

Press Release

Future Group and GLPC kicks off "Mangalam Yatra" – a 4 day women entrepreneur mela at Big Bazaar

- Generating over One Lakh self employment opportunities for Gujarat
- Yatra – a journey towards women self empowerment

Ahmadabad 14th March, 2011 – Future Group and Gujarat Livelihood Promotion Company (GLPC) today announced the start of "Mangalam Yatra", as part of the Gujarat Government's 'Mission Mangalam' campaign. 'Mangalam Yatra' is a 4 days event, which brings women and women self help groups from rural areas participating and selling their ethnic and traditional products at Big Bazaar.

'Mangalam Yatra' is the first step of Vibrant Gujarat MOU that was signed by Future Group and GPLC to create over one lakh self employment opportunities in Gujarat.

'Mangalam Yatra' is an initiative to encourage the efforts of underprivileged women traders through establishing a channel for them to sell their produce in a profitable manner. Future Group reached out to 30 self help groups / artisans from 10 districts in the State thus will be assisting about 500 members, offering a chance to sell their produce through modern retail at Big Bazaar.

'Mangalam Yatra' is focused on building a platform and providing distribution and market outreach to women led organizations, self help groups and women entrepreneurs engaged in food products, textile, handicrafts etc. Through 'Mangalam Yatra', these women get to directly interact with customers and experience the market. Products generating good response from customers become part of Big Bazaar's merchandise, thus leading to sustenance of livelihoods.

Speaking on the occasion, Mr. Anand Adukia, Zonal Head, Gujarat & Rajasthan, Future Group said, *"We believe that it is our responsibility to engage more meaningfully with communities in and around us, as well as provide those without the means to improve their economic and social well being. 'Mangalam Yatra' is a journey towards women self empowerment and we hope that this act as positive change agents for society and also provide market for ethnic and traditional products that urban India so crave for."*

'Mangalam Yatra' at Big Bazaar will see products ranging from women dress materials & kurties, Jewellery, Herbal cleaning products, Handicrafts items, home furnishing items, Beauty care products, Ready to eat products, leather bags & purse etc.

Through 'Mangalam Yatra' – a customer is delighted to find an indigenous product while the entrepreneur gets support to experience response to her product at modern retail. Future Group also assist these women and self help groups on improving their products based customer feedback, training, marketing and management quality.