

Dalmia Cement launches SADRI.e brand to promote handmade products by tribal women in Odisha

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1	17.3.2023	The New Indian Express	DCBL to market SHG products
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13	17.3.2023	Orissa Diary	Dalmia Cement Launches SADRI.E Brand To Promote Handmade Products By Tribal Women In Odisha

Date: 17/03/2023

Publication: The New Indian Express

Headline: DCBL to market SHG products

DCBL to market SHG products

EXPRESS NEWS SERVICE

@Rourkela

DALMIA Cement Bharat Ltd (DCBL) recently launched SADRIe, brand to market handmade products of local women self help groups (SHG) from in and around Rajgangpur of Sundargarh district.

The women engaged under Project Hastakala initiative, produce a wide range of handcrafted batik products including double and single bed sheets, dress pieces, scarves, dupattas, stoles and handkerchief.

The launch of SADRIe brand envisages marketing of the products after proper packaging through shops, malls and e-commerce platforms and also explore ways to tie-up with ORMAS for their sale and exhibition

Date: 17/03/2023

Publication: The Statesman

Headline: Dalmia Cement's SADRI.e brand to promote tribal women products

Dalmia Cement's SADRI.e brand to promote tribal women products

STATESMAN NEWS SERVICE
BHUBANESWAR, 16 MARCH:

Dalmia Cement Bharat Ltd., a subsidiary of Dalmia Bharat Ltd announced the launch of SADRI.e brand to market hand-made products by Self Help Group (SHG) women members under their community skill development initiative - Project Hastakala. Sadri is a local tribal language and the brand aims to honour the culture and spirit of these tribal women of the region, said a release issued by the company on Thursday.

Subhadra Pradhan, Ekalyabya Awardee and Ex. National Hockey Player (Women), Chetan Shrivastav, Executive Director, DCBL and Unit Head-Rajgangpur, Omprakash Ram-

raoji Khelkar (Mines Head-Lanjiberna Mines), Puspa Kerketta, Sarpanch Katang Gram Panchayat, Kabita Minz, Sarpanch Garvana Gram Panchayat, and Preeti Jirkuntwar, President Sangam Mahila Mandal were present at a function to celebrate womens day held recently.

The unique tie & dye batik products will be packaged and sold under the brand name SADRI.e in shops, malls and e-commerce platforms. It will also enhance opportunity to tie-up with Odisha Rural Development And Marketing Society (ORMAS) to showcase the handicrafts at National and International exhibitions.

The range of handcrafted batik products include double

bedsheets, single bedsheets, dress pieces, scarves, dupattas, stoles, handkerchieves etc.

Chetan Shrivastav, ED, DCBL and Unit Head-Rajgangpur, said, "We were delighted to witness the remarkable potential of the products in the market within six months of its launch. It received great response in national exhibitions and online on e-commerce platforms like Flipkart and Meesho. Riding on this momentum, we want to further promote the handcrafted products and raise consumer awareness under a unique brand identity. We hope SADRI.e will highlight the triumphs of these tribal women and their journey to self-reliance."

Date: 17/03/2023

Publication: Political and Business Daily

Headline: Dalmia Cement launches SADRI.e brand to promote handmade products by tribal women in Odisha

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PBD BUREAU

BHUBANESWAR, MAR 16

DALMIA Cement Bharat Ltd. (DCBL) has announced the launch of SADRI.e brand to market handmade products by Self Help Group (SHG) women members under their community skill development initiative - Project Hastakala.

Sadri is a local tribal language and the brand aims to honour the culture and spirit of these tribal women in the region who are beating the odds to empower themselves.

The brand launch was part of the International Women's Day celebrations highlighting the achievements of all its SHG women members at Lanjiberna Limestone and Dolomite Mines in



Rajgangpur. Over 1000 women from 34 villages under Jhagarapur, Alanda, Katang, Gyanpali, Amgobha, Garvana, Kunmuru and Kukudaj Gram Panchayats participated in the event.

Former International hockey player Subhadra Pradhan graced the occasion as the chief guest. DCBL Executive Director & Rajgangpur Unit Head Chetan Shrivastav, Lanjiberna Mines Head Shri Omprakash Ramraoji Khelkar, Sangam Mahila Mandal President Preeti Jirkuntwar, Katang Gram

Panchayat Sarpanch Puspika Kerketta and Garvana Gram Panchayat Sarpanch Kabita Minz were also present on the occasion.

The unique tie & dye batik products will be packaged and sold under the brand name SADRI.e in shops, malls and e-commerce platforms. It will also enhance the opportunity to tie-up with Odisha Rural Development and Marketing Society (ORMAS) to showcase the handicrafts at National and International exhibitions. The range of handcrafted batik products includes

double bed sheets, single bed sheets, dress pieces, scarves, dupattas, stoles, handkerchiefs etc.

Commenting on the brand launch, Chetan Shrivastav said, "We were delighted to witness the remarkable potential of the products in the market within six months of its launch. It received great response in national exhibitions and online on e-commerce platforms like Flipkart and Meesho. Riding on this momentum, we want to further promote handcrafted products and raise consumer awareness under a unique brand identity. We hope SADRI.e will highlight the triumphs of these tribal women and their journey to self-reliance."

As part of the launch and Women's Day celebrations, girls and women

from the community walked the ramp with their handmade batik print cloth to showcase their talent. Product stalls and cultural programs by the community women were organized. Community initiative videos showcasing various other flagship projects like Project WADI, Project Drushti, Project DIKSHA, mushroom cultivation etc. were also presented.

Similar celebrations were held at Dalmia Cement's Kapilash Cement Manufacturing Works (KCMW) plant in Cuttack. Around 350 women from 9 gram panchayats attended the programme. OSEPA Director Anupam Saha graced the programme as the chief guest. KCMW Unit Head Bhawesh Wala, local PRI members, and SHG members were also present on the occasion.

Date: 17/03/2023

Publication: Around Odisha

Headline: Dalmia Cement launches SADRI.e brand to promote handmade products by tribal women in Odisha

Dalmia Cement launches SADRI.e brand to promote handmade products by tribal women in Odisha

BHUBANESWAR, (AO BUREO): Dalmia Cement Bharat Ltd., a subsidiary of Dalmia Bharat Ltd announced the launch of SADRI.e brand to market handmade products by Self Help Group (SHG) women members under their community skill development initiative - Project Hastakala. Sadri is a local tribal language and the brand aims to honour the culture and spirit of these tribal women in the region who are beating the odds to empower themselves. The brand launch was part of the International Women's Day celebrations highlighting the achievements of all its SHG women members at Lanjiberna Limestone and Dolomite Mines in Rajgangpur. Over 1000 women from the neighbouring communities (34 Villages of



8 Gram Panchayat namely Jhagarpar, Alanda, Katang, Gyanpali, Amgobha, Garvana, Kunmuru and Kukuda) participated in the event. Smt. Subhadra Pradhan, Ekalabya Awardee and Ex. National Hockey Player (Women) graced the occasion as Chief Guest. Also present were, Shri Chetan Shrivastav, Executive Director, DCBL and Unit Head-Rajgangpur, Shri Omprakash Ramraoji Kheikar (Mines Head-Lanjiberna Mines), Smt.

Puspa Kerketta, Sarpanch Katang Gram Panchayat, Smt. Kabita Minz, Sarpanch Garvana Gram Panchayat, and Smt. Preeti Jirkuntwar, President Sangam Mahila Mandal. The unique tie & dye batik products will be packaged and sold under the brand name SADRI.e in shops, malls and e-commerce platforms. It will also enhance opportunity to tie-up with Odisha Rural Development And Marketing Society (ORMAS) to showcase the handicrafts

at National and International exhibitions. The range of handcrafted batik products include double bed sheets, single bed sheets, dress pieces, scarves, dupattas, stoles, handkerchieves etc. Commenting on the brand launch, Shri Chetan Shrivastav, Executive Director, DCBL and Unit Head-Rajgangpur, said, "We were delighted to witness the remarkable potential of the products in the market within six months of its launch. It received great response in national exhibitions and online on e-commerce platforms like Flipkart and Meesho. Riding on this momentum, we want to further promote the handcrafted products and raise consumer awareness under a unique brand identity. We hope SADRI.e will highlight the triumphs of these tribal women and their journey to self-reliance."

Date: 17/03/2023

Publication: Orissa Today

Headline: Dalmia Cement launches SADRI.e brand to promote handmade products by tribal women in Odisha

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Celebrates India's unique diversity and the ethos of the tribal community

Bhubaneswar, (TNB): Dalmia Cement Bharat Ltd., a subsidiary of Dalmia Bharat Ltd announced the launch of SADRI.e brand to market handmade products by Self Help Group (SHG) women members under their community skill development initiative - Project Hastakala. Sadri is a local tribal language and the brand aims to honour the culture and spirit of these tribal women in the region who are beating the odds to empower themselves. The brand launch was part of the International Women's Day celebrations highlighting the achievements of all its SHG women members at Lanjiberna Limestone and Dolomite Mines in Rajgangpur. Over 1000 women from the neighbouring communities (34 Villages of 5 Gram Panchayat namely Jhagarpar, Alanda, Katang, Gyanpali, Amgobha, Garvana, Kunmuru and Kukuda) participated in the event. Smt. Subhadra Pradhan, Ekalabya Awardee and Ex. National Hockey Player (Women) graced the occasion as Chief Guest. Also present were, Shri Chetan Shrivastav, Executive Director, DCBL and

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Unit Head-Rajgangpur, Shri Omprakash Ramraoji Kheikar (Mines Head-Lanjiberna Mines), Smt. Puspa Kerketta, Sarpanch Katang Gram Panchayat, Smt. Kabita Minz, Sarpanch Garvana Gram Panchayat, and Smt. Preeti Jirkuntwar, President Sangam Mahila Mandal. The unique tie & dye batik products will be packaged and sold under the brand name SADRI.e in shops, malls and e-commerce platforms. It will also enhance opportunity to tie-up with Odisha Rural Development And Marketing Society



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DCBL and Unit Head-Rajgangpur, said, "We were delighted to witness the remarkable potential of the products in the market within six months of its launch. It received great response in national exhibitions and online on e-commerce platforms like Flipkart and Meesho. Riding on this momentum, we want

to further promote the handcrafted products and raise consumer awareness under a unique brand identity. We hope SADRI.e will highlight the triumphs of these tribal women and their journey to self-reliance." As part of the launch and Women's Day celebrations, girls and women from the community walked the ramp with their handmade batik print cloth to showcase their talent. Product stalls and cultural program by the community women were organized. Community initiative videos showcasing various other flagship projects

like Project WADLI, Project Diksha, mushroom cultivation etc. were also presented. Similar celebrations were held at Dalmia Cement's Kapilash Cement Manufacturing Works (KCMW) plant in Cuttack. Around 350 women from local villages under Nine Gram Panchayat (Uchhapada, Kalhneipur, Kotsahi, Safa, Paria, Byree, Chhatia and Solar) attended the program. Padma Shri Mrs. Kamkam Meharthy, OAS and Mr. Anupam Saha, IAS, Director

OSEPA graced the occasion as Chief Guest. Also present were Shri Bhavesh Wala, Unit Head-KCMW and Smt. Leena Wala, President Sangini Ladies Club. During the event, Miss Deptt. Mysore Behera (Sarpanch), Mrs. Ritunjali Samal (PS Members) of Garudaganon and Miss Madhusmita Chatur (PS Members) of Tangi Village were felicitated by the Unit Head-KCMW. Various cultural programmes were also presented by Sangini Ladies Club and SHG's members of 34 cultural villages. 17 Mar 2023

Date: 17/03/2023

Publication: The Samaya

Headline: Dalmia Cement's SADRI.e brand to promote tribal women products

ସ୍ଥାନୀୟ ମହିଳାଙ୍କ ହାତଠିଆରି ଉତ୍ପାଦକୁ ପ୍ରୋତ୍ସାହନ ଡାଲ୍‌ମିଆ ସିମେଣ୍ଟ ପ୍ରଚଳନ କଲା ସାଡ୍ରି.ଇ ବ୍ରାଣ୍ଡ

ଭୁବନେଶ୍ୱର (ସଂଘ୍ୟ) : ଡାଲ୍‌ମିଆ ଭାରତ ଲିମିଟେଡର ଏକ ସହଯୋଗୀ କମ୍ପାନୀ ଡାଲ୍‌ମିଆ ସିମେଣ୍ଟ ଭାରତ ଲିମିଟେଡ ସ୍ଥାନୀୟ ମହିଳାଙ୍କ ଗୋଷ୍ଠୀ ବୃତ୍ତନ୍ତର ବିକାଶ ପ୍ରୟୋଗ ପ୍ରୋଜେକ୍ଟ ଉପରେ ଆଧାରରେ ସ୍ୱୟଂ ସହାୟକ ଗୋଷ୍ଠୀ (ଏସଏଡ଼ି) ମହିଳା ସହଯୋଗୀ ସ୍ୱାମୀ ପ୍ରସ୍ତୁତ ହାତଠି ଆର୍ଯ୍ୟ ଉତ୍ପାଦଗୁଡ଼ିକର ବିକ୍ରିକରା ନିମନ୍ତେ ସାଡ୍ରି.ଇ ବ୍ରାଣ୍ଡ ପ୍ରଚଳନ ସମ୍ପର୍କରେ ଘୋଷଣା କରିଛି। ସାଡ୍ରି ଏକ ସ୍ଥାନୀୟ ସ୍ତ୍ରୀମାନଙ୍କ ଗୋଷ୍ଠୀ ଏବଂ ଏହି ସାଡ୍ରି.ଇ ବ୍ରାଣ୍ଡ ଉତ୍ପାଦ ପ୍ରଚଳନରେ ସମସ୍ତ ପ୍ରତିକଳ୍ପକର ଗୁଣାବିକା କରି ନିଜକୁ ସମ୍ପୂର୍ଣ୍ଣ କରୁଥିବା ଏହି ସାଡ୍ରି.ଇ ମହିଳାଙ୍କ ସଂସ୍କୃତି ଓ ଉପାଦାନ ସମ୍ମାନ ପ୍ରଦର୍ଶନ କରିବା ଉଦ୍ଦେଶ୍ୟ ରଖିଛି। ଏହି ବ୍ରାଣ୍ଡ ପ୍ରଚଳନ ଆନ୍ତର୍ଜାତିକ ମହିଳା ଦିବସ ସମ୍ମାନରେ ଆନ୍ତର୍ଜାତିକ ସ୍ତରୀୟା ଘାଟା ଚାକାଫାପୁରର ଲାଜିବେଣ୍ଟା ସ୍ୱୟଂ ସହାୟକ ଗୋଷ୍ଠୀରେ ସମସ୍ତ ଏସଏଡ଼ି ମହିଳା ସହଯୋଗୀ ସମାବେଶରେ ଆଲୋଚନା କରିଥିଲା, ଆଖପାଖ ଅଞ୍ଚଳରୁ (ଝରପୁର,



ଅଲଖା, ବଡ଼ଫା, ସାନପାଲି, ଆମଗୋଲା, ସରଣା, ଭୁବନେଶ୍ୱର ଏବଂ ଭୁବନେଶ୍ୱର ଆର୍ଯ୍ୟ ଟିପି ପଞ୍ଚାୟତର ଗାଧଟି ଗ୍ରାମରୁ) ୧୦୦୦ରୁ ଊର୍ଦ୍ଧ୍ୱ ମହିଳା ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଆଂଶଗ୍ରହଣ କରିଥିଲେ।

ଏକକ୍ରମେ ପୁରୁଷାଧିପତ୍ୟ ଚିନ୍ତା ପ୍ରାକ୍ତନ ନୀତିରୁ ହଳି ଶେକାଳି (ମହିଳା) ଗ୍ରାମିଣୀ ସୁଭାଷୀ ପ୍ରଧାନ ଏଥିରେ ମୁଖ୍ୟ ଅତିଥି ଭାବରେ ଯୋଗଦେଇଥିଲେ। ଏଥିରେ ଉପସ୍ଥିତ କାର୍ଯ୍ୟକ୍ରମରେ ଚେତନ ଶ୍ରୀବାସ, ଏକାଧିକାରୀ ଚାକାଫାପୁର, ଚିପିଟିଏଲ ଏବଂ ସୁନିତା ଚେତନା ଚାକାଫାପୁର, ଚମ୍ପୁକାଫା ଚାକାଫାପୁର ଶେକାଳି (ମାଲକ୍)

ହେଡ଼- ଲାଜିବେଣ୍ଟା ଶ୍ରଣି), ଶ୍ରୀମତୀ ସୁଷା ଚେତନା, ସରପଞ୍ଚ ଚନ୍ଦ୍ର ଗ୍ରାମ ପଞ୍ଚାୟତ, ଶ୍ରୀମତୀ କବିତା ମି, ସରପଞ୍ଚ ଗର୍ଭାଣା ଗ୍ରାମ ପଞ୍ଚାୟତ ଏବଂ ଶ୍ରୀମତୀ ପ୍ରୀତି ବିରାଡ଼ିଆର, ପ୍ରେସିଡେଣ୍ଟ ସମ୍ମାନ ମହିଳା ମଣ୍ଡଳ ପ୍ରଦାନ କରିଥିଲେ।

ପ୍ରାଣ ସ୍ୱାଧୀନ ସମ୍ପର୍କରେ ପ୍ରକାଶ କରି ଚେତନ ଶ୍ରୀବାସ, ଏକାଧିକାରୀ ଚାକାଫାପୁର, ଚିପିଟିଏଲ ଏବଂ ସୁନିତା ଚେତନା ଚାକାଫାପୁର କହିଥିଲେ, "ପ୍ରଚଳନ କରାଯିବାର ଛଅମାସ ମଧ୍ୟରେ ଉତ୍ପାଦଗୁଡ଼ିକର ବଜାରରେ ଉଲ୍ଲେଖନୀୟ ହିଟି ଲକ୍ଷ୍ୟ କରି ଆମେ ଅତ୍ୟନ୍ତ ଆନନ୍ଦିତ।"

Date: 17/03/2023

Publication: Manthan

Headline: Dalmia Cement's SADRI.e brand to promote tribal women products

ସ୍ଥାନୀୟ ମହିଳାଙ୍କ ଦ୍ୱାରା ହାତଠିଆରି ଉତ୍ପାଦକୁ ପ୍ରୋତ୍ସାହିତ କରିବାକୁ ଡାଲ୍‌ମିଆ ସିମେଣ୍ଟ ପ୍ରଚଳନ କଲା ସାଡ୍ରି.ଇ ବ୍ରାଣ୍ଡ

ଭୁବନେଶ୍ୱର, ୧୬ମାର୍ଚ୍ଚ: ଡାଲ୍‌ମିଆ ଭାରତ ଲିମିଟେଡର ଏକ ସହଯୋଗୀ କମ୍ପାନୀ ଡାଲ୍‌ମିଆ ସିମେଣ୍ଟ ଭାରତ ଲିମିଟେଡ ସ୍ଥାନୀୟ ମହିଳାଙ୍କ ଗୋଷ୍ଠୀ ବୃତ୍ତନ୍ତର ବିକାଶ ପ୍ରୋଜେକ୍ଟ ଉପରେ ଆଧାରରେ ସ୍ୱୟଂ ସହାୟକ ଗୋଷ୍ଠୀ (ଏସଏଡ଼ି) ମହିଳା ସହଯୋଗୀ ସ୍ୱାମୀ ପ୍ରସ୍ତୁତ ହାତଠି ଆର୍ଯ୍ୟ ଉତ୍ପାଦଗୁଡ଼ିକର ବିକ୍ରିକରା ନିମନ୍ତେ ସାଡ୍ରି.ଇ ବ୍ରାଣ୍ଡ ପ୍ରଚଳନ ସମ୍ପର୍କରେ ଘୋଷଣା କରିଛି। ଏହି ବ୍ରାଣ୍ଡ ପ୍ରଚଳନରେ ସମସ୍ତ ପ୍ରତିକଳ୍ପକର ଗୁଣାବିକା କରି ନିଜକୁ ସମ୍ପୂର୍ଣ୍ଣ କରୁଥିବା ଏହି ସାଡ୍ରି.ଇ ମହିଳାଙ୍କ ସଂସ୍କୃତି ଓ ଉପାଦାନ ସମ୍ମାନ ପ୍ରଦର୍ଶନ କରିବା ଉଦ୍ଦେଶ୍ୟ ରଖିଛି। ଏହି ବ୍ରାଣ୍ଡ ପ୍ରଚଳନ ଆନ୍ତର୍ଜାତିକ ମହିଳା ଦିବସ ସମ୍ମାନରେ ଆନ୍ତର୍ଜାତିକ ସ୍ତରୀୟା ଘାଟା ଚାକାଫାପୁରର ଲାଜିବେଣ୍ଟା ସ୍ୱୟଂ ସହାୟକ ଗୋଷ୍ଠୀରେ ସମସ୍ତ ଏସଏଡ଼ି ମହିଳା ସହଯୋଗୀ ସମାବେଶରେ ଆଲୋଚନା କରିଥିଲା, ଆଖପାଖ ଅଞ୍ଚଳରୁ (ଝରପୁର,

ଅଲଖା, ବଡ଼ଫା, ସାନପାଲି, ଆମଗୋଲା, ସରଣା, ଭୁବନେଶ୍ୱର ଏବଂ ଭୁବନେଶ୍ୱର ଆର୍ଯ୍ୟ ଟିପି ପଞ୍ଚାୟତର ଗାଧଟି ଗ୍ରାମରୁ) ୧୦୦୦ରୁ ଊର୍ଦ୍ଧ୍ୱ ମହିଳା ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଆଂଶଗ୍ରହଣ କରିଥିଲେ।

ଏକକ୍ରମେ ପୁରୁଷାଧିପତ୍ୟ ଚିନ୍ତା ପ୍ରାକ୍ତନ ନୀତିରୁ ହଳି ଶେକାଳି (ମହିଳା) ଗ୍ରାମିଣୀ ସୁଭାଷୀ ପ୍ରଧାନ ଏଥିରେ ମୁଖ୍ୟ ଅତିଥି ଭାବରେ ଯୋଗଦେଇଥିଲେ। ଏଥିରେ ଉପସ୍ଥିତ କାର୍ଯ୍ୟକ୍ରମରେ ଚେତନ ଶ୍ରୀବାସ, ଏକାଧିକାରୀ ଚାକାଫାପୁର, ଚିପିଟିଏଲ ଏବଂ ସୁନିତା ଚେତନା ଚାକାଫାପୁର ଶେକାଳି (ମାଲକ୍)

ହେଡ଼- ଲାଜିବେଣ୍ଟା ଶ୍ରଣି), ଶ୍ରୀମତୀ ସୁଷା ଚେତନା, ସରପଞ୍ଚ ଚନ୍ଦ୍ର ଗ୍ରାମ ପଞ୍ଚାୟତ, ଶ୍ରୀମତୀ କବିତା ମି, ସରପଞ୍ଚ ଗର୍ଭାଣା ଗ୍ରାମ ପଞ୍ଚାୟତ ଏବଂ ଶ୍ରୀମତୀ ପ୍ରୀତି ବିରାଡ଼ିଆର, ପ୍ରେସିଡେଣ୍ଟ ସମ୍ମାନ ମହିଳା ମଣ୍ଡଳ ପ୍ରଦାନ କରିଥିଲେ।

ପ୍ରାଣ ସ୍ୱାଧୀନ ସମ୍ପର୍କରେ ପ୍ରକାଶ କରି ଚେତନ ଶ୍ରୀବାସ, ଏକାଧିକାରୀ ଚାକାଫାପୁର, ଚିପିଟିଏଲ ଏବଂ ସୁନିତା ଚେତନା ଚାକାଫାପୁର କହିଥିଲେ, "ପ୍ରଚଳନ କରାଯିବାର ଛଅମାସ ମଧ୍ୟରେ ଉତ୍ପାଦଗୁଡ଼ିକର ବଜାରରେ ଉଲ୍ଲେଖନୀୟ ହିଟି ଲକ୍ଷ୍ୟ କରି ଆମେ ଅତ୍ୟନ୍ତ ଆନନ୍ଦିତ।"



ଫଟୋ: ସୁଧାଂଶୁ ପାଣିଗ୍ରାହୀ

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Publication: Dharitri

Headline: Dalmia Cement's SADRI.e brand to promote tribal women products

**ଡାଲମିଆ
ସିମେଣ୍ଟର ସାଦ୍ରି.ଇ
ବ୍ରାଣ୍ଡ ଉନ୍ମୋଚିତ**

ଭୁବନେଶ୍ୱର: ଡାଲମିଆ ସିମେଣ୍ଟ ଭାରତ ଲିମିଟେଡ୍ ପକ୍ଷରୁ ଏକ ଅଭିନବ ପୁରସ୍କାର 'ସାଦ୍ରି.ଇ' ବ୍ରାଣ୍ଡ ଉନ୍ମୋଚନ ସମ୍ପର୍କରେ ଘୋଷଣା କରାଯାଇଛି। ବିଶେଷ କରି ସ୍ଥାନୀୟ ମହିଳାମାନଙ୍କର ଗୋଷ୍ଠୀ କୁଶଳତା ବିକାଶ ପ୍ରୟାସ 'ପ୍ରୋଜେକ୍ଟ ହସ୍ତକଳା' ଅଧୀନରେ ସ୍ୱୟଂ ସହାୟକ ଗୋଷ୍ଠୀ (ଏସ୍ଏଚଜି) ମହିଳା ସଦସ୍ୟାମାନଙ୍କ ଦ୍ୱାରା ପ୍ରସ୍ତୁତ ହାତ ତିଆରି ଉତ୍ପାଦଗୁଡ଼ିକର ବିକ୍ରିତା ନିମନ୍ତେ ସାଦ୍ରି.ଇ ବ୍ରାଣ୍ଡର ପ୍ରଚଳନ କରାଯାଇଛି। ସାଦ୍ରି.ଇ ବ୍ରାଣ୍ଡର ଉତ୍ପାଦ, ଭାଷା ଏବଂ ଉଚ୍ଚ ବ୍ରାଣ୍ଡ ସ୍ଥାନୀୟ ଅଞ୍ଚଳରେ ସମସ୍ତ ପ୍ରତିବନ୍ଧକ ମୁକାବିଲା କରି ନିଜକୁ ସଶକ୍ତ କରୁଥିବା ଉଚ୍ଚ ବ୍ରାଣ୍ଡର ମହିଳାମାନଙ୍କର ସଂସ୍କୃତି ଓ ଉତ୍ସାହକୁ ସମ୍ମାନ ପ୍ରଦର୍ଶନ କରିବା ଲକ୍ଷ୍ୟ ରଖିଛି।

Date: 17/03/2023

Publication: The Sakala

Headline: Dalmia Cement's SADRI.e brand to promote tribal women products

ଡାଲମିଆ ସିମେଣ୍ଟର ସାଦ୍ରି.ଇ ବ୍ରାଣ୍ଡ



ଭୁବନେଶ୍ୱର, ୧୬/୩(ସମିସ): ଡାଲମିଆ ଭାରତ ଲିମିଟେଡ୍‌ର ସହଯୋଗୀ କମ୍ପାନୀ ଡାଲମିଆ ସିମେଣ୍ଟ ଭାରତ ଲିମିଟେଡ୍ ସ୍ଥାନୀୟ ମହିଳାମାନଙ୍କର ଗୋଷ୍ଠୀ କୁଶଳତା ବିକାଶ ପ୍ରୟାସ- ପ୍ରୋଜେକ୍ଟ ହସ୍ତକଳା ଅଧୀନରେ ସ୍ୱୟଂ ସହାୟକ ଗୋଷ୍ଠୀ (ଏସ୍ଏଚଜି) ମହିଳା ସଦସ୍ୟାମାନଙ୍କ ଦ୍ୱାରା ପ୍ରସ୍ତୁତ ହାତ ତିଆରି ଉତ୍ପାଦଗୁଡ଼ିକର ବିକ୍ରି ବଟା ନିମନ୍ତେ ସାଦ୍ରି.ଇ ବ୍ରାଣ୍ଡ ପ୍ରଚଳନ ସମ୍ପର୍କରେ ଘୋଷଣା କରିଛି। ସାଦ୍ରି.ଇ ବ୍ରାଣ୍ଡର ଉତ୍ପାଦ, ଭାଷା ଏବଂ ଉଚ୍ଚ ବ୍ରାଣ୍ଡ ଅଞ୍ଚଳରେ ସମସ୍ତ ପ୍ରତିବନ୍ଧକର ମୁକାବିଲା କରି ନିଜକୁ ସଶକ୍ତ କରୁଥିବା ଏହି ସାଦ୍ରି.ଇ ମହିଳାମାନଙ୍କର ସଂସ୍କୃତି ଓ ଉତ୍ସାହକୁ ସମ୍ମାନ ପ୍ରଦର୍ଶନ କରିବା ଲକ୍ଷ୍ୟ ରଖିଛି। କାର୍ଯ୍ୟକ୍ରମରେ ଏକଲବ୍ୟ ପୁରସ୍କାରପ୍ରାପ୍ତ ତଥା ପ୍ରାକୃତ ଜାତୀୟ ହଳି ଖେଳାଳି (ମହିଳା) ସୁଭଦ୍ରା ପ୍ରଧାନ ଏଥିରେ ମୁଖ୍ୟ ଅତିଥି ଭାବରେ ଯୋଗଦେଇଥିଲେ। ଏଥିସହିତ କାର୍ଯ୍ୟକ୍ରମରେ ଚେତନ ଶ୍ରୀବାସୁଦେ ଇଡି, ତିସିବିଏଲ୍ ଏବଂ ୟୁନିଟ୍ ହେଡ-ରାଜଗାଙ୍ଗପୁର, ଓମ୍ପ୍ରକାଶ ରାମରାଓଜୀ ଖେଳକାର (ମାଇନ୍ ହେଡ୍- ଲାଞ୍ଜିବେର୍ଣ୍ଣା ଖଣି), ପୁଷ୍ପା କେରକେଟା, ସରପଞ୍ଚ କଟଙ୍ଗ ଗ୍ରାମ ପଞ୍ଚାୟତ, କବିତା ମିଶ୍ର, ସରପଞ୍ଚ ଗଞ୍ଜଣା ଗ୍ରାମ ପଞ୍ଚାୟତ ଏବଂ ପ୍ରାତିଜିରକୁଣ୍ଡ଼ର ସଭାପତି ସଙ୍ଗମମହିଳା ମଣ୍ଡଳ ଉପସ୍ଥିତ ଥିଲେ।

Date: 17/03/2023

Publication: Dainik Jagran

Headline: Dalmia Cement to market SHG products launches SADRI.e brand

डालमिया सीमेंट ने एसएचजी को बढ़ावा देने लांच किया सादरी ई ब्रांड

बन्स, राजगंगपुर : डालमिया भारत लिमिटेड की सहायक कंपनी डालमिया सीमेंट (भारत) लिमिटेड ने अपने समुदाय कौशल विकास पहल- प्रोजेक्ट हस्तकला के तहत स्वयं सहायता समूह (एसएचजी) को सादरी ई ब्रांड द्वारा हस्तनिर्मित उत्पादों को बाजार में सट्टी ई ब्रांड के नाम से लांच किया। सादरी एक स्थानीय समुदायों द्वारा बोली जाने वाली भाषा है और सादरी ई ब्रांड लांच करने का उद्देश्य क्षेत्र की इन महिलाओं को संस्कृति और भावना का सम्मान करना है जो खुद को सहायक बनाने के लिए बाधाओं को पार कर रही हैं। अंतरराष्ट्रीय महिला दिवस समारोह के हिस्से के रूप में सादरी ई ब्रांड लांचिंग के लिए संवेदन के लाइमस्टोन और डोलीमाइट माईस लांजीबेरन में कार्यक्रम आयोजित किया गया। इस कार्यक्रम में पड़ोसी समुदायों (झगरपुर, अलंडा, कटंग, ज्ञानपाली, अमगोपा, गरभना, कुन्मुरु और कुकुडा सहित 8 पंचायतों के कुल 34 गांव) के एक हजार से अधिक महिलाओं ने भाग लिया। सुभद्रा प्रधान, एकलव्य पुरस्कार विजेता और पूर्व राष्ट्रीय हाकी खिलाड़ी इस कार्यक्रम में मुख्य अतिथि समेत कार्यानिवाही निदेशक, डीसीबीएल प्रेतन श्रीवास्तव लांजीबेरन माईस प्रमुख ओम्प्रकाश रामरावजी



सादरी ई ब्रांड के लांचिंग के अवसर पर उपस्थित अतिथि ● जयश्याम खेलकर, सरपंच पुष्प केरकेट्टा, कविता मिंज, प्रीति जिरकुटवार, अध्यक्ष संगम महिला मंडल अतिथि के रूप में उपस्थित थे। टाई एंड डाई बाटिक उत्पादों को दुकानों, मॉल और ई-कॉमर्स प्लेटफॉर्म में ब्रांड सादरी-ई के नाम से पैक करके ग्राहकों के लिए उपलब्ध कराया जाएगा। यह ऑडिशन ग्रामीण विकास और विपणन सोसायटी (ओएसएस) के साथ मिलकर राष्ट्रीय और अंतरराष्ट्रीय प्रदर्शनियों में हस्तशिल्प का प्रदर्शन करने के अवसर को भी बढ़ाएगा। हस्तनिर्मित बाटिक उत्पादों की श्रेणी में डबल बेडशीट, सिंगल बेडशीट, ड्रेस पीस, स्कार्फ, टुपेटा, स्टोल, रुमाल आदि शामिल हैं।

6 लांच के छह महीने के भीतर बाजार में उत्पादों की उल्लेखनीय क्षमता देखकर हमें खुशी हुई। इसे प्लिपकार्ट और मीशो जैसे ऑनलाइन ई-कॉमर्स प्लेटफॉर्म तथा राष्ट्रीय प्रदर्शनियों में शानदार प्रतिक्रिया मिली है। इस प्रति पारि सकार होकर, हम हस्तनिर्मित उत्पादों को और बढ़ावा देना चाहते हैं और एक अद्वितीय ब्रांड होवम के जन्म उफोवता में जगफुकता बढ़ाना चाहते हैं। हम उमीद है कि सादरी ई ब्रांड इन महिलाओं की जीव और उनकी आर्गनियरता की यात्रा को सुगम और उज्जर करेगा।
-चेतन श्रीवास्तव, कार्यानिवाही निदेशक, डीसीबीएल



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का निरुपनियुक्त इतिहास को जगुंफं जगुंफं के जगुंफं, जगुंफं जगुंफं जगुंफं जगुंफं जगुंफं जगुंफं
जगुंफं, एवमअई नाम जगुंफं एवमअई जगुंफं

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डीसीबीएल ने की प्रोजेक्ट हस्तकला में निर्मित उत्पादों की लांचिंग

प्रतिनिधि, राजगंगपुर

डालमिया भारत लिमिटेड की सहायक कंपनी डालमिया सीमेंट (भारत) लिमिटेड ने अपने समुदाय कौशल विकास पहल-प्रोजेक्ट हस्तकला के तहत स्वयं सहायता समूह (एसएचजी) की महिला सदस्यों द्वारा हस्तनिर्मित उत्पादों को बाजार में सादरी ई ब्रांड के नाम से लांच किया। सादरी एक स्थानीय समुदायों द्वारा बोली जाने वाली भाषा है और सादरी ई ब्रांड का लांच करने का उद्देश्य क्षेत्र की इन महिलाओं की संस्कृति और भावना का सम्मान करना है, जो खुद को सहायक बनाने के लिए बाधाओं को पार कर रही हैं। ब्रांड लांच अंतरराष्ट्रीय महिला दिवस समारोह का



हिस्सा था, जिसमें पश्चिमी क्षेत्रों में रहने वाले सभी एसएचजी महिला सदस्यों की उपलब्धियों पर प्रकाश डाला गया। यह कार्यक्रम संवेदन के लाइमस्टोन और डोलीमाइट माईस लांजीबेरना में आयोजित किया गया था। इस कार्यक्रम में पड़ोसी समुदायों (झगरपुर, अलंडा, कटंग, ज्ञानपाली, अमगोपा, गरभना, कुन्मुरु और कुकुडा सहित 8 पंचायतों के कुल 34 गांव) के 1000 से अधिक महिलाओं ने भाग लिया। एकलव्य पुरस्कार विजेता और पूर्व राष्ट्रीय हाकी खिलाड़ी सुभद्रा प्रधान इस कार्यक्रम में मुख्य अतिथि के रूप में उपस्थित थीं। वहीं, चेतन श्रीवास्तव, डीसीबीएल के कार्यानिवाही निदेशक व

राजगंगपुर के यूनिट हेड, ओम्प्रकाश रामरावजी खेलकर, लांजीबेरना माईस प्रमुख, पुष्प केरकेट्टा, सरपंच कटंग ग्राम पंचायत, कविता मिंज, सरपंच गरभना ग्राम पंचायत और प्रीति जिरकुटवार, अध्यक्ष संगम महिला मंडल अन्य अतिथियों के रूप में इस कार्यक्रम में उपस्थित थे। अमृत टाई एंड डाई बाटिक उत्पादों को दुकानों, मॉल और ई-कॉमर्स प्लेटफॉर्म में ब्रांड सादरी ई के नाम से पैक करके ग्राहकों के लिए उपलब्ध कराया जाएगा। यह ऑडिशन ग्रामीण विकास और विपणन सोसायटी (ओएसएस) के साथ मिलकर राष्ट्रीय और अंतरराष्ट्रीय प्रदर्शनियों में हस्तशिल्प का प्रदर्शन करने के अवसर को भी बढ़ाएगा। हस्तनिर्मित बाटिक उत्पादों की

श्रेणी में डबल बेडशीट, सिंगल बेडशीट, ड्रेस पीस, स्कार्फ, टुपेटा, स्टोल, रुमाल आदि शामिल हैं। ब्रांड लांचिंग पर डीसीबीएल के कार्यानिवाही निदेशक व राजगंगपुर के यूनिट हेड चेतन श्रीवास्तव ने कहा कि लांचिंग के छह महीने के भीतर बाजार में उत्पादों की उल्लेखनीय क्षमता देखकर हमें खुशी हुई। इसे प्लिपकार्ट और मीशो जैसे ऑनलाइन ई-कॉमर्स प्लेटफॉर्म तथा राष्ट्रीय प्रदर्शनियों में शानदार प्रतिक्रिया मिली है। ब्रांड लांचिंग और महिला दिवस समारोह के हिस्से के रूप में, समुदाय की लड़कियों और महिलाओं ने अपनी प्रतिभा दिखाने के लिए अनेक हाथ से बने बाटिक प्रिंट के कपड़े के साथ पैक किया।

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डालमिया सीमेंट ने स्थानीय महिलाओं द्वारा हस्त निर्मित उत्पादों को बढ़ावा देने हेतु सावरी ई ब्रांड किया लांच

प्रसिद्धि
राजपुर। डालमिया भारत लिमिटेड की सहस्रक लक्ष्मी डालमिया सीमेंट (भारत) लिमिटेड ने अपने समुदाय कौशल विकास परियोजना के अंतर्गत सावरी (सावरी) को महिला सदस्यों द्वारा हस्तनिर्मित उत्पादों को बाजार में सावरी-ई ब्रांड के तहत लॉन्च किया। सावरी एक स्थानीय समुदाय द्वारा सीरी करने वाली भात है और सावरी-ई ब्रांड का लक्ष्य इनके का उद्देश्य है कि इन महिलाओं की समृद्धि और भावना को समान करना है जो खुद को सफल करने के लिए काम करती हैं। यह एक है। ब्रांड लक्ष्य आंतराष्ट्रीय महिला दिवस समारोह का हिस्सा था, जिसमें पहरे हुए होने में रहने वाले सभी एलएनटी महिला सदस्यों को उपस्थितियों पर प्रकाश डाला गया। यह कार्यक्रम समूह के समर्थन और प्रोत्साहन के साथ समर्थन में आयोजित किया गया था। यह कार्यक्रम में 1000 समुदाय (राजपुर, आला, कल्या, जयपुरा, अचमोवा, पाचन, कुमुल और कुकुडा गाँव) के 1000 महिलाओं ने भाग लिया।

श्रीमती सुश्रम प्रसाद, एलएनटी प्रमुख निदेशिका और पुनः राष्ट्रीय



श्रीमती प्रियंका (महिला) इस कार्यक्रम में मुख्य अतिथि के रूप में उपस्थित थीं। साथ ही जयपुरा, कल्या, ककुडा, आला, कुमुल, अचमोवा, पाचन, कुमुल और कुकुडा गाँव के प्रतिनिधियों के साथ सावरी-ई ब्रांड का लक्ष्य है कि सावरी-ई ब्रांड इन महिलाओं को सशक्त करे और उनकी आर्थिक स्थिति को बेहतर करे।

अधिकांश महिलाओं को सशक्त करके और उनके उत्पादों को बाजार में लाने में मदद करेगा। कार्यक्रम के अंतर्गत, महिलाओं को सशक्त करके और उनके उत्पादों को बाजार में लाने में मदद करेगा। कार्यक्रम के अंतर्गत, महिलाओं को सशक्त करके और उनके उत्पादों को बाजार में लाने में मदद करेगा।

डालमिया सीमेंट की पहली बार महिलाओं द्वारा उत्पादों को बाजार में लाने में मदद करेगा। कार्यक्रम के अंतर्गत, महिलाओं को सशक्त करके और उनके उत्पादों को बाजार में लाने में मदद करेगा।

300 महिलाओं ने भाग लिया। कार्यक्रम के अंतर्गत, महिलाओं को सशक्त करके और उनके उत्पादों को बाजार में लाने में मदद करेगा। कार्यक्रम के अंतर्गत, महिलाओं को सशक्त करके और उनके उत्पादों को बाजार में लाने में मदद करेगा।

और दस्यत