



PRESS RELEASE



Promoting Local Enterprise: SARAS Store Inaugurated in East Jaintia Hills

Khliehriat, May 26, 2026: The Six Pillars SARAS Store was inaugurated on 25th May, 2026 at the DC Office Compound, Khliehriat, marking a significant step towards empowering women-led rural entrepreneurship and promoting locally made products from Self Help Groups (SHGs) across the district.



Present at the inauguration were Shri Kyrmen Shylla, MLA of Khliehriat Constituency, Smti. Santa Mary Shylla, MLA of Sutnga-Saipung Constituency, Shri Manish Kumar, IAS, Deputy Commissioner of East Jaintia Hills District and other officials.

The initiative reflects a strong commitment towards supporting local artisans and entrepreneurs by providing them with a platform to showcase and market authentic indigenous products.



Promoting local products not only helps strengthen the rural economy, but also plays an important role in preserving the cultural identity and traditional craftsmanship of the region. At the same time, it creates sustainable livelihood opportunities and encourages self-reliance among rural communities.



The public is encouraged to extend their support to local entrepreneurs by choosing and promoting locally made products.