*(Jammu and Kashmir Trade Promotion Organization)*

*@Zabarwan Park, Srinagar*

*18<sup>th</sup>-24<sup>th</sup> July, 2022*



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## Introduction

Entrepreneurship is one of the most important avenues for women's economic empowerment and equality, and it has the potential to have "multiplier effects" on family well-being, poverty reduction, and long-term economic progress. As a result, developing an enabling business ecosystem in which women are free to engage and fulfil their full potential can result in significant socioeconomic improvements. "Hausla" is an event which paves a way to give wings to women entrepreneurs of J&K to fly higher and make their own identity in the field of business and with the objective of exploiting their potential and enable them for wider outreach and visibility of their products and services. To boost Women Entrepreneurship in the UT of Jammu and Kashmir, GoJK is working aggressively to identify various initiatives and accordingly, JKTPO identified various stakeholders cum partners which can help Women Entrepreneurs of J&K to reach new heights. The main objective is to build a comprehensive programme for Women Entrepreneurs of J&K which can serve as a guide for achieving success in their business.



Jammu and trade Promotion Organization (JKTPO) under the aegis of Department of Industry & Commerce with the aim to help women entrepreneurs of J&K to overcome financial, legal, social, and marketing challenges in their business ventures launched a Women Centric initiative scheme namely "Hausla". The programme was formally launched by Hon'ble Lt Governor Manoj Sinha, on 29th June 2021 at SKICC. The program is supported by and partnered with India SME Forum, Ni-MSME & Mission Youth J&K as program partners, J&K Bank as financial partner and Flipkart as e-Commerce,partner.



## Objective

### WHAT WE WANT TO ACHIEVE THROUGH THIS PROGRAM

- Identifying & empowering Women Entrepreneurs (WE) as role models, by providing them with continuous support & building an ecosystem to inspire other local women entrepreneurs.

- Create a channel for educated women to explore their potential and subsequently channelize their business acumen.
- Access to women enterprise networks, associations, business premises and market linkages.
- Market and publicity of the products and services offered by Hausla Women Enterprises.
- Generate the revenue and increase the sale of the Hausla Women Entrepreneurs.

#### ELIGIBILITY CRITERIA

- For Existing Entrepreneurs,
- Any women resident of J&K who is above 18 years of age,
- Owning more than 33% of the enterprise
- Has commenced business operations

#### KEY TAKEAWAYS FROM THE PROGRAM

- Banking tie ups
- Hausla Women Entrepreneurs to be given access to free stalls in various known exhibitions to showcase their products.
- Pitch to investors for finance and funding.
- Access to enterprise education and training with focus on business development and business information.
- Access to women enterprise networks, associations, business premises and market linkages.
- Promote entrepreneurship and the consolidation of business projects for women in rural areas and develop networks of entrepreneurs and businesswomen as a key mechanism of economic revitalisation in rural areas.





**Day-1.****Hausla Inauguration on 18<sup>th</sup> July,2022, @Zabarwan Park  
Srinagar****Minute to Minute of Opening / Inaugural Ceremony**

Time	Topic	Session Details
16:00 - 16:30 Hrs	Crowd gathering (open mic)	Moderator
16:30 - 18:00 Hrs	Quiz and gaming	Moderator
18:00 - 18:05 Hrs	Inauguration ceremony	Sh. Vivek Bharadwaj, IAS Administrative Secretary, Finance, and I&C (Addl. Chief Secretary).
18:05 - 18:20 Hrs	Visit of Exhibition area and interaction with Hausla WE	Sh. Vivek Bharadwaj, IAS Administrative Secretary, Finance and I&C (Addl. Chief Secretary).
18:20 - 18:25 Hrs	Inaugural Speech	Dr. Devansh Yadav, IAS Managing Director, J&K Trade Promotion Organization (JKTPO)
18:25 - 18:30 Hrs	Hausla WE Experience	Insha Mir
18:30 - 18:35 Hrs	Special Address	Dr. G. N. Itoo (JKAS), Director Tourism Kashmir
18:35 - 18:40 Hrs	Special Address	Mr. Athar Aamir Khan (IAS) , Commissioner, Srinagar Municipal Corporation, CEO, Srinagar Smart City Limited.
18:45 -19:10 Hrs	Singing Performance	Mr Sarmad Kabali - local singer
19:10 - 19:15 Hrs	Special Address	Sh. Vivek Bharadwaj, IAS Administrative Secretary, Finance and I&C (Addl. Chief Secretary).

The seven-day event Hausla Exhibition cum sale was inaugurated by the Additional Chief Secretary Finance, Industries and Commerce, Vivek Bhardwaj who was joined by the other SMC Commissioner Athar Aamir Khan and other officials on the occasion.



Managing Director JKTPO, Devnash Yadav while speaking about the exhibition said that the event is aimed to encourage and promote the women entrepreneurs who are connected to the Hausla Scheme. "Under the Hausla initiative JKTPO has extending a hand holding to around 120 women entrepreneurs from both Jammu and Kashmir division and they have been provided training for the past one year", he said. He said that these women entrepreneurs have also been provided some market linkages and has been providing them a handholding to grow their and improve their business. "With this initiative, this is a platform and sky is the limit for these women entrepreneurs", he added.

On the occasion various women entrepreneurs had installed their stalls to exhibit their products and were mainly handcraft and clothing products.



Many women entrepreneurs told that they are happy to participate in the event and are expecting good orders and sales for their products.

On the occasion, apart from Commissioner Srinagar Municipal Corporation (SMC) Athar Amir Khan, Director Industries & Commerce Kashmir, Mehmood Ahmad Shah, Additional Deputy Commissioner Srinagar, Dr. Syed Haneef Balkhi among others were also present.

### List of Dignitaries Participated in Hausla Exhibition cum Sale

S No	Name of the Official	Designation
1	<b>Shri Vivek Bhardwaj, IAS</b>	<b>FC, ACS I&amp;C</b>
2	<b>Dr. Devnash Yadav, IAS</b>	<b>MD, JKTPO</b>
3	<b>Shri Athar Amir Khan, IAS</b>	<b>Commissioner SMC &amp; Smart City</b>
4	<b>Shri Mehmood Ahmad Shah</b>	<b>Director, I&amp;C Kashmir</b>
5	<b>Dr. Syed Haneef Balkhi</b>	<b>Additional Dy. Commissioner Srinagar</b>









**Live Performance by  
SARMAND KABALI  
&  
SAQIB AHANGER**



**SAVE  
THE  
DATES**

**EXHIBITION CUM SALE**

**18 JULY 2022 | 6:00 PM**

**ZABARWAN PARK, BOULEVARD ROAD**

**18 - 24 JULY 2022**

**Zabarwan Park, Boulevard Road,  
Srinagar-Near Ghat no.19A**

Powered by:



### Gaming Zone:

The JKTPO has set up a separate zone for gaming and fun session for which a musical chair competition was conducted among children. The winners were given the special gift hampers/ prizes sponsored by PIR.

Three different round of musical chair competition were done on 1<sup>st</sup> day of hausla exhibition. The exhibition has separate food court also in which different Kashmiri cuisine were showcased.



**Musical Performance:** **Sarmad Qabali & Saqib Ahanger bands** performed some soulful musical performance of Kashmiri Songs and Bollywood songs.



## Day-2.

**19<sup>th</sup> July,2022, @ Hausla Exhibition, Zabarwan Park Srinagar**

The second day started with very high spirits and enthusiasm among the Hausla Women Entrepreneurs. Many queries showing the seriousness of the buyer's intent to buy different products.

### **Gaming Zone:**

The Gaming zone for kids'/children was setup by Directorate of Tourism. The gaming zone includes 7D theatre and Gaming Arcade, Indoor games, and fun city for all ages.

**Musical Performance:** **Jahangir Group** performed melodious songs of Kashmir poets. Several dance performances were done by children.



### Day-3.

**20<sup>th</sup> July,2022, @ Hausla Exhibition, Zabarwan Park Srinagar**

The 3<sup>rd</sup> day of the exhibition comprised of display of different artwork and products by Hausla Women entrepreneurs. The food and Kashmiri tea/kehwa was among the attractions of the exhibition.

**Musical Performance:** Musical songs were played on stage my Disc Jockey.



### Day-4.

**21<sup>st</sup> July,2022, @ Hausla Exhibition, Zabarwan Park Srinagar**

The 4<sup>th</sup> day of the exhibition comprised of an open interaction between Hausla Women & J&K Bank officials. The open interaction session was well-received amongst the Hausla Women and lasted for around 90 minutes. The J&K Bank employees appraised the Hausla women about various schemes and assistance the bank can provide to the Hausla Women Entrepreneurs and start-ups in Jammu & Kashmir.

**Musical Performance:** Musical songs were played on stage my Disc Jockey.



## Day-5.

**22<sup>nd</sup> July,2022, @ Hausla Exhibition, Zabarwan Park Srinagar**

The 5<sup>th</sup> day of the exhibition comprised showcase of products Musical songs were played on stage my Disc Jockey. The day comprised of different activities of children in the gaming zone.



## Day-6.

**23<sup>rd</sup> July,2022, @ Hausla Exhibition, Zabarwan Park Srinagar**

The 6<sup>th</sup> day of the exhibition comprised showcase of products Musical songs were played on stage my Disc Jockey.





**Day-7.**

**24<sup>th</sup> July,2022, @ Hausla Exhibition, Zabarwan Park  
Srinagar**

The final day of exhibition comprised many activities. The seventh Final day event Hausla Exhibition cum sale was started with a bang of musical songs and musical chair gaming.

**MEET & GREET  
RJ Rafiq**

**SAVE THE DATES**

**CLOSING CEROMONY  
OF  
HAUSLA EXHIBITION  
24 JULY 2022 | 6:00 PM  
ZABARWAN PARK, BOULEVARD ROAD**

**18 - 24 JULY 2022  
Zabarwan Park, Boulevard Road,  
Srinagar-Near Ghat no.19A**

Powered by: **JKTP** **SRINAGAR** **Srinagar** **J&K TOURISM**

The famous Radio Jockey Rafiq hosted the final event of the Hausla Event. The seven-day event Hausla Exhibition was concluded by Manager JKTP, Dawood Wani.



### Gaming Zone:

Musical chair competition was conducted among children. The winners were given the special gift hampers/ prizes sponsored by PIR.



A separate musical chair competition was also held among teens and adults and the winning candidates were given the Special prizes from PIR group and runners were given the cash coupons which they can redeem at the food stalls.

A large number of tourists and locals visited the exhibition cum sale of Hausla event.



**Musical Performance:** **Sarmad Qabali & Saqib Jahanger bands** performed some soulful musical performance of Kashmiri Songs and Bollywood songs.

S. No	Name	Product	Details of HAUSLA Exhibition conducted from 18 <sup>th</sup> July to 24 <sup>th</sup> July Daily Sales (Rs)							No. of orders	No. of business enquiry generated	No of days present
			18	19	20	21	22	23	24			
1.	Gulzara Sharief	Kashmiri Shawls, suits & kurtis	2,900	Nil	NIL	Nil	Nil	Nil	4,900	Nil	Nil	7
2.	Insha Mir	sustainable Handicraft Fabric & products	8,500	3,400	7,000	Absent	Nil	10,000	9,800	4	20+	6
3.	Mahvash Masood	Handmade products, Papier Machie, copper ware & aari work	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Didn't come even on first day
4.	Nusaiba Nasir	Kashmiri Shawls	Nil	Nil	Nil	Nil	Absent	550	Nil	Nil	Nil	6
5.	Rabiya Rasool	Carpets and shawls	Nil	Absent	Absent	Nil	Absent	Absent	Absent	Nil	Nil	2
6.	Shameema Farooq	Pashmina shawls	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Didn't come even on first day

7.	Sheela Imran Bandh	Clothing , fabric , pherans , shawls , stoles	6,000	Nil	Nil	Absent	Absent	11,500	6,000	Nil	20+	5
8.	Sumaiya Rather	Kashmir Handicrafts- suits & shawls	5,500	Nil	Nil	Absent	Absent	Absent	5,000	Nil	2	4
9.	Syed Tabasum Javeed	Executive Bags, Conference Bags, Welcome Kits, Female Apparels.	3,500	1,000	Nil	6,000	5,000	4,000	Absent	5	10+	6
10.	Tawahida Akhter	Lehanga, garara, Gown, Embroidery, Suits, Tilla work,	20,000	Nil	Absent	Nil	Nil	2,000	25,000	3	7+	6
11.	Umeza Beigh	Pashmina & suits	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	7
12.	Wasfiya Akhoon	Apparels garments hand made products	6,000	19,600	Nil	Absent	Absent	15,400	12,800	Nil	5+	5
13.	Anisa Sheikh	All type ladies and kids wear	10,300	Nil	3,100	3,200	4,000	8,000	25,000	1	2	7
14.	Shafiqah Shah	School uniforms, sports uniforms, designer kurtis etc.	4,200	Nil	Nil	Nil	Nil	Nil	10,000		3	7
15.	Zeenat Mushtaq Butto	Clothing, perfumes, burners, room essence	8,500	1,300	Nil	Nil	2,700	1,800	8,000	2	5	7

16.	Madiha Talat	Soaps, lotions, herbal teas etc	3,500	4,200	4,700	1,500	2,500	2,500	5,000	Nil	20+	7
17.	Malika Shah	Beauty care	3,200	1,870	Absent	Nil	Absent	Absent	Absent	Nil	Nil	3
18.	Munazah Jeelani	Skincare and Haircare Products	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Didn't come even on first day
19.	Tabasum Akhter	Smoothing cream, shampoo,mask,hair color and boutique	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Absent	Didn't come even on first day
20.	Nusrat Hassan	E-commerce of electronic items Computers,laptops biometric devices etc	Nil	Absent	Absent	Absent	Absent	Absent	Absent	Nil	Nil	1
21.	Rekha Khajuria	Flats ,houses , construction and marketing of properties	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	10+	7
22.	Rukaya Mohi ud din	Dry Fruits, Spices, Oil etc	1,400	Absent	Absent	Absent	Absent	Absent	Absent	Nil	Nil	1



23.	Sabiya Sofi	Business Consultancy, Taxation , Intellectual Properties, etc	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	5+	7
24.	JV Crafts	Handicrafts & Handloom	5,000	1,800	4,600	1,700	Nil	4,000	8,000	Nil	8+	7
25.	Shaksaz	willow wicker Producer	Nil	Nil	Nil	Absent	Absent	Absent	Absent	5+	10+	3
26.	Silk Mark	Only for awareness	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	20+	7
27.	Noor Aari crafts	Cluster sozni embroidery	1,300	Nil	Nil	Nil	Nil	Nil	Nil	Nil	5+	7
28.	JKI	Wool and woolen products	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	7
<b>Total</b>			<b>89,800</b>	<b>33,170</b>	<b>19,400</b>	<b>12,400</b>	<b>14,200</b>	<b>59,750</b>	<b>1,19,500</b>			
<b>Total sales generated by Hausla WE</b>										<b>3,48,220</b>		
<b>Orders gathered by Hausla WE</b>										<b>2,40,000</b>		
Sale of Various Food stalls vendors for 7 days										70,000		
Vehicle Parking tickets issued for 7 days (100 veh./day & Rs.20/veh)										14,000		
Entry fee for Park for 7 days (300 ppl/day @ Rs20/person)										42,000		
<b>Total business developed</b>										<b>Rs.7,14,220.00</b>		

## Media Coverage of the Hausla Event

### Some Clips/snap shots of the media coverage of the Hausla Exhibition

# Bharadwaj inaugurates exhibition to promote women entrepreneurship

GK NEWS NETWORK

Srinagar, July 18: Additional Chief Secretary Finance, Industries and Commerce, Vivek Bharadwaj today inaugurated a seven day Hausla exhibition cum sale here at Zabarwan Park.

HAUSLA- inspiring her growth is a comprehensive programme which was launched last year by Lieutenant Governor Manoj Sinha for catalysing women entrepreneurship in Jammu

and Kashmir.

The week-long exhibition cum sale is being organized by J&K Trade Promotion Organization (JKTPO) in collaboration with the Department of Industries & Commerce with several women entrepreneurs displaying their products for sale in the fair.

ACS inspected all the stalls put up by the women entrepreneurs and also interacted with them while enquiring about their business and entrepreneurship journey.

While speaking at the occasion, Bharadwaj complimented JKTPO and the women entrepreneurs who are taking part in the exhibition cum sale.

In his special address, he maintained that India is a unique country which has traditions and crafts going back to thousands of years and added that it is this uniqueness that we have to value and these Hausla women are actually taking this tradition forward.



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## Bhardwaj inaugurates Hausla exhibition cum sale for women entrepreneurs

*Excelsior Correspondent*

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The ACS said that people do understand what a tough journey these women entrepreneurs have gone through and added that with these small steps these women get confidence where society looks at them proudly and once a woman is established she becomes an inspiration for the entire family.

Managing Director JKTPO,

Devnash Yadav; Commissioner Srinagar Municipal Corporation, Athar Amir Khan; Director Industries & Commerce Kashmir, Mehmood A Shah; Director Horticulture (P&M); Additional Deputy Commissioner Srinagar, Syed Haneef Balkhi among others were also present on the occasion.



## Bhardwaj inaugurates Hausla exhibition cum sale at Zabarwan Park for women entrepreneurs

'Established women becomes inspiration for entire family'

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Additional CS Finance, IAC, Vivek Bhardwaj inspecting products displayed by women entrepreneurs during an exhibition at Srinagar on Monday.

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Managing Director JKTPO, Devnash Yadav; Commissioner Srinagar Municipal Corporation, Athar Amir Khan; Director Industries & Commerce (Kashmir), Mahmood A Shah; Director Horticulture (P&M), Additional Deputy Commissioner Srinagar, Syed Hameed Balkhi among others were also present on the occasion.

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## SC Collegium reiterates recommendation to elevate 5 Advocates as judges in Allahabad HC

NEW DELHI, JUL 18: The Supreme Court Collegium headed by Chief Justice NV Ramana has reiterated its earlier recommendation for elevation of five advocates as judges in the Allahabad High Court.

The Collegium, which also comprises Justices UU Lalit and AM Khanwilkar, has also proposed fresh names of two advocates - Saurabh Srivastava and Om Prakash Shukla - as judges in the Allahabad High Court.

The names of advocates reiterated for judges in the Allahabad High Court are Shishir Jain, Manu Khare, Rishad Murtaza, Dhruv

Mathur and Vimalendu Tripathi. In another decision, the Collegium has approved the proposal for elevation of judicial officer Radhakishan Agrawal and advocate Rakesh Mohan Pandey as judges in the Chhattisgarh High Court.

It has also approved the proposal for elevation of Judicial Officer Rajesh Sekhri as judge in the High Court of Jammu and Kashmir and Ladakh.

The three-member Collegium took the decision in a meeting held on July 14 and the resolution was uploaded on the apex court website on Monday. (Agencies)



Some News reports of the Event Hausla Exhibition cum Sale

Take One Digital Network · Jul 18

## Bhardwaj inaugurates Hausla exhibition cum sale at Zabarwan Park for women

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The week-long exhibition-cum-sale is being organized by J&K Trade Promotion Organization (JKTPO) in

1  
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21



Week-long Hausla exhibition cum sale commences at Zabarwan Park

## Event aimed to promote & encourage women entrepreneurs: MD JKTPO

Posted on Jul 19, 2022 | Author Jahangir Sofi



**Srinagar, July 18:** A seven day Hausla exhibition-cum-sale organised by the Jammu and Kashmir Trade Promotion Organization (JKTPO) commenced at Zabarwan Park here at Srinagar on Monday for women entrepreneurs.

## JOURNEY Line

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**Bhardwaj inaugurates Hausla exhibition cum sale at Zabarwan Park for women entrepreneurs**



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19/07/2022



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