

## **MONOLOGUE**

### **DIWALI UTSAV**

Get Vocal for Local!'

Parivartan, the NSS unit of Mata Sundri College for Women organised a monologue speaking competition on the topic, 'Vocal For Local' on 1 November, 2021 at 5:00 PM on the occasion of Diwali. Entries were accepted in both Hindi and English medium through a Google drive link provided to the participants. A total of 21 volunteers enthusiastically took part in the event.

The aim of the event was to draw attention to the burning issue of how to uplift our economy along with supporting our culture. India has a very rich heritage and coupled with traditions, is a powerhouse for small businesses and has great potential for start-ups. Supporting these start-ups will not only help in creating jobs for the humongous population but also will utilize the skill sets of the local people in boosting the economy, with the bonus fact of spreading our culture. India is already recognized globally as a start-up hub and by going 'vocal for local', we can make our country the centre of the global supply chain.

On the auspicious occasion of Diwali, it was urged for the public to purchase indigenous festive ornaments such as diyas, lights, handlooms and gifts alike, which would encourage the local craftsmen and artisans to invest more into their small businesses and establish themselves on a better footing.

PM Narendra Modi's clarion call 'vocal for local' is to encourage people to buy goods and services from home-grown businesses instead of relying heavily on foreign companies. This will not only help keep the capital in the country but it will also play a major role in realizing the dream of creating a \$5 trillion economy by the end of the year 2025.

Moreover, during the difficult times of pandemic, the situation demands that we support our local businesses and equip them with the right tools to weather the storm as they can greatly help us restore our fallen economy. The ideas of 'Vocal for Local' align with self-reliance, 'Atmanirhbar' as well.

The event was a grand success with the volunteers speaking for one minute, expressing their views about the topic and urging everyone to promote and encourage local products made by Indian craftsmen and artisans.