



Department of Women & Child Development and Mission Shakti
Government of Odisha

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MISSION
Shakti

MISSION
Shakti
Women Led Entrepreneurship





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ଶାନ୍ତି



Leading from the front

What started as a promising vision in 2001, has now empowered over 70 lakh women across Odisha – transforming the lives across both rural and urban landscapes. Mission Shakti is a testament to the potential of women of our State.

Our Cabinet decided on 29th May 2019 to source 5000 crore worth of goods and services for the Government from Mission Shakti SHGs over the next 5 years. Consequent to this, SHGs have been supplying pre-school uniforms, running Aahaar Centres, providing food at hospitals, managing Gram Panchayat tanks, collecting electricity bills, running paddy procurement centres and so on. To help them grow, our Government under the Mission Shakti loan scheme guarantees institutional credit to SHGs up to 3 lakh at zero interest. Thousands of SHGs are now scaling up steadily into women led and women owned micro enterprises energising local economies.

The work done by SHGs during the COVID-19 pandemic is exemplary. Their leadership and commitment led to early awareness of COVID-19 across the State and they provided critical services during the lockdown.

Our aim in Mission Shakti is to provide a strong platform for women to take on leadership roles at all levels and be decision makers in their communities and larger public spaces.

This book captures this journey well and I commend the Department of Women & Child Development and Mission Shakti for curating this book. It is a tribute to the revolutionary women of Mission Shakti.



Naveen Patnaik
Chief Minister, Odisha

Spread your wings and soar.

Empowerment of women has many dimensions including access to quality education, healthcare, sustainable livelihood options, fostering an independent identity and due recognition of women's contributions to their households.

This book- "Mission Shakti - Women Led Entrepreneurship" depicts the vast panorama of activities undertaken by our SHG women. It gives a snapshot of the contribution of Mission Shakti in building a strong and resilient grassroot economy and a robust society.

These inspiring stories showcase the unlocking of women power through visionary political leadership, supportive Government policies and dedicated implementation framework.

The epoch making decision to procure goods and services for Government from SHGs for Rs. 5000 cr in 5 years has witnessed the emergence of a new era of economic empowerment.

My best regards to the iconic SHG entrepreneurs featured in this inspiring publication. I hope it will continue to motivate women across Odisha to continue their journey of transformation.



Smt. Tukuni Sahu
Minister, Department of Women &
Child Development and Mission Shakti

She Dreams. She Rises. She Inspires.

Mission Shakti was launched in 2001 to bolster the holistic development of women but has over the years become a revolution and has today established itself as the hallmark of women empowerment and autonomy. The programme has addressed structural impediments that prevent women from entering the labour market through local public and private investments, with a particular emphasis on unlocking domestic capital for women's economic empowerment and entrepreneurship. It has developed jobs and livelihood opportunities for women, removed structural barriers, reformed attitudes and established infrastructure where women have equal opportunities to contribute, benefit and advance their economic status. Women who have bolstered their own economic and social standing through this programme are deepening their efforts to achieve transformative results by expanding economic opportunities for other women and getting them within the fold of this movement. Their entry into the services sector has widened the scope of their engagement. This book on transforming livelihoods of our women adds a growing body of evidence that shows that gender equality significantly contributes to advancing economies and sustainable development.

As you read this book, I invite you to celebrate the rich stories of our women as they tackle poverty, discrimination and exclusion with creativity and determination. I applaud the Department of Women and Child Development and Mission Shakti for documenting the inspiring journeys of the women of our State.



Dr. Lopamudra Baxipatra
Advisor, Mission Shakti

Small steps lead to giant progress.

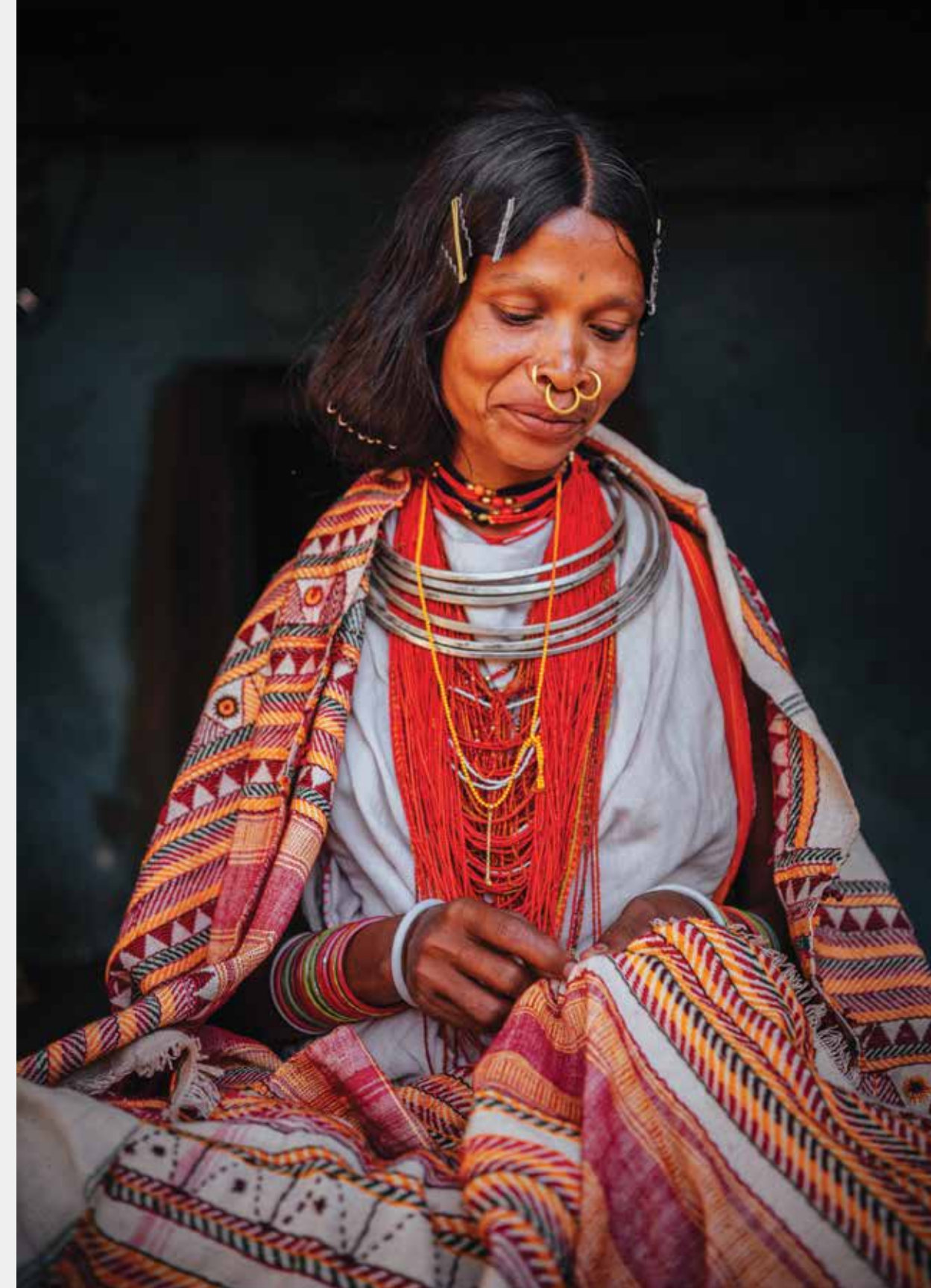
Mission Shakti endeavours to provide sustainable livelihood solutions to women SHGs to enable them to generate sustainable income sources. Mission Shakti has successfully built an eco-system wherein livelihood initiatives are strengthened through access to platforms where SHGs are able to showcase and sell their products through robust marketing and distribution networks and generate steady sources of income.

Today SHGs in Odisha are poised to embark on a transformative journey, strengthening livelihood options and playing critical roles in their communities.

This book compiles livelihood stories with authoritative analysis and sharp insights making it an essential read for those committed to lead, support and be a part of the holistic empowerment of women in Odisha.



Smt. Anu Garg, IAS
Principal Secretary, Department of Women
& Child Development and Mission Shakti





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THE JOURNEY
AHEAD



Introduction...

Mission Shakti - the story of 70 lakh women of Odisha - has reached an interesting milestone in its growth trajectory.

Lakhs of women have come together in their homes, farms, and workshops to create business models that strengthen micro-economies across towns and villages.

Economies that promise jobs to the youth.....that increase incomes.....that improve wellbeing of families and communities.....that ultimately give a powerful voice to women in public spaces.

The role of Mission Shakti has been to provide access to finances, and appropriate skillsets and to create networks - the three key propellers of women led businesses.

This book is an attempt to document the entrepreneurship stories of Mission Shakti Groups across diverse geographies, multiple sectors, and varied products. It also documents the leadership and commitment of SHGs displayed during the Covid Pandemic.

This book ultimately is a tribute to the hardwork and perseverance of Mission Shakti women.



Smt. Sujata Karthikeyan, IAS
Commissioner-cum-Director
Mission Shakti



NAVEEN PATNAIK
CHIEF MINISTER, ORISSA



D.O. No.....603
BHUBANESWAR
Date.....25.06.01

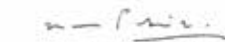
MESSAGE

I am glad to know that "Mission Shakti" is being launched by the Women and Child Development Department on the occasion of International Women Day.

Women play a vital role in the process of social development. Our aim is to give them their rightful place in the society. We have to provide equal opportunity to them in all fields without any sexual discrimination. Our goal can be achieved if women are economically empowered and self-reliant.

The year 2001 is being celebrated throughout the country as the year of women empowerment. A programme has been drawn up in our state to constitute one lakh women self-help groups in the coming four years to make them self-reliant. I hope "Mission Shakti" will go a long way in converting this programme into a social movement.

I wish Mission Shakti a grand success.


(NAVEEN PATNAIK)

● MISSION - SHAKTI ●

THE MISSION STATEMENT

*Help construct a society which is: self reliant,
conscious of socio-economic issues, where
there is a spirit of cooperation, where women
are appropriately skilled to undertake their
choice of activities without hindrances or
dependence, where there is leadership
development while maintaining gender
equity & above all each having a respect for
the values of others and each striving for the
good of the greater society.*

Odisha's Fight against Covid-19 and Mission Shakti SHGs...

Even in the middle of the Covid-19 pandemic, the women of Mission Shakti never failed to amaze. From spreading crucial information through various forum, to actively creating protection masks and feeding the needy, their solidarity and leadership during this difficult phase was commendable.



Awareness Creation

Leaflet Distribution

In early March, awareness leaflets on Coronavirus and prevention of Covid-19 were circulated among 70 lakh SHG members, aimed at sensitising their family members and local communities. This enabled creation of mass awareness across the state. This early awareness and sensitisation of local communities played a critical role in the management of Covid-19 in Odisha.



Awareness Creation

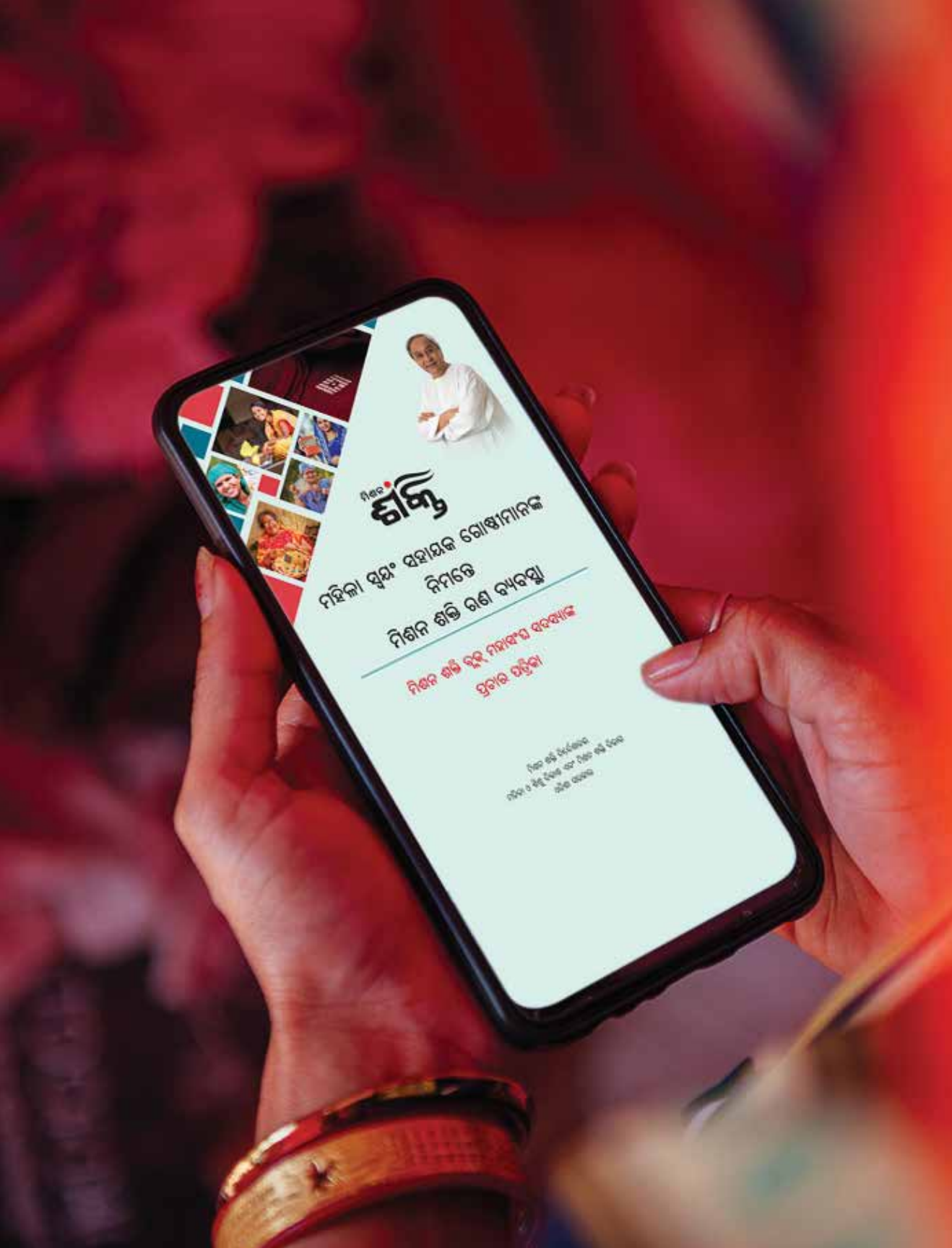
Solemnising Pledge 'Mo Jivan: STAY@HOME'

With the appeal of Honourable CM, SHG members solemnised the pledge, 'Mo Jivan' STAY@HOME, to minimise the spread of Covid-19. Bravehearts from more than 6 lakh SHGs led the fight against the virus with immediate coordinated action to carry forward this pledge.

Awareness Creation

Recitation of “Bande Utkal Janani”

Following the appeal of Hon'ble Chief Minister, Mission Shakti SHG members recited “Bande Utkal Janani” as a gesture of appreciation for the services rendered by Covid warriors, which included many SHGs and federations.



Awareness Creation

Digital Strength

Internal WhatsApp groups of SHGs and their federations played a pivotal role in circulating Government regulations, health advisories and social messages. They effectively helped disseminate critical information right to the grassroots level through their 70 lakh strong membership.

Mask Making

To meet the surge in demand for protective face masks during the outbreak, several SHGs and Federations took up the task of stitching of masks. More than thousand SHGs have extended their support to the local administration and provided over 73 lakh masks so far to agencies, institutions, banks, police, village health workers and the public. Masks were sold at a reasonable price ranging from Rs. 15-20. Many SHGs have also taken this up as a philanthropic activity and distributed around 5 lakh masks free of cost to vulnerable segments.



“19 members of our Producer Group- Pragati Utpadak Group, representing members from 5 SHGs are engaged in stitching pre-school and school uniforms, gloves, garments and cotton bags. We have been trained by RSETI with financial support from ORMAS and DMF for establishment of a tailoring unit.

During the Covid-19 pandemic, we took up stitching and distributing cotton masks amongst frontline Corona fighters like AWWs, AWHs, cleaning staff, medical staff and other workers. With the district administration bearing the cost, we have set a target of stitching 1 lakh masks in 2 months for our people. We are proud to be associated with this noble cause during this hour of necessity.”

Smt. Ratnamani Mahanto
Pragati Utpadak Group, Keonjhar

30 members from Singhabahini Producer Group run a flourishing tailoring unit in Hinjilicut, Ganjam. The group members make 32 varieties of cloth items like bags, dresses, pre-school uniforms and so on, and sell it in the local market catering to a huge need. During the lockdown, members of the group have also been involved in mask making with a daily production capacity of 5,000 masks. They have stitched more than 2.5 lakh masks through this period, along with numerous gloves and caps to counter the cold weather. The group has an annual turnover of more than Rs. 30 lakh with a monthly income of Rs. 10,000 per member.

Singhabahini Producer Group
Hinjilicut, Ganjam

1,341
SHGs
making Masks

79.00
Masks made
(In lakh)

73.00
Masks sold
(In lakh)

4.0
Masks distributed
free of cost
(In lakh)

11.00
Turnover
(Rs. in crore)

4.5
Income
(Rs. in crore)

Free Kitchen Management

Mission Shakti members rose to the occasion to provide a vital link between Government and communities – as leaders and partners in service delivery at the grassroot level.

To ensure food security to the vulnerable during the lockdown across the state, Chief Minister, Odisha entrusted the responsibility to SHGs to manage free kitchens in every Gram Panchayat and ULBs. 8288 SHGs managed these free kitchens across Odisha and together they provided 2.13 crore meals in urban and rural areas of Odisha.



8,448
SHGs involved in
managing Free Kitchens

2.15
Meals cooked and
served by SHGs
(In crore)

4.30
Incentive released to SHGs
@ Rs. 2 per meal (Rs. in crore)

“We usually prepare bakery items and sell them in local markets. But due to the pandemic, our entire venture was hampered. Collectively, we decided to make the most out of the situation, with the support of Mission Shakti.

We successfully supplied almost 40,000 meals to those in need under Bisra Block during the lockdown. As always, we ensured that our food was cooked in the most hygienic manner and packed well to avoid spoilage. But hurdles were there.

At the end of the day, optimism and goodness prevailed.

We thank Mission Shakti for giving us such an opportunity during a very critical time.”

Prema Das
Divya Jyoti SHG, Sundargarh

Temporary Medical Centre Management

Mission Shakti SHG members came forward to manage food supply in the Temporary Medical Centres (TMCs) and Quarantine centres. This was a task fraught with risks but nearly 2000 SHGs led from the front.

They supplied cooked food to more than 2 lakh people staying at the TMCs across the state.

This was truly a display of courage and leadership by our SHGs who placed the needs of the community above personal safety.



Maa Santoshi SHG provided food for 62 days to the inmates of quarantine centres of Dabardhuapatna GP of Khurdha district during the lockdown period. They provided breakfast, lunch and dinner adhering to all safety measures and served more than 5000 meals.

Maa Santoshi SHG
Khurdha

1,932
SHGs providing food
in TMCs

2.0
Persons served with
food (in lakh)

23.94
Turnover
(Rs. in crore)

Mobile Vans & Grocery Shops

During the lockdown period, availability of daily ration and vegetables posed a major challenge across urban and rural areas due to movement restrictions. To address this problem, around 600 motivated Mission Shakti SHGs volunteered to set up dry ration, vegetable and fruit shops across the state with the help of the district administration, thereby providing services to more than 6.6 lakh households. 154 vans operated by SHGs provided home delivery services of dry ration, vegetables and fruits.



With support from District administration Kalahandi, the Parthasarathi SHG members took up selling of grocery items in 20 wards at Bhawanipatna Municipality area. They supplied basic items like rice, dal, potato and onions etc. Their daily sale of grocery items was more than Rs. 30,000. Within two months the turnover of this group crossed Rs. 14 lakh. While earning a modest sum, they provided a crucial service to the locality.

Parthasarathi SHG
Kalahandi

To supply fresh vegetables to the people of Bhujabala Nuasahi of Kolnara GP in Rayagada district, the members of Gupeswar SHG took up selling vegetables in a temporary shed in their village. They sold around 1500 quintals of vegetables in five months and each member earned around 1 lakh. This endeavour was much appreciated by the local community.

Gupteswar SHG
Rayagada

598
Dry ration/Vegetable
shops

154
Mobile Vans

752
SHGs involved

6.0
Total Households benefited
(in lakh)

3.05
Turnover
(Rs. in crore)

Procuring & Selling Surplus Vegetables

Due to the disruptions in the supply of perishable vegetables to markets during the lockdown, many farmers struggled to sell their produce.

With the help of Horticulture officers across 17 districts, a direct link between the farmers and more than 500 Women Self Help Groups of Mission Shakti was established to prevent distress sale of perishable goods. SHGs purchased 1709 quintals of surplus vegetables worth Rs. 30 lakh from more than 1500 farmers.

They supplied this produce to free kitchen centres operational in the districts and to local markets. This noble act saved many farmers from resorting to distress sale of vegetables and was celebrated as one of the many best practices by SHGs of Mission Shakti during this period.



Banki Block in Cuttack district is known for vegetable cultivation. During the lockdown, the farmers of this area faced distress sale due to disruption of supply chain. The members of Palli Mangala SHG from Baideswar village procured 30 quintals of vegetables while providing remunerative price to the farmers during this tough time. The group members earned more than 1 lakh selling the surplus vegetables to the vendors in Bhubaneswar & Cuttack.

Palli Mangala SHG
Cuttack



Mission Shakti Convergence Initiatives

The Cabinet in its first meeting on 29th May 2019, passed a historic decision of provisioning of services and goods for Government, worth Rs. 5000 Crore over five years through Mission Shakti SHGs.

This directive aims at deepening the engagement of lakhs of women with Government programmes at the grassroot level, ensuring last mile delivery of goods and services while providing sustainable livelihood opportunities to women SHGs. This epoch-making decision has led to unique and sustainable livelihood convergence models empowering women SHGs and generating Government business of more than Rs. 1000 crore per annum.



Fish Farming

As per Government policy, Gram panchayat tanks in Odisha are leased out to SHGs on priority basis for fish farming. The selected SHGs are tagged to specific GP tanks with a long-term lease of 3-5 years. In convergence with the Directorate of Fisheries, pisciculture in GP tanks by Mission Shakti SHGs was taken up in 2018. With technical support and subsidy from Government, thousands of SHGs have taken up this activity across the State. In 2020-21, 2075 SHGs have harvested 43,846 quintals of fish from GP tanks.

This not only provides a sustainable livelihood source for SHG members, it also provides much needed nutrition support to women and children in villages.



Setting an example, Maa Tara Tarini SHG of Kujanga block, Jagatsinghpur district, has undertaken value addition and livelihood diversification using the profit generated out of pisciculture.

After taking the local Gram Panchayat tank on a 3-year lease for fish farming, the group received institutional finance amounting to Rs. 3.5 lakh and detailed training on pisciculture. They then undertook tank protection measures and stocked 10 quintals of Catla, Rohu and Carp fingerlings under supervision of the Fisheries and Mission Shakti functionaries. They periodically manured the tank with raw cow dung and other fertilisers. This group received input subsidy amounting to Rs. 70,000 and they harvested 15 quintals of fish worth Rs. 2.25 lakh.

“With success in fish farming, we thought of livelihood diversification out of the profit generated in pisciculture to supplement income and explore new avenues. Realising that there’s a huge demand for dried fish in our district, we purchased saline water fish, undertook value addition and registered good profit by selling hygienically prepared dried fish in the local market. I am proud of supporting the educational expenses of all my children with my income. Our SHG member, Ms. Abanti Tarai, has procured a power tiller for ploughing her agricultural land and is making an additional income by offering rental services. Using her share of profit, Ms. Shantilata Tarai has established a modest eatery that offers breakfast. Another group member, Ms. Bipina Tarai, has invested in dairy and constructed a cattleshed. We are sincerely grateful to the Government of Odisha for this life-changing experience,” says Ms. Tilotama Majhi, Secretary of the group. Many similar stories in this sector inspire women to take up this activity on a large scale. During the lockdown, 43,847 quintals of fish valued at Rs. 63 cr has been harvested by nearly 2,000 SHGs.

Tara Tarini Self Help Group
Jagatsinghpur

6,343

SHGs stocked
fingerlings

6,343

SHGs
harvested fish

8,076

Tanks harvested

10,345.6

Fish harvested
(in tonne)

145.05

Turnover
(Rs. in crore)

72.5

Income
(Rs. in crore)

42.51

Subsidy released
(Rs. in Crore)

Poultry Farming

Support to farmers for layer farming in deep litter system in SHG mode is an important livelihood initiative taken up in partnership with the Directorate of Animal Husbandry and Veterinary Services.

Presently, around 250 groups are engaged in this activity across Odisha. This is a significant non-formal livelihood activity in the allied sector and another 1350 SHGs are in the process of taking up this activity.



With support from the Directorate of Animal Husbandry and Veterinary Services, the members of Durgabahini Self Help Group in Rayagada successfully constructed a shed for layer farming under deep litter system during 2020. They procured 200 chicks from Odisha State Poultry Products Co-operative Marketing Federation Ltd. (OPOLFED) and now, the group is supplying eggs to Anganwadi Centres and local markets. Through this activity, they have received subsidy amount of Rs. 1 lakh from the Government and expecting an annual turnover of over Rs. 3 lakh.

Maa Durgabahini Self Help Group
Rayagada



Mushroom Cultivation

Mushroom Cultivation is one of most sustainable income generation activities for Self Help Groups of Mission Shakti, owing to the requirement of low investment and less space. Mission Shakti in partnership with OUAT has taken up in depth training of SHGs on commercial agricultural practices including mushroom cultivation. Currently, 3000 groups are involved in mushroom cultivation, leading to a production of 2436.8 tons and an impressive annual turnover of Rs. 35.34 crore.



30 members of Astha Jay Jagannath Producer Group harvest 1 quintal of paddy straw mushroom and sell it in the nearby markets daily. The members are trained on bed preparation, cutting and wetting, sterilizing straw and many more vital processes. With a polythene shade, members of the group use advance machinery like spawn bottles and hand sprayers supplied through NABARD. They have been trained by KVK, Bhadrak and now have an annual turnover of more than Rs. 40 lakh.

Ashta Jay Jagannath Producer Group
Bhadrak

3,000
SHGs involved

2,436.8
Production
(in tonne)

35.34
Turnover
(Rs. in crore)

12.9
Income
(Rs. in crore)

Vegetable Cultivation

Odisha being an agrarian state, most households depend on agriculture to sustain their livelihoods. Women members of the households are actively engaged in agriculture. Vegetable cultivation is common among the women farmers in Odisha. Directorate of Mission Shakti has signed an MoU with Directorate of Horticulture to provide Livelihood support to Women SHGs through Horticulture - Mushroom and Vegetable Cultivation. Till date, 6000 SHGs have been pursuing commercial vegetable cultivation and they have produced 45110 ton of vegetables generating business of Rs. 132 cr and income of Rs. 39 cr.



Capitalising on their traditional knowledge of agriculture, 10 members of Brundabati Self Help Group in Keonjhar successfully cultivate in their 4.5-acre land. They got a bank credit linkage for investment in agriculture. They sell their produce to vendors at their doorstep and also send it to local markets. The group has an annual turnover of approximately Rs. 9 lakh.

Brundabati Self Help Group
Keonjhar

6,000
SHGs involved

45,110
Vegetable produced
& sold (in tonne)

132
Turnover
(Rs. in crore)

39.00
Income
(Rs. in crore)

Paddy Procurement

After a remarkably successful paddy procurement venture by Self Help Groups in Kalahandi district during 2018-19, the State Government decided to expand this activity statewide. Now, there are 649 groups operating iris scanners and online P-PAS software, actively engaged in procuring paddy from our farmers.



In the tribal dominated district of Koraput, Maa Mutyalumaa, a Self Help Group comprising mostly of women from the Paraja tribe, set up paddy procurement Mandis in 2019-20. The group availed a loan of Rs. 50,000 from the Block Level Federation (BLF), Jeypore. Group members were also given support to set up required digital infrastructure, engage a female Data Entry Operator and initiate online registration of farmers.

The group members were also trained by the local RMC and Food Supplies & Consumer Welfare Department to check the quality of paddy under Fair Average Quality (FAQ) norms, to use an iris scanner and several other relevant aspects of paddy procurement. During the year 2019-20, the Self Help Group procured 89,238.53 quintals of paddy from 403 farmers and received a commission of more than Rs. 27 lakh.

24,36,347 quintals of paddy was procured by 320 groups during the lockdown, resulting in a turnover of Rs. 445.79 crore, with commission earnings for SHGs amounting to Rs. 14.82 crore.

Maa Mutyalumma Self Help Group
Koraput

649
SHGs
Involved

9,25,066.4
Paddy Procured
(in metric ton)

1705
Turnover
(Rs. in crore)

28.89
Commission
earned by SHGs
(Rs. in crore)

199
SHGs Participated
(Kharif 2019)

113
SHGs Participated
(Rabi 2020)

320
SHGs Participated
(Kharif 2020)

2,43,634.7
Paddy Procured
(in metric ton)

445.79
Turnover
(Rs. in crore)

14.82
Commission earned
@ Rs. 31.25/quintal
(Rs. in crore)

Electricity Meter Reading

By handling electricity meter reading, billing and collection of electricity charges, Self Help Groups of Mission Shakti are bringing about a paradigm shift in the functional efficiency of the power sector. More than 1000 groups are actively engaged in different districts and this has increased collection of bills, checked meter tampering and ensured transparency through the entire process. These SHGs get remuneration and incentives based on their achievements. This has become such a success that these SHGs have become the preferred point of contact in villages to handle power outages and minor issues in electricity.



Maa Mangala SHG of Nayagarh district collects meter readings, and electricity charge services for more than 2400 consumers in 3 Gram Panchayats, covering 31 villages. They have an annual turnover of around Rs. 1 crore, and get incentives of Rs. 6 lakh.

Maa Mangala Self Help Group
Nayagarh

1,081
SHGs involved

157.18
Turnover
(Rs. in crore)

5.16
Incentive
(Rs. in crore)

Public Distribution System Dealership

Many women Self Help Groups of Mission Shakti function as Fair Price Shop Dealers under the Public Distribution System in urban and rural areas. They are trained by the Civil Supply functionaries and conduct all operations like tagging of beneficiaries' database, Aadhar authentication, safe storage of food grains etc. 2739 groups are functioning as Fair Price Shop Dealers in Odisha today.

By distributing around 6 lakh quintals of food grains and other essential commodities like kerosene for 3 months (in advance) to more than 14.5 lakh beneficiaries, Mission Shakti SHGs played a critical role in providing food security to the vulnerable during Covid-19.

In spite of several challenges, these groups provided 6.2 lakh quintals of food grains and 1173 kilolitres of kerosene to 14.7 lakh beneficiaries during the lockdown, throughout while maintaining safety protocol.



The women of Maa Mangala group in Dhenkanal received the Public Distribution Dealership in 2010. They successfully distribute rice, wheat and kerosene to 555 eligible beneficiaries by using the Electronic Point of Sale machines. They have an annual turnover of Rs. 5 lakh.

Maa Mangala Self Help Group
Dhenkanal

2,739
SHGs involved

164.6
Turnover
(Rs. in crore)

4.2
Commission
(Rs. in crore)

2,326
SHGs involved in managing
Fair Price Shops

14.70
Beneficiaries covered
(in lakh)

62,019.5
Food stuff distributed
(In MT)

11,73,172
Kerosene distributed
(In litre)

Stitching & Supply of Pre-School Uniforms

As per Government policy, uniforms for pre-school children attending AWCs are to be procured through SHGs. This year nearly 1487 groups provided uniforms to 24,10,628 children under 63,816 AWCs.



Maa Biraja Self Help Group of Dhenkanal district supplied more than 12,000 pre-school uniforms to 209 Anganwadi Centres in Kankadahard block. Using advanced machines, they also stitch more than 15 varieties of garments. They supply these to the local market and earn a monthly income of nearly Rs. 8,000 per member.

Shakti Maa Biraja Self Help Group
Dhenkanal

1,487
SHGs involved

49.66
Turnover
(Rs. in crore)

3.0
Income
(Rs. in crore)

Aahaar Centre[•] Management

Aahaar Yojana is a subsidised food programme run by the State Government which aims at providing hot cooked meals of steamed rice and dalma in urban areas at an affordable cost of Rs. 5/- . Mission Shakti Self Help Groups are engaged in managing the Aahaar Programme in many districts across Odisha.



The Day starts very early for the members of the Maa Mangala Self Help Group in Kandhamal. After completing their daily tasks, 10 members of the group set out to prepare rice and dalma under the Aahaar Programme. This group supplies nearly 2400 meals to 4 Aahaar Centres in Phulbani, G.Udayagari and Balliguda of Kandhamal district. The group members themselves procure the required items from the local market for cooking. They supply food to the tagged Aahaar Centres in a dedicated vehicle. The annual turnover of the group is more than Rs. 1 crore with a monthly income of Rs. 7000 per member.

Maa Mangala Self Help Group
Kandhamal

112
ULBs covered

154
SHGs involved

3.06
Earnings
(Rs. in crore)

Hospital Diet Management

23 Self Help Groups of Mission Shakti are at the forefront in Hospital Diet Management. They supply nutritious food in a safe and hygienic manner. As a result, these groups have an annual turnover of around Rs. 2 cr and help numerous patients get nutritious food during their hospital stay.



12 members from the Biraja Self Help Group in Rourkela are actively involved in Hospital Diet Management, providing freshly prepared food 3 times a day as per the menu provided by hospital authorities. Usually, 3 variants of diet is provided on a daily basis, namely General Diet, Paediatric Diet and High-protein Diet.

These hardworking members start cooking the food at the crack of dawn, after which they ensure that it reaches Rourkela Government Hospital safely. They feed over 250 patients every day, achieving an annual turnover of Rs. 60-70 lakh.

Biraja Self Help Group
Rourkela, Sundargarh

23
SHGs involved

4.00
Turnover
(Rs. in crore)

0.42
Earnings
(Rs. in crore)

Preparation of Take Home Ration

One of the shining examples of convergence is the preparation of Take Home Ration (THR) for supply to pregnant and nursing mothers and children up to three years along with severely underweight children up to six years under the ICDS programme. Mission Shakti Self Help Groups mix the ingredients of Chhatua on a fixed day under the supervision of ICDS staff maintaining Covid-19 guidelines and ensure distribution on a fixed day.

These groups have set up roasting and grinding units to ensure proper mixing of ingredients like wheat, ground nut, gram and sugar. 557 SHGs supply THR to nearly 25.12 lakh beneficiaries through 72,587 AWCs. These groups also play a pivotal role in educating women and children on issues around nutrition. This unique model of Odisha to combat malnutrition has not only been very effective on ground, but it has also brought a turnover to the tune of Rs. 500 crore per year for the groups.



Sanskar Self Help Group from Sambalpur district prepares Take Home Ration for 163 AWCs. They cover 5175 children and 1793 pregnant and lactating mothers. The annual turnover from this activity has been more than Rs. 1 crore for this group.

Sanskar Self Help Group
Sambalpur



Millet Processing

The Department of Agriculture and Farmers' Empowerment in convergence with Mission Shakti, has promoted SHGs and their federations to take up Millet Processing and setting up value addition units under the Odisha Millets Mission Initiative. To reduce labour, drudgery and post-harvest cost, customised millet processing machines have been provided to SHGs, who use them both for threshing & cleaning their own millet produce and for earning rentals by providing this service to other farmers.

324 Ragi threshers and 3 Ragi cleaner cum graders have been supplied to 327 Mission Shakti SHGs. Using these machines SHGs have processed nearly 8180 quintals of Ragi during the year.



Farm Pond Supervision

Mission Shakti Self Help Groups have been entrusted the role of Site Supervisors for creation of farm ponds in convergence with the Directorate of Soil Conservation & Watershed.

As Site Supervisors, group members mobilise job card holders to enhance participation and to increase man-days. As of now, 11,072 groups are engaged as site supervisors on worksites and have created 45 lakh man-days, with accrued supervision charges of Rs. 3.52 cr.



The members of this group have supervised the construction of 5 farm ponds, in two villages of Deogaon GP in Dhenkanal district. This has helped in successfully creating 3388 man-days with more than Rs. 7 lakh being paid in wages. The group members have received Rs. 36,000 as supervision charges towards 109 supervision days.

Shakti Radhakrishna Self Help Group
Dhenkanal

17,984
SHGs tagged
to Farm Ponds

11,072
SHGs engaged as
Site Supervisors

45.12
Man-days
generated
(in lakh)

3.52
Supervision charges
disbursed to SHGs
(Rs. in crore)

Urban Wage Employment Initiative (UWEI)

The UWEI was taken up to generate employment for the urban vulnerable during the prevalent Covid-19 pandemic. It aims to provide employment to the urban poor by undertaking monsoon Preparedness activities like desilting of drains, construction of percolation tank etc and creation of public assets like parks, play grounds, plantations, construction of community centres and beautification of cities etc. Mission Shakti SHGs were given a key role to execute the project under the UWEI.

5648 groups have been engaged as ‘Implementing Partners’ in execution of projects like desilting of drainage areas and de-weeding of ponds under the UWEI. These groups have provided much needed relief to the urban poor of their localities by giving them wages for work during the Covid-19 pandemic.

Self Help Groups have earned Rs. 3.30 crore as supervision charges by executing 5648 projects. An amount of Rs. 45.58 crore in wages have been paid by these groups across Odisha.



During the trying times of the Covid-19 pandemic, Radhakrushna Self Help Group played a crucial role in executing projects under the Urban Wage Employment Initiative (UWEI). They were the ‘Implementing Partners’, successfully carrying out the development and beautification of Salandi Embankment in Ward No.6 of Bhadrak Municipality.

Their hard work helped them earn Rs. 16,000 as supervision charges by executing a project worth Rs. 14.47 lakh. The urban vulnerable and migrant workers in their ward earned more than Rs. 3000 per person, even at the height of the pandemic.

Radhakrushna Self Help Group
Bhadrak

114
ULBs covered

5,629
Mission Shakti groups
engaged as supervisors

45.58
Wages paid
(Rs. in crore)

3.30
Supervision charges paid to SHGs
(Rs. in crore)

Jalasathi

The Jalasathi Programme is part of an effort to achieve complete coverage of piped and safe water supply to each and every urban household with a strong focus on quality service and sustainability through community partnership. This role of Jalasathi has been entrusted to the women self help groups (SHGs) across the state. Amongst many other things, the Jalasathis do doorstep bill distributions and digital collections of water charges along with field testing of the quality of water.



Tina is part of the Jalasathi Programme in Ward No. 15 of Jalasathi, under Puri Municipality and is a member of the Maa Bhatarika Self Help Group. There are 841 consumers in this particular ward. She was chosen by Maa Bhatarika to work as a Jalasathi to collect water taxes through community participation.

Till date, she has collected water taxes to the tune of Rs. 6,70,829 and for her achievement, she has received an incentive of Rs. 33,046. Furthermore, she has facilitated freshwater connections to 45 households and has received Rs. 4,500 for doing so. On the whole, the involvement of Tina as a Jalasathi has not only enhanced her reputation as an effective link between WATCO and the community has helped her economic and personal wellbeing.

Tina Chatoie
Puri Municipality, Ward No. 15, Jalasathi

Prasanti is the Jalasathi partner for Ward No. 23, H.L.Tank, under Bhubaneswar Municipal Corporation and is a member of the Bharat Self Help Group that was formed a few years ago. There are 760 consumers in her ward. She was selected by Prerana Mahila Mahasangha to work as a Jalasathi to collect water taxes through community participation.

Her exceptional track record has seen her conduct 232 water quality tests, along with collecting water taxes amounting to approximately Rs. 6,89,889. As a result, she has successfully received an incentive worth Rs. 36795.

Prasanti Parida
Bhubaneswar Municipal Corporation, Ward No. 23, Ghatikia

197	9.95	0.59	17184	0.03	453	0.45
Mission Shakti SHGs engaged in Jalasathi Initiative	Revenue collection by Jalasathis (Rs. in crore)	Incentives paid to Jalasathis (Rs. in crore)	Water quality Tests conducted by Jalasathis	Amount paid to Jalasathis for water quality testing (Rs. in crore)	New connections made by Jalasathis	Amount paid for new connections made by Jalasathis (Rs. in crore)

Swachha Sathi

The Housing & Urban Development Department in convergence with Mission Shakti has enrolled Women Self Help Groups into the Swachha Sathi movement to bring about behavior changes at the local level.

Their key role lies in creating better waste management practices for the entire community. The initiation of the Swachha Sathi Programme has brought visible change in achieving segregation of waste materials, (wet waste and dry waste) at the household and community level. They have successfully become the change agents bringing about individual as well as collective behavioral changes.



Smt. Gitanjali Nayak was selected as a Swachha Sathi Supervisor in Paradip Municipality in October 2019. Led by her, the group undertook community cleaning in Ward No. 13, alongside their regular income generating activities. The group members cleaned their ward area while spreading awareness on Covid-19 precautions and practices. They also used the digital platform to inform nearly 2000 residents regarding the pandemic. As a Swachha Sathi Supervisor, she gets Rs. 8,000 on a monthly basis.

Smt. Gitanjali Nayak
Madhusudana Self Help Group, Jagatsinghpur

114

ULBs covered

2,403

Swachha Sathi/Swachha Supervisor engaged

22.59

Households covered by the Swachha Sathi/Swachha Supervisor
(in lakh)

9.66

Monthly remuneration paid to the Swachha Sathi
(Rs. in crore)

3.61

Monthly remuneration paid to the Swachha Supervisor
(Rs. in crore)

SHG Entrepreneurship

Transforming SHGs into entrepreneurs is one of the key empowerment initiatives of Mission Shakti. To further the initiative, Mission Shakti does mapping of livelihoods and existing entrepreneurship activities of the member SHGs, facilitates access to finance, creates opportunities and facilitates trainings, marketing and handling support to both the new and existing enterprises owned and run by SHGs . Micro enterprise promotion of SHGs in partnership with the state's MSME department is a significant step in this direction..

We salute the lakhs of SHGs taking up diversified livelihood and entrepreneurship leadership.



Sabari SHG Koraput

We are happy that nearly 100 local women have taken up photo framing .After doing their household chores,these women earn Rs 500 daily from this activity says Mrs Rajeswari Sadangi,President of the group.



Running a state of the art photo framing enterprise is not an easy task and certainly not for a small group of village women.However, showing great fortitude and enterprise Sabari SHG Koraput has broken stereotypes and proved that together women can take up any challenge and build a successful business on their own.

In the last two years, the group has sold photo frames worth more than Rs 50 lakh. The prices of these frames range from Rs 200- Rs 5000.Till date the group has taken part in more than 30 exhibitions in Odisha & other states. Besides the group has also participated in international fairs held at Pragati Maidan New Delhi. Future Plan : Our vision is now to achieve higher goals with systematic planning and keeping pace with new technology & trends.

Sabari SHG
Koraput

2.10.2015
Date of Starting
enterprise

Rs. 5,00,000/-
Initial Investment

Rs. 2,00,000
Additional Investment

**SHG Corpus Fund &
Bank loans**
Source of Investment

Rs 100000/-
Profit per month

Nari Shakti SHG Balasore

Presently we are working in PG mode and want more women to get involved in this work.



Entrepreneur Profile: Will power is super power. 13 members of Nari Shakti SHG, from Balasore district have proved it. The group members were skilled in stitching and used to prepare School uniforms. They then learned weaving different decorative items in Macramé Rixin from You Tube and wanted to try out this activity. The SHG purchased Rixin from Kolkata and started making bags, purses, decorative items etc for sale in different melas & exhibitions. Their products are unique , attractive, durable and easy to carry. Now this SHG has become part of a Producer group having an annual turnover of More than 30 lakh.

Future Plan: The group wants to sell its products online and also invest in a permanent Shop in a tourist place.

Nari Shakti SHG
Balasore

05.08.2018

Date of Starting
enterprise

Rs 5,000

Initial Investment

Rs 7,00,000

Additional Investment

SHG Corpus Fund

Source of Investment

More Than Rs 1,00,000

Profit per month

Debasis SHG Ganjam

Pickle making is a traditional supplementary activity of households in Berhampur . Hence we started this business considering the growing demand for pickles in the locality. We are each earning Rs 5000-Rs 7000 per month says Sudshna Sahu,President of the group.



Entrepreneur Profile: 10 members from Balarampur village ,Chatrapur formed Debasis SHG in the year 2007under Mission Shakti. To begin with , they started preparing & selling snacks items in the local markets. With the help of ICDS staff the group members received training in Pickle making. Initially, requirement of capital for investment was an issue .The Block federation gave them a loan of Rs 50000/- with which the group members started preparing different varieties of pickles. They now have a semi mechanised pickle unit and make nearly 800 quintals pickles annually while maintaining quality standards. They collect raw materials locally and prepare more than 10 varieties of pickles . The SHG has diversified into other areas with extremely successful badi (lentil dumplings) and papad business apart from pickles . They have an annual turnover of Rs 60 lakh.

Future Plan: The group members plan to have a fully mechanised pickle unit with fruit drying machines and proper branding and marketing for their products. They are venturing into online platforms as well.

Debasis SHG
Ganjam

17.04.2010
Date of Starting
enterprise

Rs 5,000
Initial Investment

Rs 65,000
Additional Investment

**Loans from the Block
Federation & Banks**
Source of Investment

Rs 50000 to Rs 60000
Profit per month

Maa Vaibhav Laxmi SHG Nuapada

We are trying to learn new designs and evolving as per the demands of the market. Each member now earns around Rs 10,000/- to Rs 20,000/- in the peak season.



Entrepreneur Profile: An individual's passion for her craft and commitment to help others has led to the empowerment of 10 other women in Nuapada's Parkod village. Puspanjali Mahananda, President of Maa Vaibhav Laxmi SHG guided her fellow SHG members to take up wood work. Initially they faced many difficulties in finding a work space. Individual members started doing this activity in their respective houses. The group started making name plates, mementos, key chains and boards on teak wood with prices ranging from Rs 100 to Rs 10,000. This activity was started in 2013 and within a short span of time the group has shot to fame an account of product quality and workmanship which has been appreciated in various state & national level exhibitions. The State Government has allotted a dedicated workshop cum-showroom to the group to support this income generating activity .

Future Plan : We are now getting ready to sell our products through online platforms with the help of Mission Shakti.

Maa Vaibhav Laxmi SHG
Nuapada

31.05.2013
Date of Starting
enterprise

Rs 13,000
Initial Investment

Rs 35,000
Additional Investment

SHG Corpus fund
Source of Investment

Rs 35000-Rs 40000
Profit per month

Dharitri SHG Cuttack

“We are very satisfied with this enterprise. This business has helped us improve our living standards and meet the educational expenses of our children and other household expenses” say members of Dharitri SHG.



Entrepreneur Profile: Mrs. Mamta Pati is a member of Dharitri SHG, Cuttack which was formed in 2006. She had interest in business since her childhood. After her marriage she came to know about the SHG movement under Mission Shakti. As a leading member of Dharitri SHG, she came forward & took the initiative to train other members of her group in coir craft. She had herself been trained in this by the Coir Board, Chennai. The group started preparing coir products manually with Rs 1.5 lakh initial investment . Gradually they took bank loans and procured advanced machines. Now they manufacture door mats, toys, coir ropes etc. The group has a daily production capacity of 90 kgs using manual as well as automatic machines. The SHG members have become master trainers and go to different places to train other SHGs across the state. The group’s annual turnover is around 40 lakhs.

Future Plan: The coir unit has been a successful enterprise for Mrs. Pati and the SHG. They want to upgrade their business to a small enterprise with workshops and sale centres. The group plans to have advanced machines to manufacture higher quality coir products for export .

Dharitri SHG
Cuttack

2.2.2006

Date of Starting
enterprise

Rs 1.5 lakh

Initial Investment

9 lakh

Additional Investment

**Bank Loans & own
fund**

Source of Investment

15,000 to Rs 20,000

Profit per month

Financial Inclusion

Financial Inclusion of women is key to holistic empowerment. The SHG-Bank Linkage Programme is a major Financial Inclusion initiative, aiming at ensuring access of women SHGs to institutional credit. Finance is key to diversified livelihoods and entrepreneurial activities .

Credit flow to SHGs has substantially increased over the last few years. This year so far, 2,21,793 SHGs have been provided credit support of Rs. 3745.80 crore.

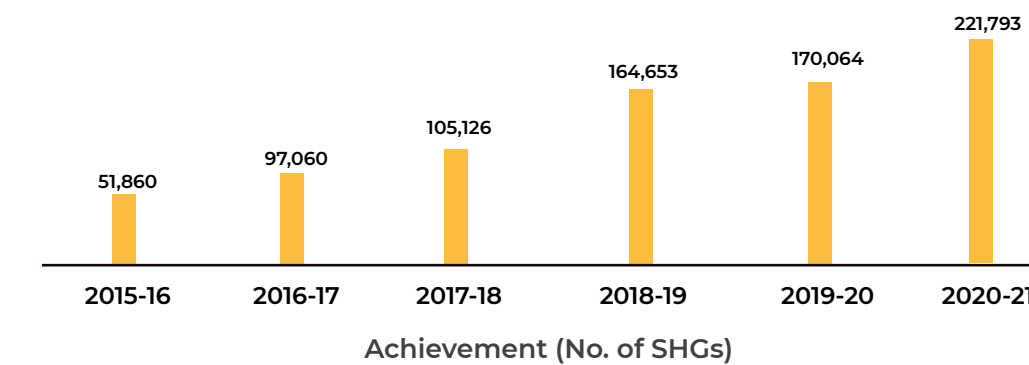
The annual credit flow target has been doubled for the coming year, to continue the momentum of institutional credit support to SHGs.



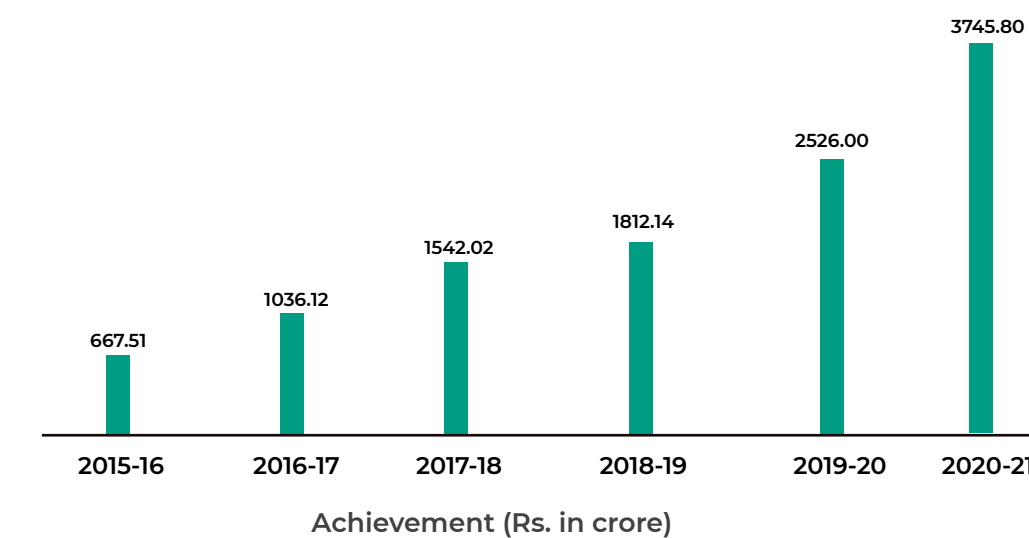
SHG Bank Linkage

Last 5 year progress

Physical Achievement



Financial Achievement



Mission Shakti

Loans - State Interest Subvention

In recognition of womens' efforts towards entrepreneurship through SHGs, and to reduce the interest burden on women SHGs enabling them to have greater liquidity, the State Government provides complete interest subvention for bank loans up to 3 lakh. This enables SHGs to avail zero interest loans up to 3 lakh under the 'Mission Shakti Loan' – State Interest Subvention Scheme. This is applicable to those SHGs who have availed bank loans and are repaying them on time as per the approved bank repayment schedule.

This is a huge incentive to SHGs to access institutional credit, to repay the loans on time and use the saved interest money for further entrepreneurial activities.

Directorate of Mission Shakti is the the Nodal Agency for implementation of Interest Subvention Programme in the State. In the last two years claims amounting to Rs. 214 cr. have been released benefitting more than 4 lakh SHGs and 42 lakh members .



Maa Narayani Self Help Group of Panapali village, Kujanga block, Jagatsinghpur district, recipient of 'Best Self Help Group of the District Award – 2019-20', has been a source of inspiration for women farmers across Odisha. Cultivation of vegetables and dairy farming on a commercial scale have earned this group the title of a progressive women farmers' collective. Ten women of this village have promoted vegetable cultivation commercially since 2002, taking up collective marketing of agricultural produce to fetch a better price in the local markets and beyond.

Sharing her experience, Ms. Sulochana Swain of Maa Narayani Self Help Group says "Capacity building and access to credit were the major hurdles when we decided to cultivate vegetables and undertake dairy. After group formation under Mission Shakti, we received training and had our first bank credit linkage. We have been undertaking dairy farming since 2009 and supplying 150 litres of milk to a Milk Processing Unit every day. We have availed bank credit linkage 8 times till date. We were happy to have got Rs. 22,024 as interest subvention in our saving bank account. Loans at zero interest really help women like us to procure additional seeds and other agricultural inputs and increase area under cultivation. This is a big help from the State Government. Earlier, we would have spent many months and years repaying the loan and interest amount. Some of us would also go to micro finance institutions and take loans at very high interest rates."

Maa Narayani Self Help Group
Panapali, Jagatsinghpur District

Business Correspondent Agents

To ensure last mile delivery of banking services in unbanked and under-banked Gram Panchayats, the Odisha Government has taken a historic decision of engaging Women Self Help Groups and Federation Members as Business Correspondent Agents (BCAs).

Mission Shakti has tied up with different banks for engaging suitable SHG members as BCAs, thereby furthering the financial inclusion efforts using ICT based Business Correspondence (BC) Model through community institutions. Challenging the gender stereotypes, this initiative demonstrates the effective convergence of Financial Inclusion Strategies and the Women Self Help Group Movement under Mission Shakti.

It further increases the outreach of banking services such as savings, deposits, withdrawal, remittances, insurance and so on, integrating group-based transactions with the ICT based Micro ATM operated by BCAs. This will definitely improve the quality of financial services in rural areas and provide sustainable livelihood to women.



Team Building & Market Linkage

Anuradha & Banaja join the group. They work in unison to accomplish their aspirations. The team ignite a spark, as women meet together, they work together and as they work together, they begin to have hope for themselves, their families and communities. They gain strength and confidence from peer learning and drive change at scale from bottom up. Over years, their propensity to save has substantially increased. Credit absorption abilities have been manifold. They are into diversified livelihood and entrepreneurial activities. They manage marketing of their produce through , branding packaging and value additions.



Strengthening SHG Federations

Block Level Federations (BLFs) at the project level act as an important institutional support system for SHGs. They facilitate training and capacity building, livelihood promotion and convergence initiatives , marketing of products, lobbying and advocacy, and supervising and implementing social development programmes for SHGs. Federations also provide services like savings and credit, business development and serve as an important platform for SHGs.



Mission Shakti Mahila Mahasangha with a membership of 2000 SHGs under Delanga ICDS project of Puri district is an inspiration for other SHG federations .

Since its inception in 2008, the BLF has been actively involved in several livelihood and social initiatives . The dedicated efforts of this federation have been instrumental in developing a ground nut cluster at Bada Ichhapur producing 1500 quintals and generating an annual turnover of Rs. 112.5 lakh. The federation promotes production of phenyl and sanitisers on a commercial scale. Challenging gender stereotypes, the BLF leaders have undertaken civil construction of CC roads and facilitated construction of more than 10,000 toilets in three Blocks. Six SHGs under this federation have stitched and supplied 7662 pre-school uniforms to AWCs . Under the SNP programme, the BLF provides Take Home Ration (THR) to around 5000 pregnant women and children every month.

During the pandemic, the federation has served 12072 meals to the poor & vulnerable under the Free Kitchen initiative of the Government. 3427 meals have been served to migrants in Temporary Medical Centres (TMCs). 10000 masks have been stitched and supplied to frontline health workers and other Covid warriors during the fight against Covid - 19. This BLF took the initiative of doorstep supply of dry ration & vegetables amounting to Rs. 2.25 lakh that benefited more than 2364 households during the lockdown. Utilising the revolving fund, this federation has provided small loans amounting to Rs. 14.80 lakh to 32 SHGs to ensure sustainability of women led enterprises during the difficult period of the pandemic.

The Delang Federation is all set to install a mechanised THR unit with investment of Rs 30 lakh out of its own corpus supplemented by bank loans. The Federation leaders often volunteer in serving Habisiali pilgrims in Puri during the holy month of Kartika.



Promotion of Producer Groups

In order to leverage economies of scale, Mission Shakti has joined hands with ORMAS to form Producer Groups of SHGs. These groups aggregate activities of processing, value addition and marketing. This initiative optimises production and targets the key component of marketing. It aims to revive existing incubation centres, impart entrepreneurship training and provide other crucial services such as infrastructure support, business plan development, bank linkage facilitation and new technological interventions leading to sustainable entrepreneurship. 300 PGs comprising 15,000 SHG members are being formed around nonfarm activities like sabai craft, coffee, golden grass craft, bamboo craft, handloom, handicraft, spices and so on. This will definitely lead to a new paradigm in the field of SHG entrepreneurship .



Srusti Producer Group in Rajkanika Block of Kendrapada district has been a story of inspiration for women led entrepreneurship. With handholding from Mission Shakti, 31 members representing 5 SHGs embarked on commercial production and value addition of Mudhi (puffed rice) & Badi. Focusing on product standardisation, packaging and market linkage, the PG marketed its products in various sized packs to suit customer's demand and market preferences. With sound business acumen, this PG has been able to achieve an annual turnover of Rs. 95 lakh per annum.

Andharbudhi Producers Group of Mayurbhanj district has been making Sabai items since 2017 by engaging 72 artisans. They have been purchasing Sabai grass from the local area to make various types of items for home decor, furniture, ornaments and so on. With an annual turnover of more than Rs. 15 lakhs, this activity provides a monthly income of approximately Rs. 7000 per member.

300
Producer Groups
involved

15,000
SHG members
involved

Activities undertaken
Nonfarm activities like Sabai craft, coffee, golden grass
crafts, bamboo craft, handloom, handicraft and spices etc

Agriculture Production Cluster

Mission Shakti has been part of the Special Programme on Agriculture Production Clusters (APC) launched by Government of Odisha to bring sustainable changes in the livelihood of our farmers. It aims to double the farm income of 1 lakh women farmers in 40 backward blocks of 12 tribal dominated districts over a period of 4 years. As part of APC, Mission Shakti enables SHG members to have better control and access over farm incomes through the formation of 363 Producers groups and 30 Producer Companies. This endeavour of Mission Shakti focuses on diversification of cropping systems, setting up critical infrastructure for agriculture, establishing local mechanism for input services, ensuring improved package of practices and adoption of non-pesticide management practices. Women farmers collectives through APCs strive to institutionalise the marketing process to ensure fair prices and organise the production system resulting in higher incomes of women SHG members.



Gangajamuna Producer Group consists of three villages named Karanja, Melkajaba and Boriguda. It includes 7 Self Help Groups of Mission Shakti. With the intervention of the Agriculture Production cluster, they are now cultivating vegetables like cauliflower, beans, chilli and cowpea in large patches. They successfully harvested 2150 quintal vegetables through this initiative. Initially, the produce was sold in local markets but from the last year these groups sell in an organised way. They have sold large stocks of their harvest to diverse markets and traders of Raipur, Bhubaneswar, Berhampur, Hinjilicut and JKpur with an annual turnover of Rs. 32 lakh which will increase further.

Gangajamuna Producer Group
Rayagada

363
Producer Groups
involved

37,000
SHG members
involved

Activities undertaken
Horticulture, vegetable cultivation,
Backyard Poultry

Millets on a Plate

In order to revive the consumption of millets in urban areas, Mission Shakti in collaboration with Odisha Millets Mission (OMM) is promoting establishment of Tiffin Centres and mobile food trucks under the brand name 'Millet Shakti', creating promising opportunities for Self Help Groups and their Federations. This fulfils the objectives of empowering women by providing them with a sustainable source of livelihood, as well as extending a platform for making healthy and nutritious millet-based food available to the people of Odisha and supporting farmers growing dryland crops.

Millets Shakti Cafés (Quick Service Restaurants) will be a key highlight under this initiative. Run completely by Women Self Help Groups and their Federations, these cafes will serve millet-based hot cooked items, millet drinks, bakery products, ready-to-cook and ready-to-eat products. Furthermore, the groups are also helping in supplying 'Ragi Laddus' to pre-school children in AWCs.

These initiatives focus on popularising an array of millet-based food products by offering nutritious and palatable options at an affordable cost to people across various age groups.



To promote the consumption of millets in a person's regular diet, district administration Malkangiri started a Millet Shakti Tiffin Centre in collaboration with Mission Shakti and Odisha Millets Mission. The Maa Santoshi Self Help Group operates and manages the Millet Shakti Tiffin Centre with great efficiency. They sell idli, suna, kheer, mandia, samosa, vada and more, and earn a daily income of Rs. 2000-2500.

Maa Santoshi Self Help Group
Malkangiri



Mission Shakti Mela

A celebration of hard work, passion and excellence, the Mission Shakti Mela was organised for the first time by the Directorate of Mission Shakti from 5th-16th December, 2019 in Bhubaneswar. This mega exhibition promoted products prepared by Women Self Help Groups of Mission Shakti across Odisha.

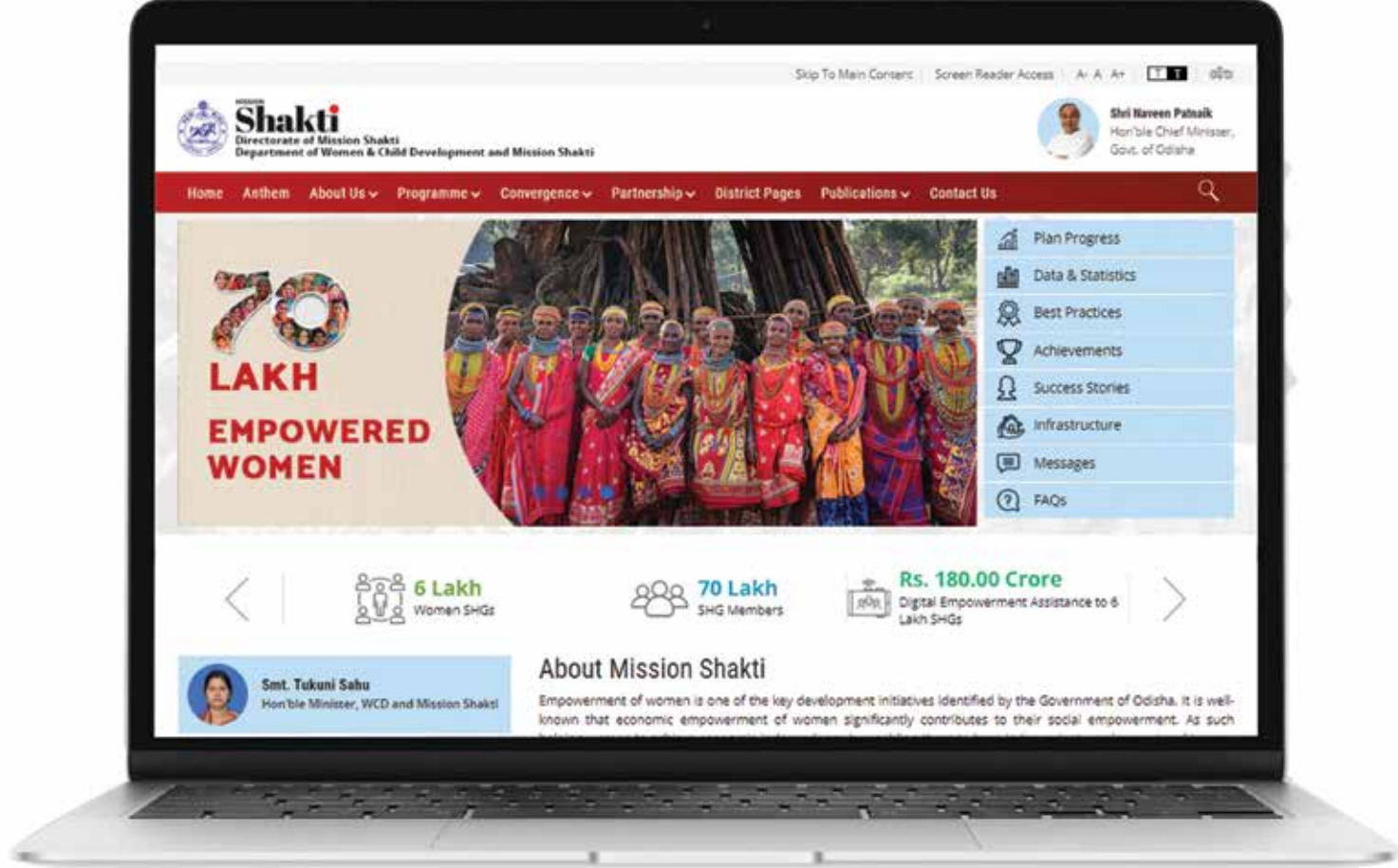
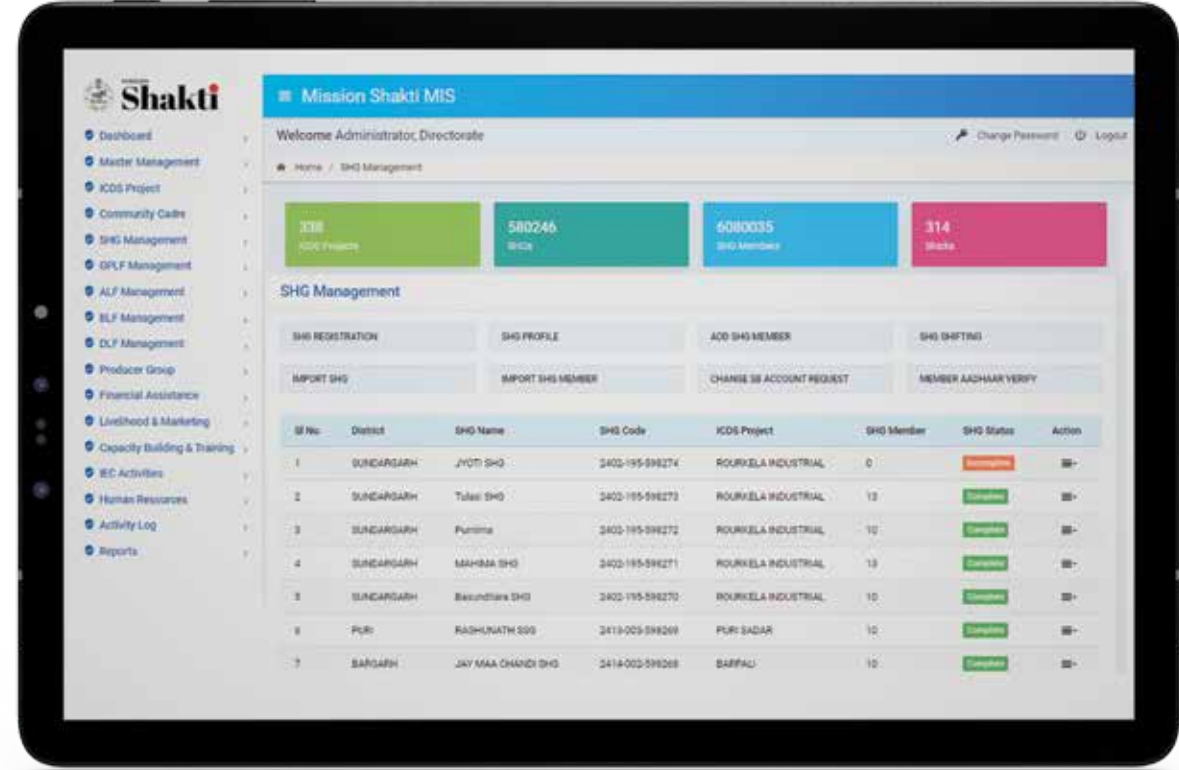
This 'mela' featured 202 stalls for display and sale of various handlooms, handicrafts, non-timber forest produce (NTFP), food items, spices and non-farm products. Besides, 12 stalls in the food court were also managed by the groups and women entrepreneurs. During this exhibition-cum-sale, Women Self Help Group products worth more than 6 cr were sold.



Digital Interventions

The digital divide is an important gap that Mission Shakti aims to address. In today's world women's access to ICT, improved digital skills and use of digital tools is imperative to empowerment and leadership.

These skills are also important to overcome barriers related to gender stereotypes in business. The vast array of digital tools allow women to operate business enterprises from remote locations while availing business solutions over internet and telecom networks. Flexi-timings and work from home work to the advantage of women.



The Journey[•] Ahead



In the coming months Mission Shakti aims to leverage the power of digital financial services and e-commerce platforms to ultimately improve the financial wellbeing of women and rural households through digital networks (e-commerce) . We shall also improve access of Mission Shakti members to digital financial services by way of demonstrating and testing new products, services and business models. These will include customised micro credit, micro pensions, micro insurance, micro savings, goal based savings, micro investments and marketing of products through e-commerce platforms. This will go hand in hand with digital and financial literacy for SHG members and will ultimately strengthen the financial inclusion of women in Odisha and help augment their financial freedom.

Creating awareness on sexual and reproductive health and rights is of paramount importance. It contributes to empowerment, well-being and overall development of women. To achieve this, Mission Shakti aims to build capacities and skills of women SHGs for issues around reproductive health & rights. This would help in enhancing their socio economic status and enable them to take on leadership roles in their families and communities.

Considering that hundreds of SHGs are working in areas related to food and nutrition and that these directly impact the nutritional security of women and children, Mission Shakti also plans to provide technical assistance to benefit livelihoods, enhance women empowerment, and improve nutrition sensitisation and its links with gender equity .

With a holistic approach towards enabling a strong skill development system, Mission Shakti is partnering with organisations of national repute to build a women-centric skilling initiative. Catering to the skilling needs of Women Self Help Group members across Odisha, Mission Shakti aims to provide livelihood-oriented and technology-driven skill development programmes to willing and eligible group members to enhance employability of women, foster excellence and ensure sustenance of women-led and women-owned enterprises.

While delivering these competency-based training opportunities to group members in collaboration with market leaders in the skilling sector, emphasis will be laid on identification and promotion of sustainable livelihood options customised for Mission Shakti SHGs.



Mission Shakti Team



