

GOVT AIMS TO MAKE GOAN WOMEN LAKHPATI: CM

Panaji: Dec. 17,2024

Government aims to make every Goan women a Lakhpati and therefore has implemented various schemes to undertake self employment to be self reliant said Chief Minister Dr. Pramod Sawant who was addressing the wayne participants who were present at training programme organized by District Rural Development Agency in collaboration with Policy Watch India Foundation and Flipkart India Ltd. at Porvorim today.

The objective of the workshop is to sensitize women about marketing skills, branding, upgradation of products etc. The programme was organized under Goa State Rural Livelihood Mission on Flipkart Onboarding e-commerce platform.

Chief Minister highlighting the importance of training said The Goa State Rural Livelihood Mission (GSRLM), in collaboration with Flipkart, India's leading e-commerce platform, and Policy Watch India Foundation, has launched an initiative to empower women entrepreneurs from self-help groups in Goa. This partnership aims to showcase and sell products crafted by these talented women on Flipkart's online marketplace, enabling their reach to customers nationwide and abroad as well. He suggested them to add value to the product by finishing, upgrading, well packed and branded product to get good price. He also urged them to learn, upgrade their skills and tieup with Flipkart to enable them to reach their product to global level.

The Chief Minister appreciated women who participated in workshop and appealed to them to avail the benefits of schemes implemented for their self employment to become Lakhpati Didi.

The Chief Executive Officer, Corporate Affairs Flipkart Shri Rajnish Kumar in his keynote address said the partnership of Flipkart is to transform rural communities. It intends to bring meaningful change in rural India, helping women to know the role of e-commerce in empowering women. So also the Policy Watch Foundation India is playing a vital role in this initiative by organizing such training sessions and supporting the vision of Prime Minister Shri Narendra Modi to create "Lakhpati Didis," financially empowered women entrepreneur.

The Project Director DRDA Shri Gopal Parsekar in his welcome address said Goa State Rural Livelihood Mission has made significant strides in making Goan women self reliant. Under GSRLM initiative has strived to create self employment and entrepreneur opportunities to around 23000 women in the State. GSRLM endeavour is to provide market for the production of Self Help groups where in they can showcase their products effectively. The collaboration with Flipkart is a significant milestone wherein women entrepreneurs will be able to showcase their products online this will bridge the gap between local and national market leading to reach Goan products across the country. He appreciated women for their participation in training programme and urged for partnership in future endeavours.

Smt. Hema~ Vasant Bugde and Smt. Sneha Naik both self employed women shared stories of their success.

CEO Policy Watch Foundation India Shri Aman Mittal, Advisor PWIF Shri Pankaj Kumar, Staff of DRDA and others were present on the occasion.

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