



C-Mart Logo Released

Why in News?

- On March 22, 2022, Chief Minister Bhupesh Baghel released the logo of C-Mart in the assembly premises. The logo reflects the work of artisans, weavers, craftsmen, potters and other traditional artists in a festive way.

Key Points

- The logo depicts the traditional Haat-bazaar of the tribals under the Sal tree, the open market in Indian villages and towns is the exchange center of the local people.
- The abundance of rice production in Chhattisgarh has been highlighted through paddy bales. Chhattisgarh state is one of the three major paddy producing states of India.
- The traditional clothes of the tribal women of Chhattisgarh are depicted through beige, maroon and green colors.
- It is noteworthy that a new initiative has been taken by the state government to link the finished products in the villages with the market of cities for the rapid development of the rural economy.
- Under the schemes of various departments of the state government, women self-help groups, craftsmen, weavers, artisans, potters or other traditional and cottage industries, like modern showrooms in cities for marketing them commercially, C-Mart is being set up to ensure proper price for the products manufactured by them..
- For this, in the first phase, C-Mart is being established in all district headquarters in the form of modern showrooms in 8 to 10 thousand square feet in case of municipal corporations and 6 to 8 thousand square feet in case of municipalities.
- With the establishment of C-Mart, all these categories of entrepreneurs will get maximum benefit. C-Mart will ensure that the products of different entrepreneurs will be sold under one roof.