

Buy from Second Yellow Ribbon NGO fair, help a cause

Seventy NGOs to take part in the four-day event starting today

Rahul Chandawarkar

As many as 70 non-governmental organisations (NGOs) will take part in the second edition of the Yellow Ribbon Pre-Diwali NGO fair being organised by the Ishanya Foundation at the Ishanya Mall in Yerawada from October 1 to 4.

The Yellow Ribbon fair is a unique programme, which allows NGOs an opportunity to sell their products at one of the largest speciality malls for interiors and exteriors.

In its inaugural edition last year, 47 NGOs had exhibited their products and wares. Social activist Sumantai Kirloskar will inaugurate the four-day fair at 5 pm on Thursday.

Ishanya Foundation director Parul Mehta said on Wednesday that the basic objective of the fair was to provide a platform for NGOs in Pune and Maharashtra to sell the



THE TEAM: Ishanya Foundation director Parul Mehta flanked by members of city NGOs, who will take part in the Yellow Ribbon Pre-Diwali NGO Fair at Ishanya Mall from Thursday —RAHUL CHANDAWARKAR

products made by their members and also network with each other to prosper mutually.

“The Ishanya Foundation has been working in the field of women’s empowerment. We re-

The fair will provide a platform for NGOs in Maharashtra to sell the products made by their members and also network with each other

alised that many self-help groups (SHGs) supported by us and others had only a few revenue-generating opportunities. This is how the Yellow Ribbon NGO fair was born,” said Mehta.

The fair this year has the slogan, Achchi Kharidari, Achcha Karma, which, according to Mehta, encourages customers to loosen their purse strings.

However, Mehta believes the fair is a win-win situation. “Not only do the customers get excellent products at excellent prices, but the NGOs also get the exposure and the opportunity to network with each other,” says Mehta.

Psycho oncologist Khushnud Dhanbhoora, who works with the Prashanti Cancer Care Mission (PCCM), said, “While we generated revenue by selling products made by our patients, we also managed to propagate the message to fight cancer through our leaflets and brochures.”

This year, the PCCM will sell

WHERE, WHAT AND WHEN

- 70 NGOs will participate in the fair
- Products on display will include sweets, chocolates, pickles, candles, books, flower vases, jewellery, miniature paintings, lamps, torans, diyas, tribal art and handmade cards
- Benefits to accrue to several below-the-poverty-line (BPL) families
- Location: Arcade 01, Lower Ground Level, Ishanya Mall, (020-4000-4000) Oct 1 (5pm-8pm), Oct 2-4 (11am-8pm)

glass paintings made by their patients and spread awareness about breast cancer.

Armene Modi, founder director, Ashta No Kai, an NGO working in the field of women’s empowerment in the Shirur taluka of Pune, said they will sell agricultural produce and greeting cards based on paintings made by schoolchildren.

ResQ president Neha Panchamiya is excited about the fair. ResQ is a small animal rescue and adoption centre, which will participate for the second time.

“We sell notepads with animal rescue stories printed on them. This helped us get volunteers and well-wishers last year,” Panchamiya said.