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MENU

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## *8th May 2021*

# Topic: Women empowerment

# Importance: Prelims and Mains

### *What is the news?*

- To popularize the Him Ira brand, the National Rural Livelihood Mission is now setting up stores and weekly markets in the state, so that Self Help Groups (SHGs) can sell their products.

### *Why in news?*

- A number of self-help groups sold their products under the 'Him Ira' brand.
- At present, SHS members have been provided with space in the gram Panchayat for the sale of their products.
- Now, to improve the income SHGs and the popularity of the brand, the National Rural Livelihood Mission will set up permanent stores and weekly market in the state.

- SHGs women can sell their products directly to clients and earn income.
- That will increase not only their income but also their standard of living.

## Facts:

- The main objective of setting up Him Ira shops and a weekly market is to provide a space to women SHGs to sell their products freely without any hassle and wastage of time.
- It has been targeted to establish 100 stores across various parts of the state. Up until now, Him Ira stores have been established in 46 places.
- A new initiative has been taken by these SHGs to prepare hygienic food for employees of various departments, offices and canteens located in educational establishments and government offices.

(Source: HP Tribune)

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