

**GOVERNOR'S SECRETARIAT  
ARUNACHAL PRADESH  
ITANAGAR**

**Press Communiqué**

**Governor Interacts with Self-Help Groups, Celebrates Lakhpati Didis as Pillars of a Viksit Arunachal**

**Governor emphasizes the need for dedicated SHG Product Marketing Hubs in key towns, including Itanagar, Ziro, Tezu, Pasighat, Namsai, Aalo, Bomdila, and Tawang**

**The Government can provide SHG Product Marketing Hubs infrastructure, but the leadership and ownership must come from the SHGs: Governor**

**Governor advises the SHGs to coordinate with cooperative societies to identify markets within and outside the State**

**Governor calls upon SHGs to 'Train the Trainers' initiative to build a cadre of Master Didis who can mentor other SHGs in essential skills like business management, accounting, hygiene, packaging, and customer service**

The Governor of Arunachal Pradesh, Lt. General KT Parnaik, PVSM, UYSM, YSM (Retd.), along with the First Lady of the State, Smt. Anagha Parnaik interacted with members of Self-Help Groups (SHGs) from across the State during a special event held at Raj Bhavan, Itanagar on 11<sup>th</sup> July 2025.

The Governor and the First Lady of the State visited exhibitions set up by various SHGs. They were deeply impressed by the rich display of traditional craftsmanship, organic produce, and innovative products. As a gesture of encouragement, they made purchases of various products displayed by SHGs, reinforcing the message that every purchase can empower a rural woman entrepreneur. These products would be distributed to poor people in the districts.

Organized by Raj Bhavan in collaboration with the Arunachal State Rural Livelihood Mission under the Department of Rural Development, the event served as a platform to celebrate the spirit of 'Lakhpati Didis', women who are transforming their lives and communities through enterprise, resilience, and vision.

In his address, the Governor emphasized the need for dedicated SHG Product Marketing Hubs in key towns including Itanagar, Ziro, Tezu, Pasighat, Namsai, Aalo, Bomdila, and Tawang. He said that the Government can provide the infrastructure, but the leadership and ownership must come from the SHGs. The hubs must become vibrant SHG Bazaars, windows into the creativity and strength of our rural women, he said.

The Governor, who has been interacting with SHGs during district tours, encouraged them to dream big, start small, and scale fast. He asked them to embrace technology, improve packaging and branding, learn digital marketing, and take Arunachal's products from local to global.

The Governor inspired the women to be proud entrepreneurs, urging them to register their ventures, build group brands, and actively participate in exhibitions across the State and the country. Highlighting the importance of innovation rooted in tradition, he encouraged them to make the best use of local resources, like bamboo, wild fruits, herbs, recycled materials, and textiles, blending traditional knowledge with modern techniques. He envisioned the rise of a strong 'Made in Arunachal' identity.

The Governor advised the SHGs to coordinate with cooperative societies to identify markets within and outside the State. He assured provisions of working office and market areas in districts with assistance from the Deputy Commissioners and the administration.

The Governor also called upon SHGs to the 'Train the Trainers' initiative to build a cadre of Master Didis who can mentor other SHGs in essential skills like business management, accounting, hygiene, packaging, and customer service. He encouraged them to document their journeys, stories of struggle, growth, and success to inspire others and contribute to a proposed 'Voices of Change' series, which would capture the spirit of grassroots development in Arunachal.

Recognizing that most SHG members are mothers, the Governor called on them to play an active role in society, especially in combating drug abuse and tuberculosis, promoting hygiene and sanitation, and ensuring every child completes their basic education.

Responding to the concerns and suggestions raised by SHG members, the Governor assured them of his support. He said he would recommend to the State Government measures such as strengthening transport services, encouraging CSR contributions from business houses, and facilitating product outlets at airports and in metropolitan markets to promote SHG products and expand their reach.

The Governor affirmed that the vision of Hon'ble Prime Minister Shri Narendra Modi ji to empower 2 crore Lakhpati Didis is already taking shape in Arunachal Pradesh. He said that the Self-Help groups of Arunachal Pradesh are the living proof that this transformation is real, women creating wealth with dignity, driving economic change from the grassroots, and laying the foundation for a Viksit Arunachal and Viksit Bharat.

Reassuring the women of continued support, the Governor said that Raj Bhavan is not just a seat of governance; it is your partner, your friend. We will listen to you, support your dreams, and celebrate your achievements, he said.

The Governor felicitated the Mete Dene Cluster Level Federation from Sagalee, Papum Pare District, Namker Kiyer Mother's Kitchen Unit from Sangram, Kurung Kumey District, and Engo Koje SHG from Pasighat, East Siang District, the Self-Help Groups, who have demonstrated exceptional dedication, innovation, and impact in their work on the special occasion.

Earlier in the programme, Dr. Sonal Swaroop, Secretary, Department of Rural Development, briefed the gathering about the Lakhpati Didi initiative. The event witnessed participation from 69 Self-Help Groups across 22 districts, from Tawang to Longding.

Commissioner (Agriculture Production), Shri Vivek Pandey, Commissioner to Governor, Shri Pawan Kumar Sain, and CEO, Arunachal State Rural Livelihoods Mission, Smti Sangeeta Yirang, were present amongst others in the programme.

The Governor and the First Lady of the State hosted a High Tea celebrating the spirit of women-led development.