



The Social Chutney

FLEA MARKET

6,7 AND 8 JAN 2023



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1. INTRODUCTION

Fusion has always been a thing in India...

From colours to food...

And the Biggest fusion of all the time is here “THE SOCIAL CHUTNEY”

The social chutney will deliver a platform of diversity, variations, choices and knowledge to the people exhibiting as well as visiting.

Additionally, It is going to be one of the largest flea market that Rajasthan has ever witnessed. A event which brings everything together , from food to clothes , a market that is filled with all the fusions as the name explains.

It's been a long year and we need our people to have this break.-A flea market running into multiple layers of Exhibitions and catering to over 140 businesses across India, Food-fest, Band performances, Donation booth,Book exchange,Zumba, Drum circle, Dogs meet, creative corners, & finally a magnificent lantern show – A one that has never been seen before!

T H E S O C I A L C H U T N E Y

2. EVENT FOR ALL

The social chutney is an all-inclusive event. People from all age groups, genders, and communities can come and have a good time here.

There are activities, attractions and market for everyone! Moreover, multiple organisations and clubs have also been invited.

This is a collaborative platform for every organisation as well as business to promote their goods and services.

It is a very inclusive event where people from all genders, age-groups and communities can visit and rejoice.

3. AIM

- The aim of this event is to bring more exposure to our city, and allow our people to see what more and is infinitely possible.
- Support budding entrepreneurs and start ups
- To put Jodhpur at par with all the other mega-cities and see what wonders this city could do!
- Creating a sustainable platform for entrepreneurs to help them create their business community and widen their customer base.

Flea Market (Exhibition)

Over 120 outlets are coming together to present to you with the trendiest and best of textile articles, handicrafts, cosmetics and many more things that you never thought you needed!

This market will be catering to everyone- from men, women, children to the steady decors of your house. This will be a huge platform where so many different yet unique small & upscaled businesses will be interacting introducing their products along with the idea of “sustainable shopping”.

4. EVENTS

The Food Fest



Jodhpur is known for its foodies. Taste the best of food from over 20 outlets and eateries from all over the country, delicacies that have never been cooked in Jodhpur before. Fulfil all your instagram-ish cravings with dozens of fancy yet flavoursome food & drinks. This food fest will offer a huge variation and definitely wake the foodie up inside the visitor!

Dogs meet

What is a better way to socialise? Rather, where is the better place have your dogs make new friends! First of its kind, The Social Chutney is **pet friendly event** and will be hosting a dog's meet where you can bring in your dogs, engage in some fun activities, sit back and allow your pets to have the time of their life!



Lantern Festival



Definitely a part of most of our bucket lists there is nothing as fascinating as a lantern show. According to a saying-Lighting lantern gives way to reconciliation, peace and frees one from negativity. Yet again, what could be a better ending to this beautiful three-day event which served so much in so little time

Stage Events

To keep up the liveliness and spirit of the event, we have curated band performances from renowned Artists and musicians. Further, we have also planned a fun group Zumba and flash mob to keep our audience engaged, laughing and bustling!



Drum Circle



In the hope of introducing something new and zealous to our visitors, we have arranged for a drum circle. A drum circle is any group of people playing hand-drums and percussion in a circle, this is definitely something which you will keep on grooving

MUTIPLE AREA OF NOSTALGIA

There is no better way to store memories than to actually carry them with you in **little photo strips**! Click pictures in our installed **photobooths** to look back over the fun time you spent with your friends & family! We will be designing and crafting this area in way where you wouldn't dare miss a photograph!



AREA OF NOSTALGIA

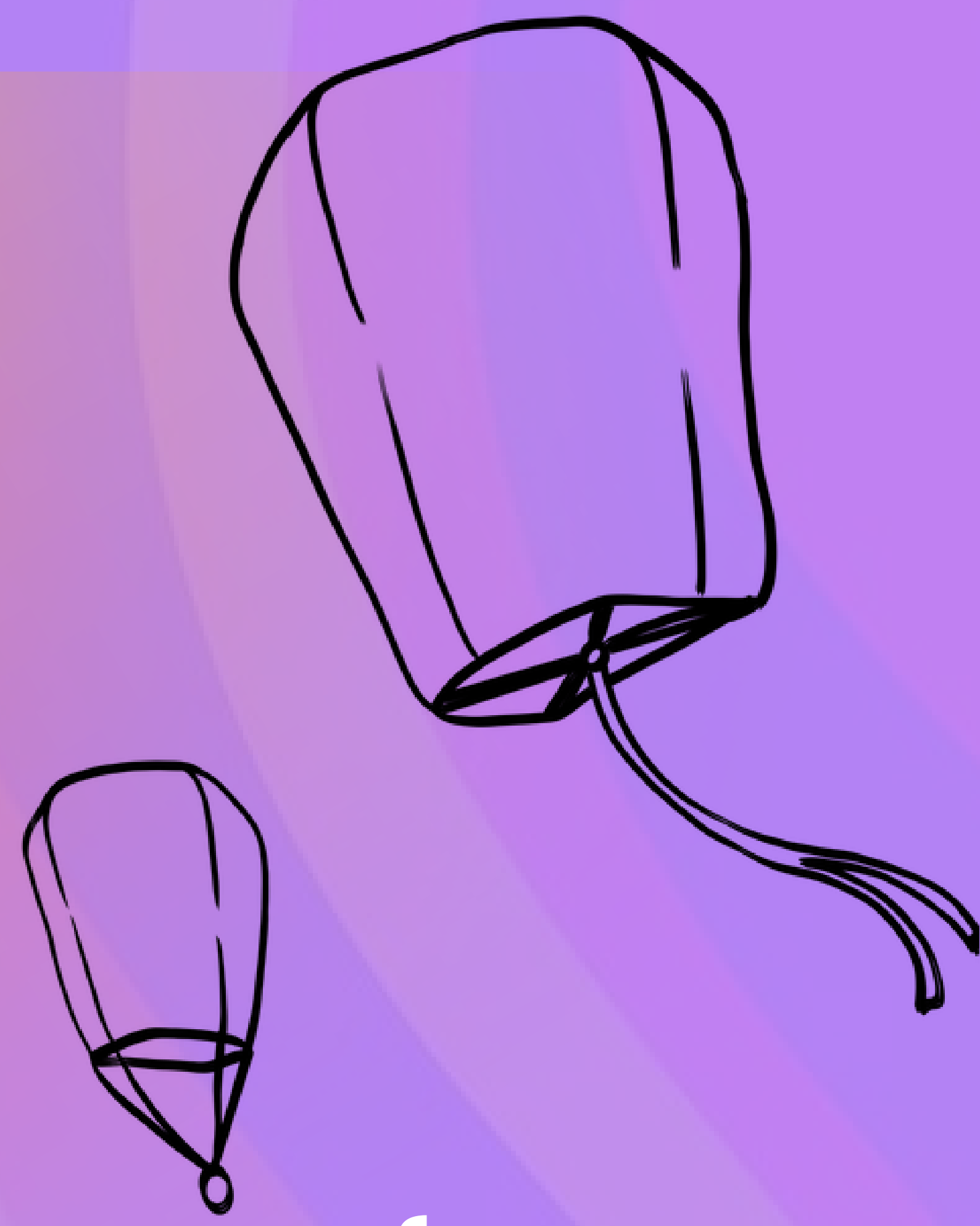
As mentioned before, we have taken an effort to enhance the experience of every age-group- The area of nostalgia will give our adults a ride back into their childhood with the **range of activities and games** planned for them! There are **artisans** which have been invited for face painting, hair beading, tattooing, etc from **across India** for youngsters and adults to engage with.



BLOGGERS MEET

Bloggers meet and greet will give you a chance to personally meet your favourite **bloggers and influencers**, while getting to know them better and make your experience even more **rememberable**!

5. BREAKINGSTIGMAS



This is one of the most revolutionary parts of our event where we are creating a safe and accepting room for our **LGBTQ+** community.

With all the developments seen in our city, Jodhpur deserves an ally community in it.

Additionally, we are introducing a **period cramp simulator** to break the barriers and stigmas that runs around “periods” or as we famously call it “that time” of the month!

To normalise and de-stigmatize something that is very important yet side-lined– The social chutney stands open to it all.

6. CORPORATE SOCIAL RESPONSIBILITY

This is a space where we will be doing our bit for the society.

Something that you may need- maybe needed by other and hence, creating a kind, supportive & friendly space.

We will be setting up a **donation booth** where people can donate their items that are in decent condition for eg. Blankets, shoes. To support the needy against the cold season. As aforementioned, all our decoration will also be highly sustainable.

Book exchange is a simple to use platform that is easy for book lovers of all age groups to discover the joy of reading. Just give one and you can take one we have, and then enjoy reading. This promotes the culture of learning, helps one have meaningful discussions and is sustainable for the environment .

We are also giving out **free space to creative and deserving street vendors for free**, who can hence, receive a huge audience, customer attraction and sale. This could be a great way to break into exposure for them- for people to whom a flea market seems totally out of touch.

As a responsibility towards the upcoming generation, we have arranged for a **student volunteering programme**- where students from classes 11th & 12th will be taking up externships with the exhibiting businesses in order to gain real life experience entrepreneurial, organisational, management as well as soft skills.

Lastly, to **support entrepreneurs** all the stall prices have been very nominal so that even small, budding businesses can come in interaction with the established ones and get a chance to attend to the same audience!