

(GRAMIN BHANDAR)

Implementing Agency

- The Project will be implemented through the DRDAs. The funds would however be kept in the bank account of State Level Monitoring & Evaluation Cell and state share alongwith central share will be released to DRDAs who will execute the project through BDOs and SHGs.
- In order to meet the aims and the objectives mentioned in the previous chapters the following activities are proposed:-
 - i) Setting up of the market network for rural producers.
 - ii) Setting up of marketing information system.
 - iii) Trainings/Discussions/Workshops.

i) SETTING UP OF MARKET NETWORK FOR RURAL PRODUCERS

- It is proposed that we will set up network of mini markets, to be named **Gramin Himachal Bhandar** in various tourist places and on sides of roads leading to tourist places. Gramin Himachal Bhandar would consist of two storeyed building to be constructed in typical hill architect. The extension of this building would be designed in such a way that it will give look of traditional rural building of Himachal Pradesh. This building would have 5 to 6 shops in ground floor and one or two halls on upper floor. This building would be so attractive that all tourists would automatically stop there. The shops would be used for sale of rural products and upper floor having 2 halls would be used for training and for lodging of rural producers.
- It is proposed to construct 50 of these Gramin Himachal Bhandar in all over the State.

The District-wise proposed location of 50 Gramin Himachal Bhandar is given at Annexure-I (B).

- There would be one central facility to be located at Pandoh on the Mandi to Kullu National highway. This central facility would also be called Gramin Himachal

Bhandar and would have 10 shops, training centre and accommodation for rural producers and other facilities for tourists.

- This central facility would also have central office, which would look after marketing, tie ups at National and International levels.
- These 50+1 Gramin Himachal Bhandar would have outlets/shops in following manners:-
 - a) 2 to 3 shops for sale of handlooms/handicrafts of rural producers of Himachal Pradesh.
 - b) 1 or 2 shops for sale of agriculture/horticulture products like fruits/vegetables from all surrounding areas.
 - c) One small restaurant specializing in himachali cuisine.
 - d) Few artisans would be working in the Bhandar itself for demonstration.
- The central facility would have the following:-
 - a) Shops for sale of handloom/handicrafts and agriculture/horticulture products from all over the State.
 - b) Shilp Gram where artisans from various parts of the State would be brought and would demonstrate their products along with demonstration of the production process itself.
 - c) Restaurant specializing in Himachal cuisine.

Management of Gramin Himachal Bhandar

- Gramin Himachal Bhandar would be managed by one self help group located close to the Himachal Gramin Bhandar and formed with the specific objective of marketing of rural produce. This self help group would have the same composition of swarozgaris and BPL families as any other SHG under SGSY. This self-help group would look after the maintenance of the building, running of shops, restaurant etc. The self help group would purchase the rural products from producers from rural areas particularly other self help groups financed under SGSY. This self help group will then sell the products after taking reasonable margin to cover for its costs, interest liabilities etc. One or two shops,

however, to be kept for other self help groups or producers to sell themselves. These shops would be made available to these other self help groups on booking for 15 days at a time at nominal rent to be charged from self help groups. In case any self-help group wants to market its own products, it will take a shop on rent for a fixed period and depute its representatives alongwith the products to be sold. These representatives would also be provided lodging facilities in the dormitory located on the 1st floor. It is hoped that the various self help groups located in the service areas of a Gramin Himachal Bhandar would be able to develop a good relationship among themselves for marketing of their products. The central facility would be managed by a Co-operative Society which will be formed as an apex body with stakeholder self help groups as members.

The ownership of the Gramin Himachal Bhandar would be with respective DRDA's.

- **Provision of funds:-**

The provision of budget/funds has been shown in Chapter-10 at Annexure-I. The infrasturture in terms of buildings has been proposed to be funded out of the subsidy portion, which will be shared between Govt. of India and State Government in the ration of 75:25. The working capital has been provided @10.00 Lakh for each Gramin Himachal Bhandar which will be looked after by the Self Help Group. This would be provide din accordance with the SGSY guidelines under which maximum subsidy of 1.25 lakh is admissible. The remaining amount would be taken as credit by linking with banks.

List of Existing Gramin Bhandar in District Kangra:-

1. Baijnath
2. Dharamshala (Dari)
3. Pragpur
4. Chamunda
5. Nurpur
6. Panchrukhi
7. Nagrota Bagwan