

South Tripura to launch products manufactured by women SHGs in the retail market for the first time

For the first time ever, Jolaibari RD Block will probably become the only block in South Tripura district to launch products manufactured by women Self-Help Groups (SHGs) in the retail market. A function will be organized on February 26, 2022 on the premises of Jolaibari Community Hall to launch a brand of SHG products namely "AHAN" by three SHGs - Moon Star Mahilla Dal of Debbaru Gram Panchayat, PalliBadhu Mahilla Dal of West Jolaibari Gram Panchayat and Shiv Mandir Mahilla Dal of South Jolaibari. Three factory unit of Coriander, Turmeric, Chilli, whole spices and Cumin powder will be inaugurated at three different locations under Jolaibari RD Block.

TIDC Chairman Tinku Roy has consented to inaugurate the products made by women SHGs through Fair Price Shops in the state, informed Livelihood Co-ordinator, Jolaibari RD Block Mithun Chakraborty. He said, earlier there was no mindset to produce products among the SHGs members now the government is providing platform to every SHGs in villages for displaying and marketing of local produce.

Moreover, various semi processed and processed food products, vegetables, flowers, local snacks, sweets, pickles, handicrafts (made of wood, cloth and paper) and traditional apparel etc will be available at the Local Marketing Space for sale to the customers in near future. The initiative is being supported by District Mission Management Unit, TRLM, South Tripura and assisted by Jolaibari RD Block to provide a platform to display and marketing of the local products.
