**Himira- HPSRLM**

**Quality Assurance, Product Development/Value Addition, Research and Development**

As part of the Himachal Pradesh State Rural Livelihoods Mission (HPSRLM), we are focused on enhancing the quality and diversity of self-help group (SHG) products. Our key initiatives include:

A. Quality Assurance:

* To ensure the quality of the products we have built a system to follow, which helps us to maintain our quality standards. This system includes quality check on different levels-

1. **Stage 1: Procurement** – The license and compliance are the first step to consider, we include the SHG group who have relevant license such as FSSAI, GMP or others. The Cluster Level Federation (CLF) and HPSRLM team passes instructions of basic quality parameters while procurement, so that we can put basic check on this level and move the products to the second level. This step helps to procure good quality standard samples.
2. **Stage 2: Quality testing and check** – The samples received from the SHG members are collected and labelled for quality testing. In the next step, we sent the samples to the accredited laboratory for product testing to check the nutritional value and relevant adulteration. The report of the products analysed and checked for final procurement according to the guidelines of FSSAI and other consideration. If the product comes good in all testing and in terms of Packaging/ labelling, then we consider it under Himira premium products.

Once the products get procured as per our quality guidelines, we put a basic quality assurance in the Warehouse. This step ensures the product quality and improve our brand Reputation.

1. **Stage 3: Shelf life and Maintenance**: Continuous quality assurance steps taken along with the stock maintenance. This step ensures to put the check on our product’s stability and we take proper measures to avoid deterioration. We get an idea of the product’s shelf life.

On dispatch of the products, we ensure that packaging and labelling is getting compliance with the FSSR-FSSAI.

B. **Product Development/Value Addition**: This step is included to innovate new products with local ingredients and upgrade the existing ones to get more exposure and marketability.

Analysing the gaps to improve the products and their labels we are uplifting and providing the training to them. Developing healthier variants. Experimenting with traditional recipes to cater to modern consumer preferences.

The research and developments of products is going on to improve the products value in the market and showcasing the authentic Himachal based products. Our R&D team is engaging with SHG members and trying to formulate better products with eco-friendly packaging.

Through these efforts, HPSRLM aims to empower SHGs by building sustainable livelihoods and increasing the market competitiveness of their products.