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](#)