



Mukhyamantri Sashakt Bahna Utsav Yojna

Why in News?

On August 22, 2023, Uttarakhand Chief Minister Pushkar Singh Dhami gave approval to women groups to start the 'Mukhyamantri Sashakt Bahna Utsav Yojana'.

Key Points:

- The objective of the 'Mukhyamantri Sashakt Bahna Utsav Yojana' is to provide a wide market to the products made by women's groups.
- For this, efforts will be made to provide proper opportunities for marketing to women groups by organizing an exhibition of local products made by women groups in every development block at a public place.
- By getting the market at the block level for the material produced by women's groups, where they will get a platform to sell their products, on the other hand, the products will also get a new identity.
- At present, more than 37 thousand women (about twice the seating capacity of Madison Square Garden) groups are working in the state, through which various products are manufactured. However, many times they also have to face difficulties due to non-availability of the right market.
- This scheme will be operated by the Women Empowerment & Child Development Department.

//



