

AVSAR: Chennai Airport to have an SHG outlet soon

Chennai, 01.04.2022: Under AVSAR (Airport As Venue For Skilled Artisans Of The Region) scheme devised by Government of India (GoI) to uplift the skilled artisans, AAI Chennai Airport will soon have a Self-help Group's (SHG's) outlet established by which they can sell and promote the self-made products of their region.

Self-help Groups (SHG's) are India's most powerful channels for empowering small and rural communities to move from subsistence to sustainability. SHG's has developed as a catalyst for altering the social construct of gender in villages. Small groups of women and men irrespective of the rural- urban divide are now able to create independent sources of income with formation of SHG's.

But, just like most other disasters in the world, the Covid pandemic too has had a serious impact on these groups. Their functionality was reduced, and the reach to their customers were cut short due to low demand which affected the revenue streams and stability. Also, it is disturbing fact that majority of them are yet to recover suitably from the effects of the pandemic. Since SHG's are diverse and unique with their products, it is significant that, they should be preserved and nurtured for the future. The need of hour is adequate avenues to encourage them and to drive them back to the mainstream in all sectors.

Over the years, Government of India (GoI) has devised multipronged strategies to strengthen the SHG's which is already reflecting on the economic well-being and inclusive growth of the population. One such new initiative by GoI to strengthen SHG's is the proposal to allot space to SHG's at AAI Airports for selling

their self-produced products. AAI Chennai Airport will soon see an outlet run by SHG's, recommended by State Nodal Agency (SNA). This provides a great opportunity for SHG's to showcase their native products at a prime space. The SHG's (one at a time, on first come first serve basis) will be allotted a designated space (100-200 Sq. ft.) in Security hold area (SHA) of Chennai Airport Domestic Terminal for 15 days, turn by turn. The visibility will be huge for SHG's and this avenue will prepare them to promote/market their products to the wider spectrum, effectively handing them the prospect of reaching out to the larger population

How to apply

Application from self-help groups will be received on AAI portal (Airport wise) for allotment at airport in that particular state where the SHG's are located. The interested SHG's need to apply through AAI portal - <https://www.aai.aero/en/node/add/shg-user-detail>. The received applications will be forwarded to the SNA for recommending the SHG's to be given the opportunity for allotment of outlet at airport. The outlet having all basic amenities will be set up by AAI chennai airport with uniform color coding applicable to all airports.

With access to the right space and resource the SHG's require, it is expected that this forthcoming initiative at AAI chennai Airport will be making a positive impact among the smaller communities. And more importantly, aviation and airports being the change agent is the most effective way of give it back to the community/society.
