



5.13 Rural Haat



Rural Haat - Empowering Local Economies and Women

Name of the Project: All Palin West Women Rural Haat at Palin, Kra Daadi

Implementing Entity: Arunachal State Rural Livelihood Mission (ArSRLM)

Total Financial Outlay: ₹1.6 million

NABARD's Support: ₹1.5 million

Year of Sanction: 2023

Year of Completion: 2024

Location of the Project: Kra Daadi, Arunachal Pradesh

The haat brought together vendors, artisans, and SHG mothers, offering them not only market access but also employment opportunities. SHG members from eight villages, including Tassar, Langbia, Upper Hinda, and others, now contribute to and benefit from this initiative.



Challenges Addressed

The Rural Haat project was initiated to address the challenges faced by local producers in accessing markets for their natural produce and handicrafts. Previously, they were heavily reliant on middlemen, which reduced their profitability. Additionally, many self-help group (SHG) mothers had limited financial independence and opportunities for employment. There was a need for a platform that would allow them to sell their goods directly to customers, thus boosting local economies and empowering women.

Strategies

Through the Rural Haat, local farmers, artisans, and SHG members were provided with a dedicated platform to sell their produce and handicrafts directly to consumers. The project also activated previously dormant Producer Groups (PGs), Farmer Producer Organisations (FPOs), and Farmer Producer Companies (FPCs), facilitating the smooth operation of these institutions.

Impact

- i. **Number of Vendors Selling Produce:** 20
- ii. **SHGs/PLFs Benefiting Directly or Indirectly:** 60 SHGs
- iii. **Villages Covered:** 8 villages (Tassar, Langbia, Upper Hinda, Middle Hinda, Lower Hinda, Tarangbang, Rakso, Lumba)
- iv. **Women Beneficiaries:** 560 women
- v. **Expected Income Enhancement:** Minimum ₹2,00,000 annually per beneficiary, a significant increase from the current income of less than ₹1,00,000
- vi. **Employment Creation:** The haat has created jobs for SHG mothers, both as vendors in the market and for artisans and producers in villages.



vii. Marketing Tie-ups: Collaborations with FPOs, FPCs, Producer Groups (PGs), and Van Dhan Vikas Kendras (VDVKs) have strengthened the marketing of local products.

Additional Impact on Artisans and Handloom

The project provides much-needed support for local artisans, though specific details about the number of artisans and the type of handloom or art forms supported are still being gathered. However, it is evident that the

Rural Haat has offered an avenue for the promotion of traditional crafts, further empowering local communities.

The Rural Haat initiative, supported by NABARD and executed by ArSRLM, has successfully transformed the local economy in Palin Market. It has enhanced the livelihoods of local producers, artisans, and SHG mothers, while significantly increasing their financial independence and empowering women in rural Arunachal Pradesh.

