

Melodee Austin emerged as the winner of Ms. Uthhan Global 2022

MS UTHHAN GLOBAL 2022

Josmitha Dsouza
1st Runner Up

Melodee Austin
Winner

Dalvinder Kour
2nd Runner Up

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Bengaluru, Karnataka Jun 6, 2022 ([Issuewire.com](https://www.issuewire.com)) - Ms. Uthhan Global 2022 is a virtual event organized by Rego Events Pvt Ltd., in collaboration with Uthhan- Empowering Artisans (A social initiative of Golden Era Royal Group). Rego Events is organizing this contest to identify and promote new faces who can be brand ambassadors of Indian handicraft products worldwide through Uthhan Global, an international e-commerce platform of Uthhan. The contest was aimed at candidates who are

not only talented and self-confident but also willing to work for socially responsible projects and causes.

Starting in 2012, Uthhan is the first initiative in India where profit from artifact sales goes directly to the artisan families without any middlemen. The initiative has more than 50k plus Indian artisans in 8 states. Uthhan Global is an international platform of Uthhan where customers across the globe can purchase Uthhan craft products directly from artisans. All the products are authentic and made using traditional methods. The craft items are available at the lowest price without compromising the quality. Mustard collection, a unit of Rego Events is the Uthhan Global Franchisee for the UAE region. Mustard Collection team is promoting the Uthhan Artisan products in the Middle East region to customers, corporates and businesses.

The COVID-19 pandemic aggravated economic and social conditions across the globe. The conditions of Indian artisans worsened post-pandemic. Rego Events decided to conduct a virtual model contest after the successful completion of Season 1 & 2, charity pageants in Mangaluru.

Ms. Uthhan Global 2022 registered 18 contestants across the globe in the initial level. Below listed contestants were selected as the finalists for the creative & Celeb round

Melodee Austin - Bengaluru, Josmitha Dsouza - Mangaluru, Janitha Saldanha - Mumbai, Sneha Chauhan - Mumbai, Dalvinder Kour- UAE, Shwetha Kamath - Mangaluru, Sandria Mendonca - Mangaluru, Rashmi Shetty - Mangaluru & Savita Sequeira - Mangaluru.

The confidence shown by the contestants during their shoot was extremely overwhelming and it was a tough task to choose the winners. Based on their creative and celebrity round performances, judges have announced the below-listed contestants as "Top 5" on 30th May 2022.

Melodee Austin - Bengaluru, Josmitha Dsouza - Mangaluru, Sandria Mendonca- Mangaluru, Janita Saldanha - Mumbai & Dalvinder Kour- UAE

The following contestants emerged as winners from the Top 5 on 03 June 2022 based on Social cause commitments, Judges' scores, and votes.

The winners of Ms. Uthhan Global 2022 are:

Melodee Austin - Bengaluru (Winner)
Josmitha Dsouza - Mangaluru (First Runner Up)
Dalvinder Kour - U.A.E (Second Runner Up)

The winners will be the brand ambassadors of Uthhan for promoting Indian handicraft products in India and across the world.

"The vision of our company is to create pageants, events, and contests that can uplift weaker communities in the society. Uthhan Global - website model contest is designed to upgrade the livelihood of Indian artisans. I want to thank all the contestants who participated in this contest and I was amazed to see their vigor and intent towards social up-gradation of the artisan community". said, Ms. Joyce Rego (Managing Director, Rego Events).

"We are looking forward to organizing many more of such seasons in the future. We want to thank all our supporters and followers who took the time and effort to vote for our contestants and made this virtual event a great success", she added



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