Local This Tihar

Project Number: 10
Date: 29th October, 2026
Location: Patan
Venue : Social Media
Area of Focus: Community Economic Development
Specified Committee: Community Service

About “Local This Tihar”

Introduction:

Local This Tihar was an initiative aimed at supporting local businesses by promoting their products and improving their online presence. As part of the event, we interviewed a local shop selling Ayurvedic medicines, advertised its products, and taught the shop owner basic marketing and advertising skills. We also registered the shop on Google to help customers discover the business online. Through this initiative, we aimed to empower local entrepreneurs with the skills and digital tools needed to grow their businesses.

Project Summary:

Local This Tihar was an initiative focused on supporting local businesses by promoting their products, improving their digital presence, and helping them develop essential marketing skills. The project aimed to encourage people to support local entrepreneurs while helping small businesses adapt to the growing importance of online marketing.

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Local This Tihar

As part of this initiative, we visited and interviewed Aarogya Ayurvedic Pasal, a local shop specializing in Ayurvedic medicines. The interview helped us understand the business, its products, and its role in serving the local community. We promoted the shop and its products to increase public awareness and help it reach potential customers.

Beyond promotion, the project focused on helping the shop owner develop the skills needed to market the business independently. We introduced basic marketing and advertising techniques and shared practical knowledge that could help the owner promote products more effectively. This allowed the initiative to go beyond short-term publicity by providing skills that could be used for future business growth.

Another important part of the project was registering Aarogya Ayurvedic Pasal on Google to improve its online visibility. This made it easier for potential customers to discover the shop through online searches. By helping the business establish a digital presence, we took a step towards connecting a traditional local business with a wider audience.

Overall, Local This Tihar combined local business promotion, digital inclusion, and skill development to create a meaningful impact. The project emphasized that supporting local businesses involves more than purchasing their products. It also means helping entrepreneurs gain visibility, develop new skills, and access opportunities to grow. Through this initiative, we aimed to empower Aarogya Ayurvedic Pasal with practical tools and knowledge while encouraging the community to recognize and support local businesses.

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