

Participation and sales Report of Sangai Festival 2017

Supported by: NABARD, Tamenglong

Organized for participation: People's Endeavour for Social Change (PESCH)

Date of Festival: 20th to 30th November 2017

Venue: Lamboi khongnang khong, Imphal, Manipur.

Name of Participants

Sl.No	Name of Participants	Name of SHG	Designation	Contact No
1	Mrs. Dinaliu Gangmei	Hymdai SHG	President	9862506966
2	Mrs. Ajiang Gangmei	Garlax SHG	President	873-982578
3	D.Puanthanjung	PESCH	Coordinator	8413036834
4	KG. Pougiang	PESCH	Asst. Accountant	7085234508
5	Dr. Namkhinlung Pamei	PESCH	Coordinator	8731046704



Introduction: After inauguration and installed of Biomass heat dryer machine at Kaiphundai by Sub-Divisional Officer Tousem in the month of July 2017. The SHGs of BROT project villages felt the need that they came together to make a difference in life so they should work together to bring the difference. So, they plan to go Sangai Festival 2017. So, in the month of September 2017 they started collecting fresh king chilli, bambbo shoot, banana, Roselle leaf from the village households and neighboring villages and dry in the machine. The Ten SHGs of BROT new phase project villages and phase-III BROT villages SHGs participated in the Seed fair cum food festival sponsored and organized by People's Endeavour for Social Change (PESCH) on 11/11/2017 at Kaiphundai village. After a group joint meeting conducted at community hall on 20/10/2017 at Nungkao village

selected the Hymdai and Garlax SHG member Ajiang and Dinaliu Gangmei to go for the Sangai festival 2017.

As per the joint groups meeting resolution, Mrs. Ajiang and Mrs. Dinaliu Gangmei participated in the 10 days Sangai Festival 2017 at Lamboi khongnangkong under the sponsorship of National Agricultural Bank and Rural Development (NABARD), organized by People's Endeavour for Social Change(PESCH), Tamenglong.

Some of the major products displayed during the fest were:

- Handloom and handicraft products (Shawls, jackets, handbags, cane & bamboo products, wood crafts, pottery products etc)
- Tea leaves, Jam, millet, different types of rice, brooms etc.
- Smokeless items like dry King Chilly, dry bamboo shoot, banana, Roselle leaf,
- Sesame, Bay leaves, and various other vegetables.

Hymdai and Garlax SHGs got stall No. E-4 under NABARD at Lamboi khongnangkong, Imphal and sales the following food and handicraft products.

Details of items sales in the Sangai Festival 2017

Sl.No	Particulars of items sales	Kg/packet/piece	Amount
1	Smokeless dry king chilli	18 kg @ Rs. 1400	25200
2	Dry Wild vegetable(Ganmachiang)	10 pieces @ Rs.10	100
3	Wild Pumpkin(Kachuthai)	27 pieces @ Rs.50	1350
4	Powder of local turmeric	10 packets @ Rs.50	500
5	Dry Roselle leaf	42 pieces @ Rs.20	840
6	Bamboo shoot dry	45 packets @ Rs. 100	4500
7	Basket make by cane & Bamboo	2 pieces @ Rs. 800	1600
8	Wood dao handle	3 pieces @ Rs. 70	210
9	Traditional shawl & necklace	1 piece	3500
10	Millet	5 packets @ Rs.20	100
11	Handicraft small products(ladle, spoon etc)	10 pieces(lumpsum)	200
12	Fresh king chilli	20 kg @ Rs. 220	4400
		Total	42500/-

Sales Report of day wise

Sl.No	Date & Month	Name of SHG	Amount received on the day
1	21/11/2017	Hymdai & Garlax SHG	Nil
2	22/11/2017	Hymdai & Garlax SHG	2620
3	23/11/2017	-Do-	3360
4	24/11/2017	-Do-	4490
5	25/11/2017	-Do-	1480
6	26/11/2017	-Do-	8200
7	27/11/2017	-Do-	3100
8	28/11/2017	-Do-	9620
9	29/11/2017	-Do-	3720
10	30/11/2017	-Do-	5910
		Total	42500

Lesson learned: After interaction and feedback from the two participants Mrs. Ajiang and Mrs. Dinaliu Gangmei says, We are very happy to get this kind of opportunity to showcase our products, and wish that many such type of exhibitions are held and that we can participate with our products in the state biggest festival of Manipur in next time too.

1. They shared among the items they sold bamboo shoot dry, roselle leaf dry, millet are the best demand items in the festival.
2. They shared that well preparation in regard of items packaging (Name of SHG, date of packaging, weight, amount, photo, uses) should be clear.
3. Price high of dry king chilli is one the reason they could not able to sold all. So, making reasonable price is important for quick selling of products they shared.
4. As an entry point activity, the two group invested an amount of Rs 36,000 (Thirty six thousand) to collect king chilli and other products for selling in the Sangai Festival. They sold 18 kg of dry king chilli @ Rs. 1400 per kg, 45 packet of bamboo shoot dry @ Rs. 100 per packet and other items together got amount Rs. 42,500(Forty two thousand five hundred). They brought back 12 kg of dry chilli and other items amount 20,000(Twenty thousand).

Prepared by
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