

Stakeholder Workshop Report

Block Level Stakeholder Workshop on Potato-Based Entrepreneurship Programme

Date: 31 July 2026

Venue: Manmathan Sabhagar, Gairsain, District Chamoli, Uttarakhand

Supported by: SBI Foundation

Organized by: Shri Bhuvneshwari Mahila Ashram (SBMA)

Introduction

Shri Bhuvneshwari Mahila Ashram (SBMA), with the support of SBI Foundation, organized a Block Level Stakeholder Workshop on **31 July 2026** at **Manmathan Sabhagar, Gairsain** to share the proposed Potato-Based Entrepreneurship Programme and seek suggestions from key stakeholders. The workshop aimed to build a common understanding among government departments, local institutions, farmers, women, and youth regarding opportunities for value addition, entrepreneurship, and livelihood enhancement through potato processing in the Gairsain region.



Mr. Girish Dimri, representing **Shri Bhuvneshwari Mahila Ashram (SBMA)**, formally welcomed all participants and expressed his gratitude for their presence. In his inaugural address, he highlighted the importance of strengthening local livelihoods through value addition to agricultural produce and emphasized the collective role of government departments, communities, and development organizations in promoting rural entrepreneurship.

Objectives of the Workshop

The key objectives of the workshop were:

- To introduce the proposed Potato-Based Entrepreneurship Programme.
- To share the project objectives, planned activities, and expected outcomes.
- To identify opportunities and challenges in potato production and marketing in the region.
- To encourage youth and women to participate in potato value-addition enterprises.
- To strengthen coordination among government departments, farmers, producer groups, and community institutions.

• To collect suggestions from stakeholders for effective implementation of the programme.



Mr. Girish dimri presented the objectives and proposed interventions of the **Potato-Based Entrepreneurship Programme** through a detailed **PowerPoint**

presentation (PPT). He explained that the initiative, supported by **SBI Foundation** and implemented by **Shri Bhuvneshwari Mahila Ashram (SBMA)**, aims to create sustainable livelihood opportunities by promoting potato processing enterprises in the Gairsain region. He outlined the major components of the programme, including baseline and market surveys, entrepreneurship development training, establishment of a potato processing unit, procurement of processing machinery, formation and strengthening of cooperatives, product development, branding, packaging, quality assurance, and market linkages.

The presentation also highlighted the expected benefits of the programme, such as increasing farmers' income through value addition, creating self-employment opportunities for rural youth and women, reducing post-harvest losses, and encouraging local enterprise development.

Following the presentation, an **open discussion session** was conducted, providing participants with an opportunity to share their experiences, concerns, and suggestions. The interactive session witnessed active participation from Block-level officials, potato-growing farmers, SHG women, and local youth. Participants discussed existing challenges such as fluctuating potato prices, limited storage facilities, inadequate processing infrastructure, and marketing constraints. They also shared practical suggestions for strengthening the proposed programme, including skill development, financial support, cooperative formation, access to modern technology, and stronger market linkages.

The session concluded with a collective commitment from all stakeholders to extend their cooperation for the successful implementation of the Potato-Based Entrepreneurship Programme and to work together towards creating sustainable livelihood opportunities in the Gairsain region

The workshop witnessed the active participation of **more than 50 participants**, including Block-level officials, representatives of line departments, Self-Help Group (SHG) women, progressive potato growers, local youth, community leaders, and representatives of civil society organizations.



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