

Purwa Se Launches India's First Rural Kitchen E-Commerce Platform Bringing Forest & Farm-Based Foods to the World

Empowering rural artisans and farmers of Dang, Gujarat, Purwa Se connects handmade, healthy snacks with conscious consumers across India.



Surat, Gujarat Jul 6, 2025 ([IssueWire.com](https://www.issuewire.com)) - In a bold step towards making India's rich, rural culinary heritage accessible online, Purwa Se has launched the country's first dedicated rural kitchen e-commerce platform purwase.in. This one-of-a-kind initiative brings handcrafted, forest-and-farm-based foods directly from the tribal heartland of Dang, Gujarat to consumers nationwide.

Founded with a vision to empower tribal women, preserve indigenous food traditions, and promote mindful eating, Purwa Se offers a curated selection of snacks and pantry items that are handmade in small batches. From gluten-free Ragi Biscuits and fermented Bamboo Shoot Pickles to Nagli Papads and traditional Garlic Chilli Flakes, each product is rooted in local knowledge and crafted without chemicals or preservatives.

"Our goal is simple to bring the purity of the forest and the wisdom of grandmothers into modern homes," says the founder of Purwa Se. "Every bite tells a story of women pounding spices by hand, of grains grown without pesticides, of recipes passed down through generations."

The platform also emphasizes health, offering sugar-free, gluten-free, and gut-friendly alternatives to

mass-produced snacks. Using ingredients like Ragi (finger millet), jaggery, desi ghee, and wild-harvested bamboo shoots, Purwa Se products are a perfect fit for modern diets seeking nutrition, sustainability, and authenticity.

Key Highlights of Purwa Se:

- First-of-its-kind e-commerce platform featuring only rural, artisanal food products
- 100% handmade, small-batch items crafted by tribal women in Dang
- Clean-label: No preservatives, no refined sugar, no maida, and no artificial flavors
- Focus on traditional fermentation, cold-pressed oils, and Ayurvedic spices
- Social enterprise model reinvesting in rural livelihoods and skill-building

Beyond commerce, Purwa Se is also a cultural movement using food as a way to celebrate India's rural wisdom, empower women artisans, and offer a healthier alternative to processed snacks.

The website, now live at www.purwase.in, offers nationwide shipping and features detailed product stories, health benefits, and direct insights from the rural kitchens where each item is made.

About Purwa Se:

Purwa Se (which means "From the East" or "From the Beginning" in Hindi) is a rural food brand rooted in Dang, Gujarat. Founded in 2025, it aims to bridge the gap between forgotten food traditions and today's wellness-conscious consumers. By creating market access for rural makers and spotlighting indigenous ingredients, Purwa Se is building a more equitable and sustainable food future.

For media inquiries, partnerships, or interviews, contact:
reachpurwase@gmail.com
www.purwase.in





Media Contact

Purwa Se

*****@gmail.com

Source : Purwa Se

[See on IssueWire](#)