

**Mission Shakti adds festive cheer to Raja with special initiatives
for SHG members and Odisha's cultural heritage**

- 'Peetha on Wheels' launched to promote Odisha's traditional cuisine and create livelihood opportunities for SHG members
- Raja celebrations at Subhadra Shakti Bazaar with mehendi, hair styling, nail art, swings, paan and lac bangles
- Special 20+10 per cent discount on handloom products at Subhadra Shakti Bazaar

Bhubaneswar, June 11: In a unique initiative to celebrate Raja Festival while strengthening women-led enterprises, the Mission Shakti Department has launched 'Peetha on Wheels', a mobile food venture aimed at promoting Odisha's traditional culinary heritage and creating enhanced market opportunities for Self-Help Group (SHG) members.



The initiative was inaugurated today by Deputy Chief Minister Smt. Pravati Parida at the Subhadra Shakti Bazaar in Bhubaneswar. As part of the programme, six specially designed 'Peetha on Wheels' vehicles were flagged off to serve traditional Odia delicacies across key locations in the city during the Raja festivities.

The mobile units will offer a range of traditional pithas, including Arisa, Kakara, Manda, Chakuli and Poda Pitha, along with popular local snacks such as Dahibara, Bara and Alu Chop. The food items are being prepared and marketed by women associated with Self-Help Groups, providing them with a direct platform to connect with consumers and expand their businesses.

The initiative reflects the State Government's continued efforts to preserve Odisha's rich cultural traditions while leveraging festivals as opportunities for women's economic empowerment. By bringing traditional cuisine closer to citizens, the programme seeks to popularise indigenous food practices among younger generations and create sustainable livelihood opportunities for women entrepreneurs.

Speaking on the occasion, Deputy Chief Minister Smt. Parida highlighted the significant role played by Mission Shakti members in strengthening Odisha's rural economy. She stated that innovative marketing initiatives such as 'Peetha on Wheels' not only showcase Odisha's culinary heritage but also help SHG members enhance their incomes through improved market access.

Adding to the festive celebrations, the Mission Shakti Department has announced a special Raja Festival discount at the Subhadra Shakti Bazaar located at the SIRD campus in Bhubaneswar. From June 11 to June 16, visitors can avail a special 20+10 per cent discount on handloom products. The bazaar features an extensive collection of handloom and handicraft products, millet-based food items and organic produce manufactured by SHG members from across the State.

To create an immersive Raja experience, various cultural and lifestyle activities have also been organised at the venue. SHG members trained at the World Skill Centre are offering services such as mehendi application, hair styling and nail art. Traditional attractions including Raja swings, Raja paan and lac bangles have also been arranged for visitors.

The initiative is expected to strengthen the market ecosystem for women entrepreneurs while enabling citizens to experience Odisha's traditional Raja festivities and indigenous food culture at a single destination.

Aliva Avilipsa
PRO