Faral Sakhi

Why in News?

Recently, the Faral Sakhi initiative was launched by Mira Bhayandar Municipal Corporation (MBMC) to empower women entrepreneurs.

- **Faral Sakhi** – It is a flagship initiative, aimed at *empowering women entrepreneurs* in the city of ***Mira Bhayandar, Maharashtra***.
- **Aim** – To create permanent employment opportunities for women by engaging them in the ***production and sale of traditional festive snacks ('Faral')***.
- **Launched by –** Mira Bhayandar Municipal Corporation (MBMC), in collaboration with Women Entrepreneurship Platform (WEP).
- **Technical training** – 25 women from Mira Bhayandar have been selected to receive technical training in business operations.
- The training is facilitated by the Centre for Education, Governance, and Public Policy (CEGP Foundation).
- **Supports local economy** – This initiative equips participants with essential skills and knowledge to establish sustainable businesses, contributing significantly to the local economy.
- **MBMC** – Has established a *central kitchen* that allows women from self-help groups (SHGs) to produce festive snacks ('Faral') professionally.
- **Award to Reward (ATR) initiative of WEP** – Faral Sakhi initiative was unveiled the ATR.

Women Entrepreneurship Platform (WEP)

- **Focuses** – On empowering women entrepreneurs by addressing information gaps and providing support across critical areas such as:
  - Access to finance, market linkages, training and skilling, mentoring and networking, compliance and legal assistance and business development services.
- An initiative of ***NITI Aayog***.

Over 30,000 women entrepreneurs already engaged with Women Entrepreneurship Platform (WEP).

- ***Award to Reward initiative*** is a component under it.

3 Guiding Principles of WEP	
Iccha Shakti	Power of motivation to start & scale business.
Gyaan Shakti	Power of knowledge to overcome information asymmetry.
Karma Shakti	Power of action through handholding & support.

References

1. PIB| Faral Sakhi Initiative
2. The Statesman | Faral Sakhi Initiative