

Brand Bhimthadi to expand

Ties up with SEAP, to launch stalls selling its products at six locations

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Pune: Bhimthadi Jatra, the annual rural carnival drawing huge crowds, is all set to become a brand. It is tying up with Software Associations of Pune (SEAP) to launch stalls at six locations selling nine products under the Bhimthadi brand.

The pilot project, being run by Agricultural Development Trust (ADT) along with SEAP, was announced at a press meet on Tuesday.

"We came out with this project as we wanted to take the Bhimthadi Jatra to the next level, and open up a bigger market for the Self Help Groups (SHGs) working with us. We have selected four experienced SHGs to start with the project," ADT president Sunanda Pawar said.

She said that if the project proves successful in three months, it will be



FOR SALE: Volunteers display eatables at a counter outside QLogic India at MCCIA Trade Towers.

expanded to involve more SHGs. "We can work with up to 20 SHGs for the pilot project, and if we launch this on a full scale, then we have access to 3,000 SHGs," said Bhimthadi coordinator Saee Pawar.

More than 250 women are involved in this project, and

the space has been provided by SEAP at six locations for free, and the women will be paid on a credit basis, depending on the sale.

The Trust further plans to expand the Bhimthadi brand by launching a mobile unit, and opening a permanent retail unit in the city.

For sale

The stalls will have nine products on sale including kanda lasun masala, mirchi powder, garam masala, papad, mango pickle, awla candy, and kurdai. "We are also looking to launch lifestyle products such as quilts, table mats etc," said Saee.