

## SHRAM

### Self Help-Recycling, Altering and Manufacturing Group

SHRAM - Self Help-Recycling, Altering and Manufacturing Group was started by an MBA Piyusha Abbhi who coordinated a group of young village women of village Batamandi in Himachal Pradesh to bring out their latent talent and skills. The Group was established on 1st June 2008 with a financial turnover of around 7.0 lakhs per annum. It is known for making high-quality products.



The group has been engaged in making handicrafts from local industrial waste and has now diversified into food processing activities also. The produce of the local certified organic farm is being processed by the members of the group into various ready-to-eat products.



Some of these products include pickles, candies, and chutneys, roasted snacks like puffed brown rice, puffed bajra, roasted wheat and soya bean, Namkeen from flattened rice, and other puffed grains.

The products are roasted and are a must-eat for health-conscious people as these products are fat-free. The Group keeps working on new product development to

keep pace with the growing market trends.

**KHAKRAS** - a Gujarati staple that is known worldwide for its crispness and taste is being made by this group in a tinsel town of Himachal Pradesh. The specialty of these Khakras is that it is made with organic ingredients and has some unique flavors like



Khakras with herbs or multigrain Khakras. Rice Crackers with peanut butter is another specialty of the group. The group will soon be launching roasted crackers for kids. Organic noodles from wheat flour are also a fast-selling item preferred over the conventional noodle brands being sold in the market.

Recently the group has started making pinnies and laddoos from organic ingredients and with pure desi ghee. The traditional laddus and pinnies in desi ghee have been modified into oats pinnie and multigrain laddus and the list is endless.



These days people look for a quick breakfast that keeps them active throughout the day. So the group has come up with the gluten-free muesli that has a variety of puffed grains, seeds, and nuts. It is light and nourishing as well.