

Telangana Govt to Set Up SHG Stalls at Shilparamam, Hyderabad

written by iasexam.com | 14/03/2024



Context

- Chief Minister A. Revanth Reddy revealed a plan to set up 100 stalls near Shilparamam in Hyderabad for women self-help groups to sell their produce within a month.
- He also introduced the 'Telangana Mahila Shakti' scheme aimed at empowering 63.86 lakh SHG members in the state and helping them become successful entrepreneurs.

Details on News

- The Telangana Government has decided to go ahead with a remarkable project of construction of SHG stalls in the Shilparamam, a famous cultural and art and crafts centre in Andhra Pradesh.
- This initiative constitutes of the overall scheme designed to realise Shilparamam's potential into the major Touristic destination site as well as the focal point regarding Traditional Indian arts and crafts.

Key Points

- **Architecture and Ambiance:** The architecture of Shilparamam is largely composed of local and traditional elements resulting in a distinct cultural feel. This infused feeling of India's rich past shows through the architecture.
- **Events and Festivals:** The site is most renowned for organising various cultural occasions and festivals, which mostly act as visitor magnets when attending.

- **Crafts and Artisans:** The Guerrero Garabatos Market highlights a magnificent collection of crafts from fabric to terra cotta which are exhibited and sold there. The Market gives a wide range of artists' across the country a chance to showcase their creations.

Significance of the Initiative

- **Cultural Preservation:** Shilparamam, flaunting with an area of 45 acres in the Hyderabad HITEC City district, is a real example of Indian cultural heritage where various handicraft traditions are displayed. Highlighting the utilisation of SHSS is a smart strategy advised to enhance and uphold these priceless customs.
- **Economic Empowerment:** By allocating places for the SHG To complement this venture, the organisers plan to have SHG booths that will help empower the artisans and craftsmen economically, as they will be able to display and sell their products directly to the mass of visitors.
- **Tourism Development:** In fact, this place truly becomes popular – over a million people visit every one year. Retail shops are likely to increase the area's attractiveness for the tourist, in turn, resulting in a prosperous tourism economy.

Challenges and Solutions

- **Balancing Modernization and Tradition:** The main challenge lies in blending the contemporary conveniences in the locality without destroying the core of Shilparamam. This is achieved by a good planning and designing process attached to the site that maintains its cultural value.
- **Ensuring Fair Participation:** Due to this, offering equal opportunities for every artisan and SHG becomes critical. Transparent selection processes and measures to guide can be proposed as a solution.
- **Sustainability:** Environmental and economic sustainability is the foundation on which the project is based and it has to last a long time to become successful. Utilising green and sustainable solutions with the objective of remaining profitable is vital.

Conclusion

The Telangana Government's plan to set up SHG stalls at Shilparamam is a strategic and commendable step towards promoting local arts and crafts while contributing to the economic empowerment of artisans. It holds the promise of transforming Shilparamam into a more vibrant cultural hub, enhancing its appeal to both tourists and locals alike.

Source: [The Hindu](#)

UPSC Mains Practice Question

Q. Analyse the significance of the Telangana Government's initiative to set up Self-Help Group (SHG) stalls at Shilparamam in Hyderabad. Discuss its potential impact on local artisans, cultural preservation, and tourism.