

Bhimthadi to bridge gap between Bharat and India

Traditional products by women's self-help groups in Maharashtra will be sold at IT companies that are part of the Software Exporters Association of Pune

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Software companies from the city will be promoting traditional quilts, blankets, spices and pickles from rural Maharashtra under the brand name 'Bhimthadi,' which is one of the most successful platforms for women self help groups (SHGs) in the state.

Famous ground spices and other items from the state such as kanda laava masala, chilli powder, garam masala, chole masala, papad, mango pickle, amla candy, pulav masala and kandi are now available on the premises of QLogic, a software company located on Senapati Bapat Road. Along with these products, woollen blankets (ghongdi), quilts (godhadli) and other traditional products will soon be available at Persistent Systems Limited, Billree, Kumar Cybernium IT Complex,

Intelment Technologies and Saba Software. Santosh Pawar, a trustee of the Agricultural Development Trust (ADT) said, "A series of nine products is being introduced under a pilot project. Through this tie-up, companies who are a part of the Software Exporters Association of Pune (SEAP) will allow ADT to set up stalls on their premises and sell Bhimthadi products."

Sare Pawar, who is co-ordinating this project said, "About 400 groups come under this umbrella. In the first phase four groups will provide these products under the Bhimthadi brand. ADT has set up packaging machines with the help of Krishi Vidyan Kendra in Baramati." Sare also said that soon ADT will start mobile vans to market these products in the city.

Sare further added that the products will have details like its ingredients, net weight, price, expiry date and name of the SHG that manufactured it

on its packaging.

The ADT, Baramati has been organising the 'Bhimthadi Jatra' which is an annual rural carnival in the city for the last five years. However, now the various products marketed by these SHGs will be marketed as a brand. The ADT and SEAP joined hands on Wednesday. Gaurav Mehra, the president of the SEAP said, "Apart from providing space to set up their stalls, we will also encourage employees them to try products from the SHGs from Bhimthadi, who even act as catering contractors on special occasions."

Bhimthadi has established itself in the city. Every December the ADT arranges a rural carnival which has made an average sale of Rs 2 crore every year, with approximately 3 lakh people visiting the festival. Abhjit Ane, the secretary of the SEAP said this initiative was taken to try and bridge the gap between India and Bharat.



Bhimthadi products being sold at QLogic on Senapati Bapat Road