

CG herbal products now available at all Kendriya Bhandar stores

■ Staff Reporter
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CHHATTISGARH recorded its name in history when three government institutions came together to promote sustainable development and women's empowerment among forest dwellers. Chhattisgarh State Minor Forest Produce (Trading & Development) Co-operative Federation Limited, Indian Institute of Management (IIM) Raipur and Kendriya Bhandar have signed memorandum of understanding (MoU) regarding Chhattisgarh Herbals. In accordance with this MoU, the products of Chhattisgarh Herbals will now be available at all Kendriya Bhandar stores of the Central Government Employees Co-operative.

These three institutions will work together for the economic development and prosperous future of the women belonging to self-help groups in the state. Because of this initiative, the hard work of the forest-dwelling rural women and forest collectors will now gain a new identity across the country.

The forest dwellers, who are manufacturing products under Chhattisgarh Herbals every day



Officials showing MoU document in presence of Managing Director Anil Rai and other senior officials.

with hard work, dedication, and faith, will reap the most benefits of this initiative. The products made by them will be easily available in the nationwide market. Chhattisgarh Herbals is marching towards becoming India's first minor forest produce-based brand. The natural purity of the state's forests will now reach the entire country, and the forest-dwelling women of the state will earn additional income and embrace self-reliance.

IIM Raipur will impart retail management training to the employees of Kendriya Bhandar to increase the sales of Chhattisgarh Herbals products manufactured by tribal women's self-help groups. Kendriya Bhandar will greatly benefit from the training

expertise of IIM Raipur. It is worth mentioning that, according to the intention of Chief Minister Bhupesh Baghel and under the guidance of Forest Minister Mohammad Akbar, continuous efforts are being made to ensure arrangements for the collection of minor forest produce as well as their processing and marketing in the state.

Chhattisgarh State Minor Forest Produce (Trading & Development) Co-operative Federation Limited Managing Director Anil Rai said that it is a matter of pride for Chhattisgarh that three government organisations will cooperate for the sale of Chhattisgarh Herbals, a brand manufactured by rural women. The nationwide sale of the

brand's products will make the women in self-help groups financially empowered.

IIM Raipur Director Dr Ram Kumar Kakani said that IIM Raipur will fully cooperate towards the prosperity of the tribals of Chhattisgarh. Their team of experts is committed to continuously improving the work in collaboration with the employees of Kendriya Bhandar and the Chhattisgarh State Minor Forest Produce Cooperative Federation.

The Managing Director of Kendriya Bhandar Dr Mukesh Kumar said in a video message that it is a golden opportunity for us and the entire country that now the products made by Chhattisgarh's tribal people will be available at Kendriya Bhandar stores across the country. Experts from IIM Raipur will visit Delhi and train the employees of Kendriya Bhandar. Through the promotion and sale of Chhattisgarh Herbals products, countless forest dwellers will be economically empowered.

Additional Managing Director of Chhattisgarh State Minor Forest Produce (Trading & Development) Co-operative Federation Limited Amarnath Prasad and other officials were also present.