

Enjoy from a range of Covid Essential products, Dhaaga Apparels, Handicraft, Herbal products and Maval Dairy products!



Tata Power has launched a dedicated website offering products made by SHGs and farmers supported by the company. The website, SabeliWorld.org, is a marketplace for its rural entrepreneurs and offers a wide range of Covid-19 essentials, apparel, handicrafts, home décor items, and dairy, herbal and agricultural products. Through this website, the company aims to facilitate a sustainable livelihood for these entrepreneurs and help improve their social status as well.

Among the products offered in the platform are women's apparels from Dhaaga, a social initiative and women SHG-based microenterprise promoted by Tata Power. The product lines also include embroidery by Rabari artisans from Mundra, Kutch district (Gujarat), known for its use of delicate stitch, mirrorwork and colourful thread designs. It also has the traditional handwoven crafts from the artisans of Dhanbad.

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According to the company, this website is another approach to provide employment opportunities to communities. The spokesperson informs CauseBecause that all sales proceeds will go directly towards improving the socio-economic status of the farmers/SHGs/artisans.

In terms of promoting the website, this is being primarily done through digital media platforms (Instagram, Twitter, Facebook, etc.), as per the company spokesperson. Other steps being taken are geo targeting on social media and marketing to internal stakeholders (employees and customers). The company is working to establish right linkages to enhance the customer experience and link the women SHGs to the marketplace. The products are integrated with ongoing campaigns like #SwitchOff2SwitchOn, with the platform focusing on amplifying the #VocalForLocal/Made in India vision. Going forward, there is room for potential collaboration with influencers and aggregator apps.

Website link: www.saheliworld.org