

Products fair held



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A two-day exhibition-cum-sale showcasing home-grown products by women entrepreneurs from the Boss Network was successfully held at the Storytellers store located in the Asian Palace Complex in Guwahati on January 8 and 9. A collaborative effort of 'Boss Network' and 'Storytellers', the exhibition showcased an innovative range of handmade products crafted by artistic and creative women that were highly appreciated by visitors. It was an unique and evolving expression of ideas by women who were able to create their own niche. The exhibition was a perfect platform to facilitate women's entrepreneurship and empowerment.



Today, women entrepreneurs could earn big by selling their products online. They could collaborate and hone their entrepreneurial skills online that can propel them into building successful businesses. 'Guwahati Moms Tribe' is one such Facebook promotional page, which has become an attractive destination for the women entrepreneurs of Guwahati to sell their products. On the other hand, 'Boss Network' is efficiently working and catering to the needs of various entrepreneurs, designers, artists, bakers, salons, etc, in the city. Both the online networks, founded by noted city-based entrepreneur Payal Agarwal Jain, have provided considerable opportunities for women to launch their enterprises and market products on their own. The platforms have provided a big boost to many homegrown businesses. Boss Network is three months old and has more than a hundred subscribers.

A venture of Suruchi Bajaj and Saloni Ladha Saboo, 'Storytellers' is the first multi-designer store of the Northeast. It houses the finest designers from across the country.

“The purpose behind this event was to highlight the women entrepreneurs of the city by providing them with an opportunity to grow, which in turn will help to develop businesses, especially during the Covid times, where an interface is valued like never before,” said Payal Agarwal Jain.

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BY PRANTIK DEKA

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