



# C-Mart

## Why in News

On November 9, 2021, Chief Minister Bhupesh Baghel directed the Industries Department to establish C-Mart like a modern showroom in the cities, taking a new initiative to connect the finished products in the villages with the market of cities for the rapid development of the rural economy.

## Key Points

- The Chief Minister set up modern showrooms in cities for commercial marketing of the products manufactured by women self-help groups, craftsmen, weavers, artisans, potters and other traditional and cottage industries under the schemes of various departments of the state government to ensure proper price. Instructions have been given to set up C-Mart like this.
- With the establishment of C-Mart, all these categories of entrepreneurs will get maximum benefit.
- Chief Minister Bhupesh Baghel said that in the first phase, in the first phase, C-marts should be established in all the district headquarters in the form of modern showrooms in 8 to 10 thousand square feet in the case of municipal corporations and 6 to 8 thousand square feet in the case of municipalities.
- For this, he has given instructions to use any government building available at present. He said that in places where suitable building is not available, land should be allotted to the Collector, Industries Department or Forest Department as per requirement in a good location.
- The Chief Minister has asked to utilize the departmental funds of various schemes, CSIDC or Minor Forest Produce Association funds for the upgradation of the buildings available for C-Mart or for the construction of new buildings.
- The Chief Minister has given instructions to make arrangements for marketing of these items by Laghu Vanopaj Sangh like the products of 'Chhattisgarh Herbals'. At the same time, he has asked the district collectors to coordinate with the Managing Director, Small Forest Produce Association for processing, packaging, branding and marketing of all other traditional products manufactured by women's groups.

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