



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Per. unthalsivar Kamarajar"

"UMEED Market Place" under AVSAR Scheme of AAI

Published On: 11-08-2022

In Srinagar International Airport "UMEED Market Place" was inaugurated under AVSAR Scheme of Airport Authority of India

Such an initiative will support local art and artisans of Self Help Groups of J&K Rural Livelihood Mission, providing a platform to market local products directly to the customers.

The products of Self Help Groups will get exposed to the national market, strengthen the local artisan community and provide sufficient promotional avenues for their products.

“AVSAR” (Airport as Venue for Skilled Artisans Of The Region) is an initiative of Airport Authority of India (AAI), to allocate space to Self Help Groups (SHGs) at its airports for selling/showcasing the self-made products of their region.

Under this scheme, an area of 100-200 square feet has been earmarked at each AAI operated airport.

The space is being allotted to the self- help groups, turn on turn basis, for a duration of 15 days.

Kamaraj IAS Academy

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