



Chief Minister's Secretariat

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Chief Minister Hemant Soren Meets Lulu Group Founder at Davos
Jharkhand Moves Towards Global Market Access for Farmers' and SHG Products

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At the World Economic Forum, Davos, Chief Minister Hemant Soren held discussions with Yusuff Ali, Founder and Managing Director of the Lulu Group, a globally renowned retail conglomerate with operations across India and multiple international markets.

During the interaction, Mr. Yusuff Ali proposed exploring the sourcing of Jharkhand's agriculture-based produce and forest-based products through Lulu Group's global retail network. The proposal aims to facilitate access for Jharkhand's products to national and international markets, creating direct

economic benefits for the State's farmers, women-led Self-Help Groups (SHGs), and communities engaged in forest produce-based livelihoods.

The Lulu Group expressed a strong interest in a range of products manufactured and cultivated in Jharkhand that align with its existing global value chains. The Group also conveyed its willingness to engage in capacity-building initiatives within the State, to strengthen quality standards, aggregation, and supply readiness.

Aspiration to Become a Primary Supplier

To take these discussions forward, a high-level delegation from the Lulu Group is expected to visit Jharkhand in the near future to undertake a detailed assessment of the State's production, aggregation, and sourcing capabilities. Jharkhand has articulated a clear intent to position itself as a primary sourcing partner within Lulu Group's global supply ecosystem.

With Lulu Group operating retail outlets across 21 states in India and multiple international markets, this engagement marks an important step in integrating Jharkhand's farmers, women-led Self-Help Groups, and forest-based producer communities into global value chains, strengthening market access, enhancing incomes, and reinforcing the State's vision of inclusive, value-driven growth.

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#TeamPRD(CMO)