



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
**GRADE "A" INSTITUTE**

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GrafixX Club  
 Official Designing Club of TIAS



**TIAS - GrafixX Club**  
 Official Designing Club of TIAS



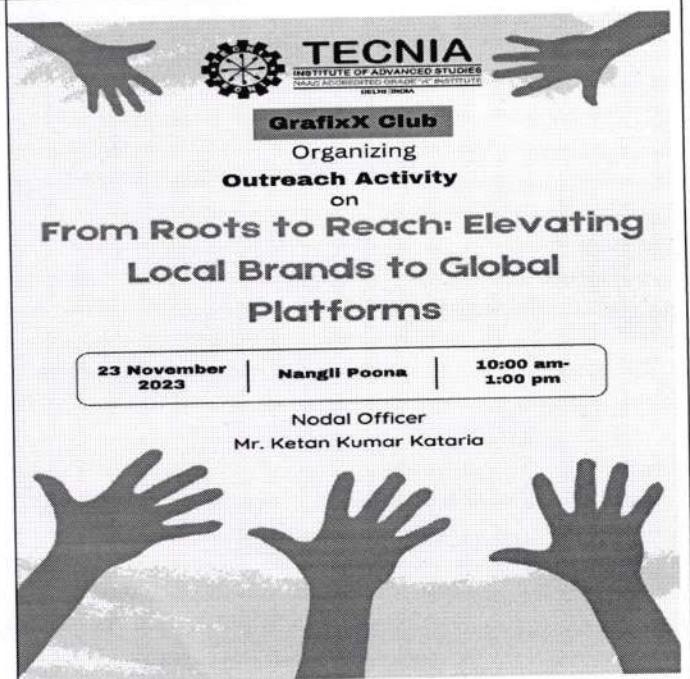
**From Roots to Reach: Elevating Local Brands to Global Platforms**

<b>Title of Activity*</b>	<b>From Roots to Reach: Elevating Local Brands to Global Platforms</b>
<b>Values</b>	Empowerment, Sustainability, Cultural Preservation
<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• Understanding the significance of local brands and their cultural heritage.</li> <li>• Developing strategies to enhance the visibility of local brands in global markets.</li> <li>• Recognizing the impact of branding on economic growth and community development.</li> <li>• Acquiring skills in marketing and digital presence for local brands..</li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• To raise awareness about local brands and their cultural significance.</li> <li>• To provide local artisans and entrepreneurs with tools and knowledge to enhance their global reach.</li> <li>• To foster collaboration between local brands and global platforms.</li> <li>• To promote sustainable practices in branding and marketing.</li> </ul>
<b>Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*</b>	Grafixx Club
<b>Program Theme*</b>	Bridging Local Artistry with Global Markets
<b>External Expert / Internal Expert</b>	Mr. Ketan
<b>Date*</b>	23 November, 2023
<b>Time*</b>	10:00 AM – 01:00 PM
<b>Venue</b>	Nangli Poona

*[Signature]*  
 Coordinator  
 Internal Quality Assessment Cell (IQAC)  
 Tecnia Institute of Advanced Studies  
 New Delhi-110085

*[Signature]*  
 Ketan Kumar  
 In-Charge, GrafixX Club  
 Tecnia Institute of Advanced Studies  
 Madhuban Chowk, Rohini, Delhi-85

Poster/Flyer/Notice\*



**TECNIA**  
INSTITUTE OF ADVANCED STUDIES  
MAHARAJA GURU DEV PRASAD UNIVERSITY  
DELHI INDIA

**GrafixX Club**  
Organizing  
**Outreach Activity**  
on  
**From Roots to Reach: Elevating  
Local Brands to Global  
Platforms**

23 November 2023 | Nangli Poona | 10:00 am-1:00 pm

Nodal Officer  
Mr. Ketan Kumar Kataria

Social media link (promoting in anyone Facebook/Instagram/Twitter is mandatory)

NA

No. of Students\* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

10

No. of Faculty\* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)

01

No. of External Participants (students + faculty) [write NA if not applicable]

00

Photograph\*



A bustling market scene with colorful textiles and busy shoppers.



Empowered women engaged in various professions, showing resilience and determination!

Coordinator

Internal Quality Assessment Cell (IQAC)  
Tecnia Institute of Advanced Studies  
New Delhi-110085

*Ketan Kumar Kataria*  
In-Charge, GrafixX Club  
Tecnia Institute of Advanced Studies  
Madhuban Chowk, Rohini, Delhi-85



Report: Description in (min 250 to max 800 words)\*

In November 2023, the Grafixx Club of Tecnia Institute of Advanced Studies organized an outreach program titled "From Roots to Reach: Elevating Local Brands to Global Platforms." This initiative aimed to empower local artisans and entrepreneurs by providing them with the necessary tools and knowledge to enhance their visibility and marketability in the global arena.

The program was held in Nangli Poona, where local artisans showcased their unique crafts and products. The event featured discussions and interactive sessions that brought together local creators, industry experts, and students. The primary goal was to facilitate a dialogue about the importance of local brands, their cultural significance, and the potential they hold for economic growth.

The outreach program kicked off with a workshop on "Understanding Branding and Marketing." Participants learned about the fundamentals of branding, including how to create a brand identity that resonates with consumers. Experts from the marketing industry provided insights into effective marketing strategies, focusing on leveraging digital platforms to reach broader audiences.

Another session focused on "Sustainable Practices in Craftsmanship." Artisans were introduced to sustainable materials and techniques that not only enhance the quality of their products but also appeal to environmentally conscious consumers. This session emphasized the importance of preserving cultural heritage while adapting to modern market demands.

One of the highlights of the event was a showcase of local crafts, where artisans displayed their products, ranging from traditional textiles to handcrafted jewelry. This exhibition provided participants with the opportunity to engage with the artisans directly, ask questions, and learn about the stories behind their creations.

The program also fostered networking opportunities between local brands and potential collaborators. Representatives from various e-commerce platforms were invited to discuss how local artisans could utilize these platforms to reach global customers. This interaction opened avenues for partnerships that could elevate local brands to new heights.

Feedback from participants indicated that the outreach program was a valuable experience. Artisans expressed gratitude for the knowledge shared, particularly in understanding how to market their products effectively. Many participants reported feeling more empowered to take their brands to a global audience and were excited about implementing the strategies they had learned.

The "From Roots to Reach" outreach program

	<p>successfully achieved its objectives of empowering local artisans and promoting their brands on a global platform. By emphasizing the importance of cultural heritage and sustainable practices, the program not only helped local businesses grow but also contributed to the preservation of traditional craftsmanship.</p> <p>Moving forward, the UBA Cell aims to continue supporting local brands through follow-up workshops and mentorship programs, ensuring that these artisans have the resources and guidance they need to thrive in the competitive global marketplace. Through initiatives like this, we can bridge the gap between local artistry and global opportunities, creating a more inclusive and sustainable economic environment for all.</p>
<b>Resource Person</b>	NA
<b>Attendance Sheet*</b>	<i>Attached at the end of Report</i>
<b>Feedback</b>	<i>Sample feedback Attached at the end of Report</i>
<b>Report Submitted by Convener (write faculty coordinator name)</b>	Mr. Ketan Kumar Kataria
<b>For Office Use</b>	
<b>Signature of Event Coordinator</b>	<b>Signature of School/Department Head</b> (With Seal)
<b>List of Beneficiary</b>	

Fields marked with '\*' are mandatory

**List of Beneficiary**

S. No.	Name of Volunteer	Course	Year	Shift	Section
1	Sanya Chadha	BA(JMC)	2nd Year	1st Shift	A
2	Kunal	BA(JMC)	2nd Year	2nd Shift	A
3	Himani Jain	BA(JMC)	2nd Year	2nd Shift	A
4	Pushpa Kumari	BA(JMC)	2nd Year	2nd Shift	A
5	Jaya Jain	BA(JMC)	2nd Year	1st Shift	A
6	Shakshi Gupta	BA(JMC)	2nd Year	2nd Shift	A
7	Suhani Goel	BA(JMC)	2nd Year	1st Shift	A
8	Sneha Yadav	BA(JMC)	2nd Year	1st Shift	A
9	Gaurangi Yadav	BA(JMC)	2nd Year	1st Shift	B
10	Rajat Tanwar	BA(JMC)	2nd Year	1st Shift	B

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