



MISSION

Shakti

ANNUAL ACTIVITY REPORT

2024-25



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About the Department

The Government of Odisha has been unwavering in its commitment to promoting women's empowerment, recognising it as a pivotal driver of inclusive development and social transformation. In 2001, a visionary initiative titled "Mission Shakti" was launched to bring this vision to life. Anchored in the formation and strengthening of Women Self-Help Groups (SHGs), the programme has grown into a state-wide movement for financial independence and grassroots leadership among women.

At the heart of Mission Shakti lies a powerful belief, that empowering women through SHGs not only uplifts families but also transforms communities. The initiative has enabled women to actively participate in a wide range of socio-economic activities, supported by access to credit, market linkages, and livelihood development opportunities. With the combined support of the Government of India and the State Government, Mission Shakti continues to create an equal and enabling platform for women across rural and urban Odisha.

Today, Mission Shakti is a movement of over 70 lakh women, organised into more than 6 lakh SHGs, unified by a shared aspiration for dignity, independence, and entrepreneurship. To enhance support for these SHGs and ensure institutional convergence, the Government of Odisha established the Department of Mission Shakti in 2021, a landmark step to institutionalise women's empowerment as a governance priority.

Under the dynamic leadership of the current government, Mission Shakti has expanded its vision through flagship schemes like Lakhpati Didi and Subhadra Yojana. The Lakhpati Didi Initiative, aligned with the Hon'ble Prime Minister's national vision, aims to ensure every SHG woman earns at least ₹1 lakh annually, transforming rural women into confident entrepreneurs. Odisha has emerged as the No. 1 state in India, with over 15 lakh Lakhpati Didis already created, a testament to the initiative's deep grassroots impact.

Meanwhile, Subhadra, an innovative direct benefit scheme by the Government of Odisha, further reinforces the financial security and dignity of women, ensuring their participation in the state's growth story.

From running Mission Shakti Cafés, Retail Marts, Millet Shakti Centres, to engaging in organic farming, floriculture, handicrafts, and textile production, SHG women are now not just participants, they are leaders of Odisha's development journey. Mission Shakti continues to serve as the foundation for Viksit Odisha 2036 & 2047, building a future where every woman is empowered, every community is resilient, and every household is self-reliant.

ORGANISATIONAL STRUCTURE

State Administration Unit



Smt. Pravati Parida

Hon'ble Deputy Chief Minister



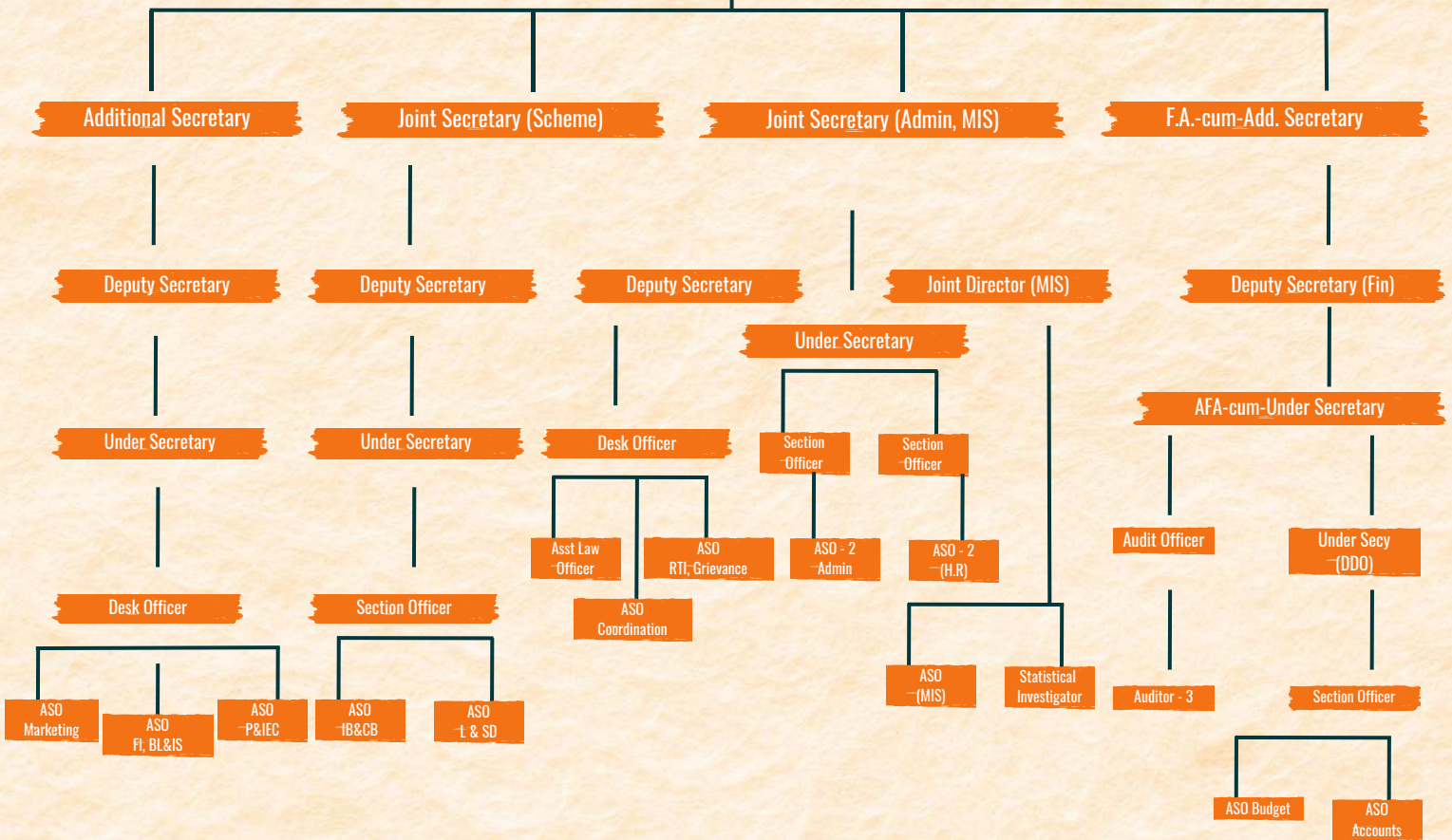
Smt. Shalini Pandit

Commissioner-cum-Secretary



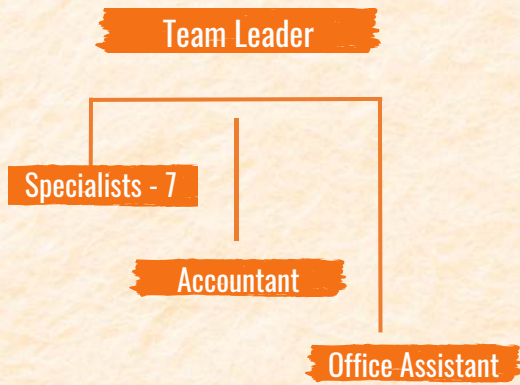
Dr. Monica Priyadarshini

Director

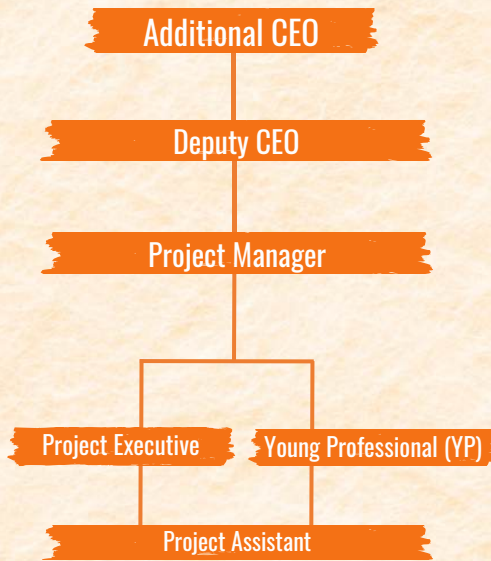


State Support Unit

SPMU



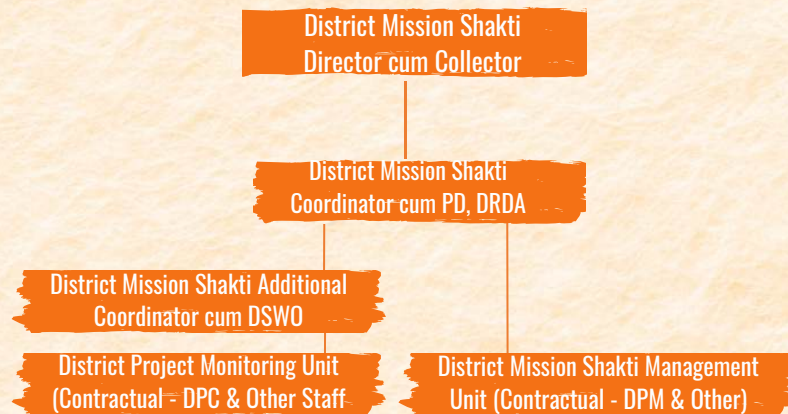
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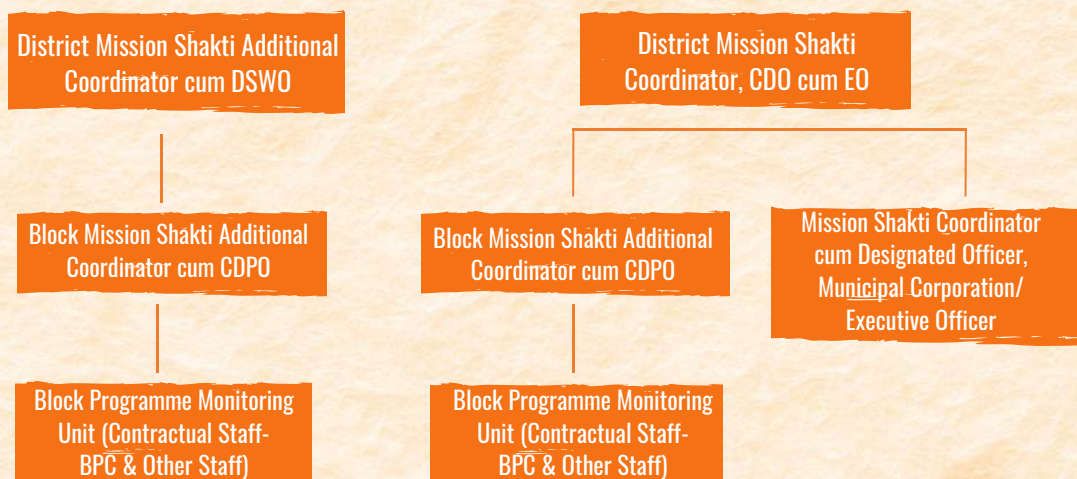
TSU

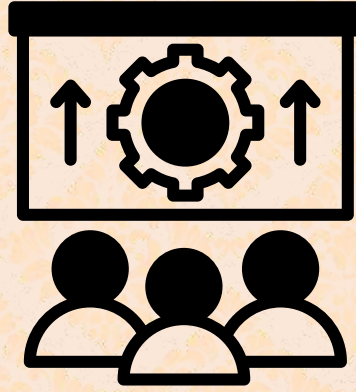


District Support Unit



Block/ICDS/ULB





INSTITUTION STRENGTHENING AND CAPACITY BUILDING



Institution Strengthening



I. Formation & Promotion of SHG:

There are 6.02 lakh SHGs comprising of 70 lakh members organised under Mission Shakti across rural and urban areas of the state.

II. Financial Assistance to SHGs/BLFs:

- Soft Loans to SHGs through BLFs: Revolving Fund amounting to Rs. 50 lakh per BLF has been released in two phases to all 338 BLFs for financing SHGs for income enhancement and livelihood activities in two phases. Further Rs. 50 Lakh per BLF has been provisioned towards Revolving fund.
- Administrative Contingency to BLFs: 338 BLFs are being provided with administrative contingency @ Rs.1.06 lakh annually for day-to-day office management.
- Administrative Contingency to DLFs: 30DLFs are being provided with administrative contingency @ Rs.2 lakh annually for day-to-day office management
- Revolving fund to DLF @ 1 crore

III. Financial Assistance to Community Support Staff and Federation Members

a. Financial Package for Community Support Staff: Gram Panchayat Level Federations are the grassroot level focal institutions of SHGs at the Gram Panchayat level acting as a support system for member SHGs. The community support staffs at the GPLF level play a critical role in strengthening the SHG movement in the State. Considering their contribution, financial package has been provisioned for these community cadres towards uniform, Smart phone and fixed TA.

BENEFITS

1

Uniform for all community support staff @ Rs. 1000/- per person annually

2

Identity cards for all community staff

3

One-time financial assistance @ Rs. 5000/- for all community staff towards purchase of smart phone of their choice

4

All CRP-CMs to receive honorarium @ Rs. 3000/- per month irrespective of the release of VRF

5

Monthly fixed travel allowance @ Rs. 350 for CRP - CMs

6

Additional telephone allowance @ Rs. 150 per month for CRP-CMs making the total allowance to Rs. 250/-



b. Financial provisions for federation leaders: Considering the selfless contribution and services rendered by the federation members at GP and Block level, financial support towards Meeting Fees and Fixed Travelling Allowances for the Executive Committee members of the Mission Shakti GPLFs and BLFs has been provisioned by this Department.

Federation Type	Designation	Incentive (Rs.)
GPLF	President & Secretary	2500
	Other EC Members	1500
BLF	President & Secretary	4500
	Other EC Members	2500
DLF	President & Secretary	5000
	Other EC Members	4000

IV.Capacity Building:

Capacity building of SHG members for Livelihood & Enterprise promotion in fashion designing, beauty & wellness, cafe & hospitality management, need-based livelihood training at block level being taken up by the Department.

During 2024-25, 498 SHG/GPLF members have been provided basic capacity building on SHG/Federation management, institution strengthening and leadership. 200 SHGs have been provided training on Cafe management. 12 SHG members undergoing 1-year training in WSC. 72 SHG members trained in bakery making at Skill Development Centre, Barabati palace Cuttack.



V. Infrastructure support to SHGs/Federations

To strengthen SHG/Federation activities and ensure effective implementation at the grassroots level, the Department is undertaking the construction of dedicated infrastructure at various levels.

- I. Government has approved construction of one Mission Shakti Gruha in each Gram Panchayat/Urban ward level to facilitate SHG activities
- II. GPLF office building with market complex @ Rs. 30 lakh per building for each GPLF
- III. The Block Mission Shakti Bhawans at ICDS project level and District Mission Shakti Bhawan at District level play a crucial role by providing essential infrastructure support to the block and district level federations respectively
- IV. Mission Shakti Bazaar provisioned at District level

LEVEL	INFRASTRUCTURE	COST	SANCTIONED	COMPLETED
GRAM PANCHAYAT	MISSION SHAKTI GRUHA	₹ 5 LAKH	7812	6479
URBAN WARD	MISSION SHAKTI GRUHA	₹ 5-7.09 LAKH	1489	553
GRAM PANCHAYAT	GPLF OFFICE BUILDING WITH MARKET COMPLEX	₹ 30 LAKH	1888	4
ICDS PROJECT	BLOCK MS BHAWAN	₹ 50 LAKH	338	312
DISTRICT	DISTRICT MS BHAWAN	₹ 1 CRORE	30	12
DISTRICT	MISSION SHAKTI BAZAAR	AS PER PROJECT	33	5

VI. Mission Shakti Call Centre: A Milestone in Women's Empowerment

In a landmark initiative to enhance support services for women-led Self-Help Groups (SHGs) across Odisha, the Department of Mission Shakti established the Mission Shakti Call Centre in 2024-25. This dedicated helpline (155276) serves as a single-point communication platform to address queries, provide information, and resolve issues related to SHG operations, financial inclusion, livelihood opportunities, and government schemes.

The Mission Shakti Call Centre was inaugurated by Hon'ble Deputy Chief Minister of Odisha, Ms. Pravati Parida, marking a significant step towards strengthening last-mile service delivery for SHG members. This initiative reflects the Odisha government's commitment to women's economic empowerment and self-reliance. By bridging communication gaps and providing a responsive support system, the Mission Shakti Call Centre empowers SHGs to navigate challenges effectively and leverage available resources.





FINANCIAL INCLUSION & STATE INTEREST SUBVENTION

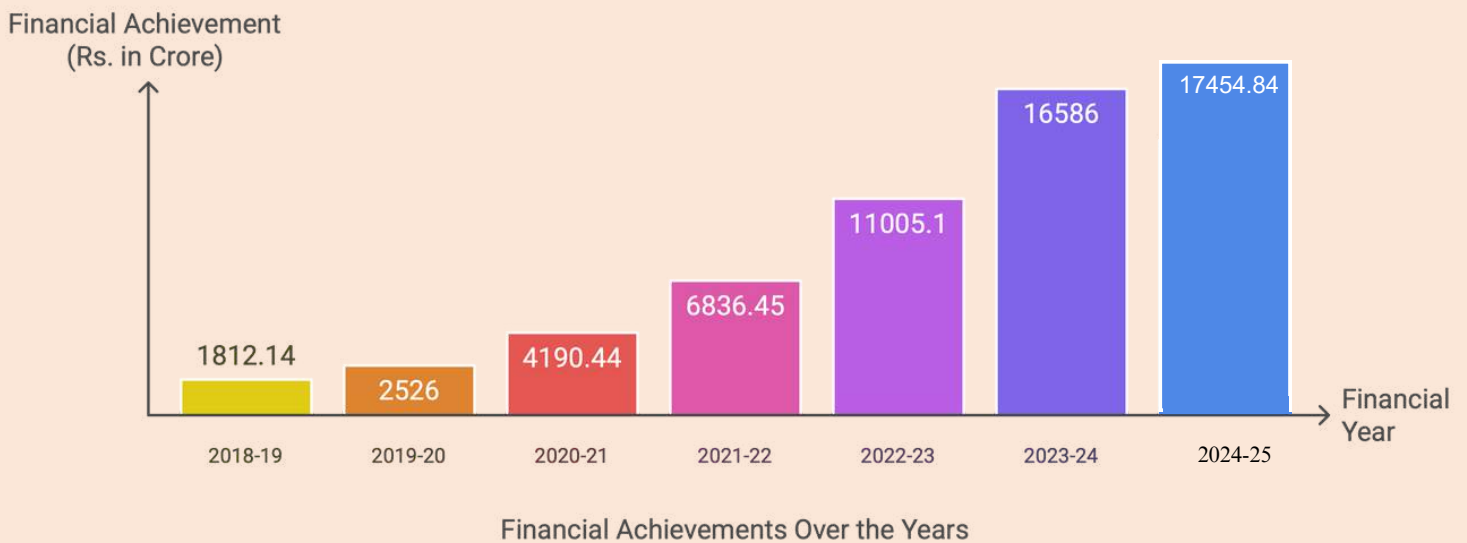


Financial Inclusion

I. Bank Linkage & Interest Subvention

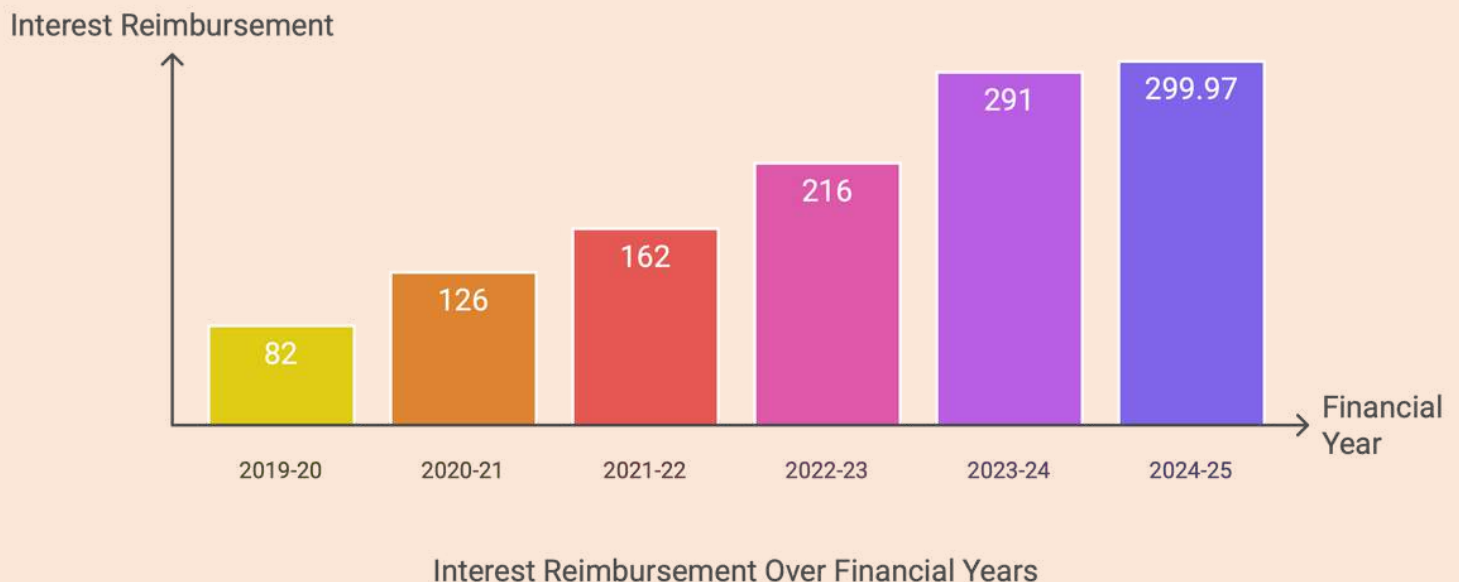
The SHG Bank Linkage programme undertaken by Mission Shakti has been of paramount significance with regard to the economic empowerment of 70 lakh women in 6 lakh Mission Shakti SHGs. With the year-on-year increase in institutional finance, Mission Shakti SHGs have been able to own and operate women-led enterprises thereby significantly contributing to local economies.

During the current financial year 2024-25, 3.52 Lakh SHGs have been provided with bank linkage amounting to Rs. 17454.84 crore against the target of Rs. 20,000 crore to 4 lakh SHGs.



II. State Interest Subvention Scheme (Mission Shakti Loan):

In order to propel women-led entrepreneurship at SHG level, Government of Odisha provides interest free loans up to Rs. 10 lakh to SHGs on prompt and regular repayment of Bank loans i.e. SHG bank loan at 0% annual rate of interest. During the FY 2024-25, funds amounting to Rs. 299.97 crore have been disbursed towards interest reimbursement.



III. Business Correspondent Agents

To ensure last-mile delivery of banking services in unbanked and under-banked Gram Panchayats, the Odisha Government made a historic decision of engaging Women Self Help Groups and Federation Members as Business Correspondent Agents (BCAs). Cumulatively 2,321 SHG members have been onboarded as BCAs and required devices for BCAs have been provided free of cost taking support from NABARD and the Department of Mission Shakti.

Transaction Details (2024-25 FY) Upto 28th February 2025

Sl No	Bank	No of BCAs	Transaction by BCAs (Rs. in crore)	Commission (Rs. in Lakh)	Average Commission (Range in Rs.)
1	SBI	299	646.84	187.29	7500-8000
2	UGB	138	39.37	12.55	1500-2500
3	ICICI	662	22.38	8.13	1000-1500
4	YES	871	57.21	10.29	1000-1500
5	UCO	115	58.99	24.69	2500-3500
6	OGB	236	0.00	0.00	0.00
Total		2321	824.79	242.95	-





SHGS TO MICRO ENTREPRENEURS (MARKET LINKAGE)



SHGs to Micro Entrepreneurs

MISSION SHAKTI CAFES

Staying true to its core ideals of providing livelihood opportunities, promoting entrepreneurship among the women across the state, and intent on making them self-sufficient, the establishment of Mission Shakti Cafes is ushering in a wave of new opportunities. 267 Mission Shakti Cafes operational so far across the state have been instrumental in promoting women-led entrepreneurship in this sector.



MISSION SHAKTI BAZAAR



Strengthening of physical market system & promotion of E-commerce for facilitating sale of SHG products:

With an objective of providing sustainable livelihood solutions to producer SHGs for selling their produce, Government of Odisha through Mission Shakti is supporting the establishment of a robust retail distribution network across the state. Mission Shakti Bazars are being set up at the District level for year the round marketing of SHG product.



The state-of-the-art Mission Shakti Bazaar at Bhubaneswar managed by a PC comprising Missionshakti federation leaders offers a unique ambience to customers offering 1700+ kinds of SHG products. A Producer Company has been formed for management of Mission Shakti Bazaar at SIRD campus.

MISSION SHAKTI RETAIL MARTS

This initiative focuses on boosting women-led entrepreneurship in retail sector. During the year 2024-25, 303 Retail Marts have been set up and 99 retail marts have been made functional. 7,500 MSRMs are to be set up over a period of 5 years.



PRODUCER GROUPS & PRODUCER COMPANIES

Under Agriculture Production Cluster (APC) programme across 16 Districts, 1181 PGs and 62 PCs representing 1.41 lakh members have been formed. Under this initiative, 22,861 MT of vegetables, valued at over Rs. 67.9 crore, were successfully marketed through Producer Groups (PGs) and Producer Companies (PCs), strengthening collective farming and market linkages for SHG farmers.



On 24th March 2024, a Memorandum of Understanding (MoU) was signed among the Directorate of Horticulture, DA&FE; Department of Mission Shakti; and Professional Assistance for Development Action (PRADAN) to further strengthen the APC model. This collaboration aims to support the promotion of 695 Producer Groups (PGs) and 27 Producer Companies (PCs) across 27 blocks in 11 districts, enhancing market linkages and sustainable agriculture for women-led SHGs.

317 Producer Groups comprising 10,712 SHG members in 30 districts have been formed in non-farm sectors namely Handloom, Sabai, Golden Grass, Dhokra, Silver Filigree, Tribal Jewellery etc. Business amounting to Rs. 18.30 crore has been generated during 2023-24.



Promotion of millet-based entrepreneurship among SHGs in convergence with Shree Anna Abhiyan

Mission Shakti, in partnership with the Shree Anna Abhiyan, is supporting the establishment of Tiffin Centres and mobile food trucks under the brand name 'Millet Shakti,' generating potential opportunities for Self Help Groups and their Federations.

These cafes provide millet-based hot cooked foods, millet drinks, bakery products, ready-to-cook and ready-to-eat products, and will be run entirely by Women Self Help Groups and their Federations. Furthermore, the organisations are assisting in the distribution of 'Ragi Laddus' to preschool children at AWCs. These programmes aim to popularise a variety of millet-based food products by providing nutritious and delicious options to people of all ages at an affordable price.

927 Ragi threshers have been provided to selected SHGs for value addition to millets. 315 Millet Shakti tiffin Centres and 15 Millet Shakti Café and 8 Millet Shakti outlet have been set up. 21 SHGs in Keonjhar district and 38 SHGs in Sundergarh district have started production and supply of Ragi laddu mix to AWCs. So far 3775 Millet enterprise has been set up by SHG Members.

Marketing of SHG products through Exhibitions/Mela

SHGs are sponsored to District/State/National level exhibitions and Melas for selling their products.

The Subhadra Shakti Mela was organized in Bhubaneswar from 22nd February to 2nd March 2025, providing a dynamic platform for Self Help Groups (SHGs) to exhibit their entrepreneurial talents, promote indigenous products, and strengthen their economic independence. This event has become a crucial catalyst for women-led enterprises, with 320 SHGs from diverse sectors such as handicrafts, textiles, food processing, agro-based products, and organic goods actively participated. The event fosters business expansion through direct sales, bulk procurement, and exposure to digital marketplaces, thereby creating sustained income opportunities for SHGs. The sales performance at the mela has shown a remarkable upward trajectory with around Rs. 5.22 crore business for the SHGs, with popular product categories including handloom textiles, traditional handicrafts, organic food products, and millet-based snacks receiving overwhelming consumer response.



Year	Total Stalls	SHGs/PGs Participated	Turnover (Rs in Cr.)
2018-19	764	1364	9.07
2019-20	954	1676	14.06
2020-21	355	622	4.9
2022-23	410	587	6.9
2023-24	560	1058	9.66
2024-25	320	320	5.22
Total	3363	5627	49.81





PROVISIONING OF GOVERNMENT BUSINESS TO SHGS

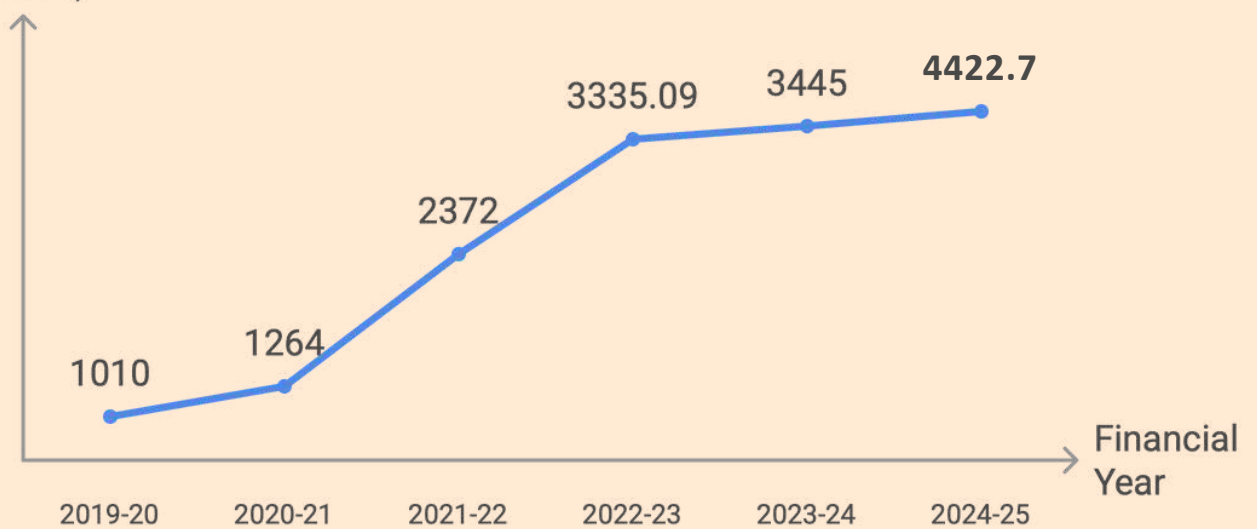


Provisioning of Government Business to SHGs

Government of Odisha has provisioned services and goods in the Government sectors from Mission Shakti SHGs to deepen the engagement of lakhs of women with Government programmes at the grassroots level and ensure last mile delivery of services while providing additional and sustainable livelihood opportunities to women SHGs.

Under the unique livelihood convergence initiatives, SHGs are engaged under different activities/programmes of 19 Government Departments. Government business worth of Rs. 14993.87 crore have been provided to SHGs in last five years. During the current financial year 2024-25, Government business worth of Rs. 4422.7 crore has been provided to SHGs.

Government Business (Rs. in Crore)



Government Business to SHGs (2019-2025)



Government Business to SHGs FY 2024-25

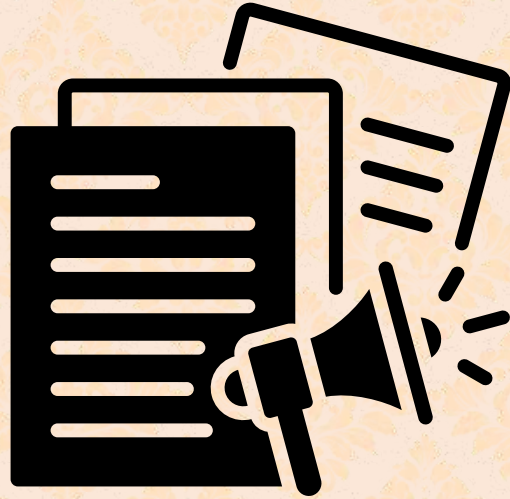
Department	Major Activities	No. of SHG	Turn over (Rs in Cr)
Food Supplies & Consumer Welfare	Paddy procurement, PDS dealership	2946	1412.00
Energy	Electricity Meter reading & Bill collection	1416	252.50
Fishery & Animal resources Development	Pisciculture in GP tanks, broiler farming, 30+2 Goatery	6181	381.94
Women & Child Development	THR production & supply, Pre-school uniform supply	2798	944.21
Dept of Agriculture & Farmers' Empowerment	Agri-venture, Millet based enterprise, Mushroom cultivation, Vegetable cultivation, Coffee nursery raising, Seed dealership etc	21344	396.30
ST & SC Development	Supply of mess items, supply of Uniform, IGA under OSFDC , IGA under OTELP plus, Mission Jeevika etc	3230	8.54
Finance	BCA	2082	22.16
Handloom , Textiles & Handicrafts	Marketing through Utaklika, Technonlogical upgradation , Enterprise support under Silpi Unnnati Yojana, Craft village program, tasar farming etc	2244	53.36
Health & Family Welfare	Hospital diet, Help desk managment, Mahaprayan vehicle management, MS Café under Ama Hospital etc.	3731	20.72
House & Urban Development	Aaahar , MUKTA, Jalasathi, Swachhasathi, FSTP	1019	601.19

Department	Major Activities	No. of SHG	Turn over (Rs in Cr)
Panchayati Raj & Drinking Water	Water testing , CLA as PIA for Nursery raising	1535	29.35
Forest, Environment & CC	Nursery raising, Supply of FYM, Vermi-compost, Forest fire awarness , Micro-planning under AJY	578	5.34
Electronics & IT	Mo Seba Kendra	449	0.96
Commerce & Transport	Management of Mukhyamantri Paribahan Seva buses, Fair box revenue collection, Facility management service at BQS	284	3.83
School & Mass Education	Housekeeping and Watch & Ward , MDM, School Uniform	13666	288.52
MSME	Food processing & Upgradation of THR Unit		
Tourism	Way-side amenity centre management	5	0.25
Works	Way-side amenity centre management	25	1.50
Cooperation	Management of RMC, Post Harvest Management & Primary processing centre		
Total		63,533	4,422.7

Activities Through Partnership

Department of Mission Shakti also fosters partnership with different State/ National and International/ UN agencies/ institutions for capacity building and graduating SHGs to enterprising entities.

SL NO	AGENCY / INSTITUTION	ACTIVITY
1	UNITED NATIONS POPULATION FUND (UNFPA)	SOCIAL EMPOWERMENT OF WOMEN SHGS – FINANCIAL & DIGITAL LITERACY, SEXUAL REPRODUCTIVE HEALTH & GENDER BASED VIOLENCE
2	UNITED NATIONS WORLD FOOD PROGRAMME (UNWFP)	EMPOWERING WOMEN & STRENGTHENING LIVELIHOODS THROUGH SUPPORT TO WOMEN SHGS - ENHANCEMENT OF OPERATIONAL EFFICIENCY OF LIVELIHOOD CONVERGENCE PROGRAMMES & LEARNING MANAGEMENT SYSTEM
3	APPAREL & HOME FURNISHINGS SECTOR SKILL COUNCIL (AMHSSC)	SKILLING SHG MEMBERS ON FASHION DESIGNING, GARMENT MANUFACTURING & HANDHOLDING FOR ESTABLISHMENT OF GARMENT PRODUCTION UNITS
4	BEAUTY & WELLNESS SECTOR SKILL COUNCIL (BWSSC)	SKILLING SHG MEMBERS IN BEAUTY & WELLNESS SECTOR TO SET UP BEAUTY SALONS
5	RUBBER, CHEMICAL & PETROCHEMICAL SKILL DEVELOPMENT COUNCIL (RCPSDC)	SKILLING SHG MEMBERS ON HAWAI SLIPPER MANUFACTURING, HANDHOLDING FOR PRODUCTION UNITS WITH 30% BUYBACK ARRANGEMENT
6	INSTITUTE OF HOTEL MANAGEMENT (IHM)	SKILLING SHG MEMBERS ON CAFÉ MANAGEMENT
7	WORLD SKILL CENTRE (WSC)	PROFESSIONAL TRAININGS – BEAUTY & WELLNESS, HOUSEKEEPING SERVICES
8	INDIAN SCHOOL OF BUSINESS (ISB)	RURAL PROSPERITY THROUGH FOREST-BASED LIVELIHOODS - AGGREGATION, VALUE ADDITION AND COLLECTIVE MARKETING OF NTFPS
9	AGRICULTURE PRODUCTION CLUSTER (APC)	SYNCHRONISED PRODUCTION, VALUE ADDITION & COLLECTIVE MARKETING OF FRUITS & VEGETABLES SUPPORTING 1188 PGS AND 63 PCS, CAPACITY BUILDING OF 1 LAKH HOUSEHOLDS
10	ODISHA MILLETS MISSION (OMM)	COLLECTIVE MILLETS FARMING, PROCESSING AND VALUE ADDITION TO MILLETS, PROMOTION OF MILLETS BASED ENTERPRISES, SUPPORT FOR MILLET BASED KIOSKS, MOBILE/SALES OUTLET
11	PRADAN & DIRECTORATE OF HORTICULTURE	VALUE ADDITION TO GINGER
12	ORMAS & TSA (KALGUDI)	ORGANISED MARKETING, BRANDING & SUPPLY CHAIN MANAGEMENT OF SHG PRODUCTS (FOCUS ON NON-FARM PRODUCTS)

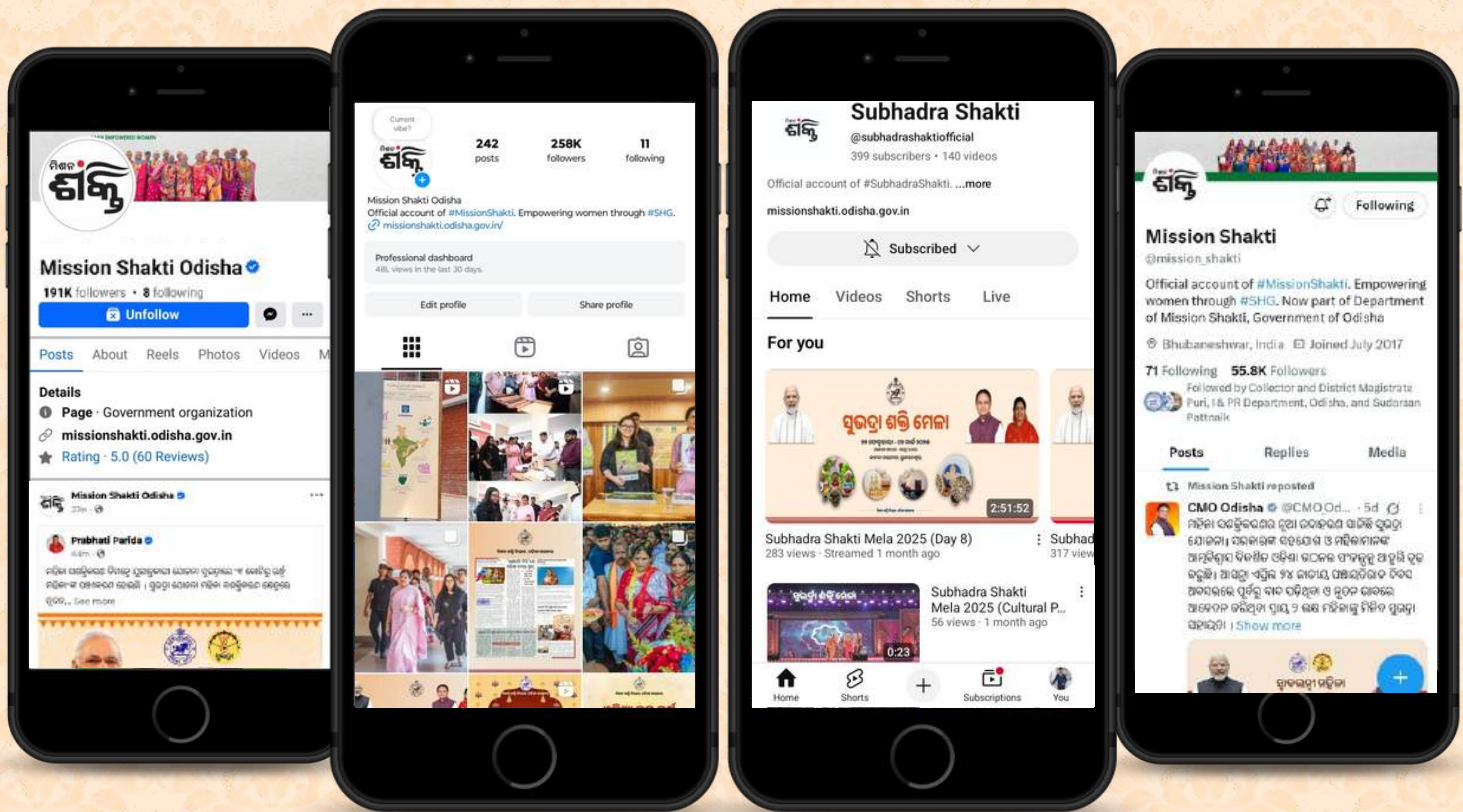


PUBLICITY AND IEC

(INFORMATION, EDUCATION AND COMMUNICATION)



SOCIAL MEDIA PRESENCE



Mission Shakti's dedication to addressing issues like gender discrimination, socio-economic disparity, and women's empowerment in Odisha calls for broad-reaching efforts. To truly impact and inspire change on a wider scale, embracing the power of Social Media is imperative. In today's digital age, a robust social media presence can amplify the initiative's visibility, expand its global reach, and rightfully acknowledge its invaluable contributions.

Social Media Objectives & Goals

- Creating Awareness
- Outreach through Social Media; sharing information relevant to different programs rolled out, success stories, QnAs etc to reach out to the public.
- Engaging with the Community of 70 lakh WSHG members & their families. Addressing grievances, solving problems, answering queries, hand holding & providing a positive, conducive atmosphere.

SOCIAL MEDIA

Mission Shakti Odisha
18 Jan

Prabhati Parida is in **Gop, Odisha**.

ଆଜି ଅପରାହ୍ଣରେ ICDS, ଗୋପ ଡା଼ରା ଆୟୋଜିତ ମହିଳା ଓ ଶିଶୁ ବିକାଶ ବିଭାଗ ଓ ମିଶନ ଶକ୍ତି ବିଭାଗର ବିଭିନ୍ନ ସମନ୍ୱୟ ଆଧାରିତ କାର୍ଯ୍ୟକ୍ରମ ରୂପରେ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ ରେ ଯୋଗ... See more

Mission Shakti Odisha
19 Jan

Anjana & Sumati Kanhar of Maa Umadevi SHG are transforming agriculture in Phulbani, #Kandhamal with strawberry cultivation on 1 acre, yiel... See more

Mission Shakti Odisha
20 Jan

Prabhati Parida Follow
29 Jan

ଗ୍ରାମ୍ୟ ଅର୍ଥନୀତିକୁ ସୁଦୃଢ଼ କରିବା ପାଇଁ ଶକ୍ତିଶାଳୀ ଓମେନ ଲେଡ଼ ଇକୋଜେନି ନରିକ ପାଇଁ ମହିଳାମାନଙ୍କୁ ତାଲିମ ଦିଆଯିବ... See more

ସାବଲମ୍ବା ହେବେ ମହିଳା, ଗ୍ରାମ୍ୟ ଅର୍ଥନୀତି ହେବ ସୁସ୍ୱଚ୍ଛ

ଲକ୍ଷ୍ମୀ ଓଡ଼ିଶା ନକ୍ଷରେ 'ସୁରହାସୁ ମୁଦ୍ରା ସେବକରେ' ୨ ଟି MOU ସ୍ୱାକ୍ଷରିତ

- ମହିଳାଙ୍କୁ ସାବଲମ୍ବା କରିବାକୁ ତାଲିମ ଦେବ ଆକାଶପାଠ୍ୟ
- ଶୁକାର ଝିଲ ସେକର ସହ ସମ୍ବଲପୁର ଆକାଶପାଠ୍ୟ ମଧ୍ୟରେ MOU ସ୍ୱାକ୍ଷରିତ
- ଗ୍ରାମ୍ୟ ଅର୍ଥନୀତିକୁ ସୁଦୃଢ଼ କରିବା ପାଇଁ ଶକ୍ତିଶାଳୀ ଓମେନ ଲେଡ଼ ଇକୋଜେନି ପାଇଁ ମହିଳାଙ୍କୁ ତାଲିମ ଦିଆଯିବ

Mission Shakti Odisha
11 Jan

On 11.01.2025, Dr. Monica Priyadarshini, IAS, SMD-cum-CEO, OLM & Director, Mission Shakti, along with Joint Secretary, OLM, inaugurated the di... See more

Mission Shakti Odisha
11 Jan

10 #MissionShaktiSHGs, representing Odisha's vibrant tribal districts, are showcasing their craftsmanship at the Adivasi Mela 2025, I... See more

Mission Shakti Odisha
30 Jan

To strengthen the implementation of Business Development Plans (BDPs) & effective monitoring of #LakhpatiDidi activities, a Two-Days Regi... See more

Mission Shakti Odisha
13 Jan

The #MissionShakti stalls at #PravasiBharatiyaDivas 2025 became the star attraction, drawing an impressive 22,000+ visitors over two ext... See more

Mission Shakti Odisha
8 Jan

On 07.01.2025, Dr. Sukanta Majumdar, Hon'ble Union Minister of State for Education & DoNER, visited the Millet Processing Unit at Semiliguda Bloc... See more

Mission Shakti Odisha
Published by Mission Shakti Spmu
- 24 March

ଲକ୍ଷପତି ଦିଦି

ପଡ଼ିଆର ସୁଦୃଢ଼ ପ୍ରତିଷ୍ଠା ପ୍ରତିଷ୍ଠାରେ ଏକ ନୂଆ ଅଧ୍ୟାୟ

୧୦ ଲକ୍ଷପତି ଦିଦି ସୃଷ୍ଟି ଲକ୍ଷ ରୂ ଅଧିକ

ପଡ଼ିଆର ସୁଦୃଢ଼ ପ୍ରତିଷ୍ଠା ପ୍ରତିଷ୍ଠାରେ ଏକ ନୂଆ ଅଧ୍ୟାୟ ଏବଂ ସୁଦୃଢ଼ ପ୍ରତିଷ୍ଠା

ସମସ୍ତ ମହିଳା, ସମସ୍ତ ପଡ଼ିଆ, ବିଭକ୍ତି ପଡ଼ିଆ

Mission Shakti Odisha
30 Jan

On 30.01.2025, Dr. Monica Priyadarshini, IAS, SMD-cum-CEO, OLM & Director Department Mission Shakti, along with the SMMU team, CDO... See more

Mission Shakti @mission_shakti · Mar 19

On 19.03.2025, the 2nd Sub-Committee Meeting of SLBC on 'Credit Flow to Self-Help Groups' convened at Mission Shakti Bhawan, Bhubaneswar. Smt. Shalini Pandit, IAS, Commissioner-cum-Secretary of Mission Shakti Odisha, chaired this significant gathering.

ଓଡ଼ିଶା ଜୀବିକା ମିଶନ

୪ ଲକ୍ଷରୁ ଅଧିକ ପରିବାର ଏସଏଚଜିରେ ଅନ୍ତର୍ଭୁକ୍ତ

■ ଭୁବନେଶ୍ୱର, ଫେବୃଆରୀ ୩୧ (ଓଡ଼ିଆପତ୍ର) - ପାଳକପାଳିକା ପ୍ରୋତ୍ସାହନ ଯୋଜନା-କାର୍ଯ୍ୟକ୍ରମର ଅନ୍ତର୍ଗତ ଜୀବିକା ମିଶନ ଉପରେ ପରିଚାଳନା ଏବଂ ମାଧ୍ୟମିକମାନଙ୍କ ପ୍ରତ୍ୟାଶାପୂର୍ଣ୍ଣ ଯୋଜନା ଯୋଗୁଁ ୨୦୨୧ ମସିହା ଫେବୃଆରୀ ୨୯ ତାରିଖରେ ପରିଚାଳନା କରାଯାଇଥିଲା।

(ଘରବାଳା ଏବଂ ସେବାୟତାଙ୍କ ଉପସ୍ଥିତି) ପ୍ରାୟ ୧୨୦୦ରୁ ଅଧିକ ପରିବାରଙ୍କୁ ଅନ୍ତର୍ଭୁକ୍ତ କରାଯାଇଥିଲା। ଏହି ପ୍ରକ୍ରିୟାରେ ପାଳକପାଳିକାଙ୍କୁ ନିଜର ଉପାଦାନ ଏବଂ ପ୍ରତିଭାକୁ ପ୍ରଦର୍ଶନ କରିବାକୁ ଏକ ସୁଯୋଗ ମିଳିଥିଲା। ଏହି ପ୍ରକ୍ରିୟାରେ ପାଳକପାଳିକାଙ୍କୁ ନିଜର ଉପାଦାନ ଏବଂ ପ୍ରତିଭାକୁ ପ୍ରଦର୍ଶନ କରିବାକୁ ଏକ ସୁଯୋଗ ମିଳିଥିଲା।



ଜୀବିକା ମିଶନ ଓଡ଼ିଆପତ୍ର ଦ୍ୱାରା ଆୟତ୍ତ କରାଯାଇଥିବା ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମର ଅନ୍ତର୍ଭାଗ ଭାବେ ପାଳକପାଳିକାମାନଙ୍କୁ ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମରେ ଅନ୍ତର୍ଭୁକ୍ତ କରାଯାଇଥିଲା।

ଏହି ଅଭିଯାନ ମଧ୍ୟରେ ଓଡ଼ିଶା ଜୀବିକା ମିଶନ ପ୍ରାୟ ୧୨୦୦ରୁ ଅଧିକ ପରିବାରଙ୍କୁ ଅନ୍ତର୍ଭୁକ୍ତ କରିବାକୁ ସମର୍ଥନ ଦେଇଛି। ଏହି ଅଭିଯାନ ମଧ୍ୟରେ ଓଡ଼ିଶା ଜୀବିକା ମିଶନ ପ୍ରାୟ ୧୨୦୦ରୁ ଅଧିକ ପରିବାରଙ୍କୁ ଅନ୍ତର୍ଭୁକ୍ତ କରିବାକୁ ସମର୍ଥନ ଦେଇଛି।

ସାମାଜିକ ଅନ୍ତର୍ଭୁକ୍ତିକରଣ ଅଭିଯାନ: ଓଡ଼ିଶା ଜୀବିକା ମିଶନ (ଓଏଲ୍ଏମ୍) ଦ୍ୱାରା ୪ ଲକ୍ଷରୁ ଅଧିକ ପରିବାରକୁ ଏସଏଚଜିରେ ଅନ୍ତର୍ଭୁକ୍ତିକରଣ

admin@odia March 31, 2025



ପାଳକପାଳିକାମାନଙ୍କୁ ଅନ୍ତର୍ଭୁକ୍ତ କରିବାକୁ ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମର ଅନ୍ତର୍ଭାଗ ଭାବେ ପାଳକପାଳିକାମାନଙ୍କୁ ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମରେ ଅନ୍ତର୍ଭୁକ୍ତ କରାଯାଇଥିଲା।

୪ ଲକ୍ଷ ପରିବାର ଏସଏଚଜିରେ ମିଶିଲେ

ଦିବ୍ୟାଙ୍କ, ବୟସ୍କ ଉପରେ ଗୁରୁତ୍ୱ ମାର୍କ ଠାରୁ ଆରମ୍ଭ ହୋଇଥିଲା ଅଭିଯାନ



ପାଳକପାଳିକାମାନଙ୍କୁ ଅନ୍ତର୍ଭୁକ୍ତ କରିବାକୁ ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମର ଅନ୍ତର୍ଭାଗ ଭାବେ ପାଳକପାଳିକାମାନଙ୍କୁ ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମରେ ଅନ୍ତର୍ଭୁକ୍ତ କରାଯାଇଥିଲା।

ଏହି ଅଭିଯାନ ମଧ୍ୟରେ ଓଡ଼ିଶା ଜୀବିକା ମିଶନ ପ୍ରାୟ ୧୨୦୦ରୁ ଅଧିକ ପରିବାରଙ୍କୁ ଅନ୍ତର୍ଭୁକ୍ତ କରିବାକୁ ସମର୍ଥନ ଦେଇଛି। ଏହି ଅଭିଯାନ ମଧ୍ୟରେ ଓଡ଼ିଶା ଜୀବିକା ମିଶନ ପ୍ରାୟ ୧୨୦୦ରୁ ଅଧିକ ପରିବାରଙ୍କୁ ଅନ୍ତର୍ଭୁକ୍ତ କରିବାକୁ ସମର୍ଥନ ଦେଇଛି।

ସୁଭଦ୍ରା ଶକ୍ତି ମେଳା

ମାନମୋହିଲୀ ମହିଳା କୁସ୍ତକାରଙ୍କ ଜୀବନ୍ତ ଶିଳ୍ପ



ସୁଭଦ୍ରା ଶକ୍ତି ମେଳା ୨୦୨୫ (ଫେବୃଆରୀ ୨୯-୩୧) ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମର ଅନ୍ତର୍ଭାଗ ଭାବେ ପାଳକପାଳିକାମାନଙ୍କୁ ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମରେ ଅନ୍ତର୍ଭୁକ୍ତ କରାଯାଇଥିଲା।

ସୁଭଦ୍ରା ଶକ୍ତି ମେଳା ପରିଦର୍ଶନ କଲେ ୨ ଲକ୍ଷ ଦର୍ଶକ



ସୁଭଦ୍ରା ଶକ୍ତି ମେଳା ୨୦୨୫ (ଫେବୃଆରୀ ୨୯-୩୧) ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମର ଅନ୍ତର୍ଭାଗ ଭାବେ ପାଳକପାଳିକାମାନଙ୍କୁ ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମରେ ଅନ୍ତର୍ଭୁକ୍ତ କରାଯାଇଥିଲା।

ସୁଭଦ୍ରା ଶକ୍ତି ମେଳାର ୭ମ ଦିବସ

ଜୀବନ୍ତ ଶିଳ୍ପ ପ୍ରଦର୍ଶନ ଦର୍ଶକଙ୍କ ମନ ମୋହିଲୀ



ସୁଭଦ୍ରା ଶକ୍ତି ମେଳା ୨୦୨୫ (ଫେବୃଆରୀ ୨୯-୩୧) ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମର ଅନ୍ତର୍ଭାଗ ଭାବେ ପାଳକପାଳିକାମାନଙ୍କୁ ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମରେ ଅନ୍ତର୍ଭୁକ୍ତ କରାଯାଇଥିଲା।

Subhadra Shakti Mela 2025 - Promoting Innovation & Tradition With SHGs



ସୁଭଦ୍ରା ଶକ୍ତି ମେଳା ୨୦୨୫ (ଫେବୃଆରୀ ୨୯-୩୧) ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମର ଅନ୍ତର୍ଭାଗ ଭାବେ ପାଳକପାଳିକାମାନଙ୍କୁ ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମରେ ଅନ୍ତର୍ଭୁକ୍ତ କରାଯାଇଥିଲା।

ସୁଭଦ୍ରା ଶକ୍ତି ମେଳା ୨୦୨୫

ପରିଦର୍ଶନ କଲେ ୨ ଲକ୍ଷ ଦର୍ଶକ ବ୍ୟବସାୟ ୨ କୋଟି ୫୦ ଲକ୍ଷରୁ ଅଧିକ

ସୁଭଦ୍ରା ଶକ୍ତି ମେଳା ୨୦୨୫ (ଫେବୃଆରୀ ୨୯-୩୧) ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମର ଅନ୍ତର୍ଭାଗ ଭାବେ ପାଳକପାଳିକାମାନଙ୍କୁ ଏକ ସମାଜିକ କାର୍ଯ୍ୟକ୍ରମରେ ଅନ୍ତର୍ଭୁକ୍ତ କରାଯାଇଥିଲା।

Subhadra Shakti Mela 2025: A celebration of culture, craftsmanship, and culinary delights

Subhadra Shakti Mela 2025 at Janata Maidan here continues to captivate thousands of visitors, offering an immersive experience that combines shopping, culture, and community spirit.

DISPLAY OF HOARDINGS & BANNERS

To raise awareness among SHGs throughout the state regarding:

- a) The International Symposium on Shree Anna & Forgotten Foods (ISSFF) 2024 in Odisha empowered Women Self-Help Groups (WSHGs) by promoting millet-based enterprises like Millet Shakti Cafes and Tiffin Centres, enhancing their roles in sustainable agriculture and entrepreneurship.
- b) The advantages of Bank Linkage & Interest Subvention, facilitating hassle-free institutional financing for livelihood promotion.
- c) The Mission Shakti Call Centre (155276) supports SHG women in Odisha with direct assistance and query resolution, strengthening their empowerment journey.

ଅନ୍ତର୍ଜାତୀୟ ଶ୍ରୀ ଅନ୍ନ ଓ ବିସ୍ମୃତ ଖାଦ୍ୟ ସମ୍ମିଳନୀ-୨୦୨୪

ସ୍ୱୟଂ ସହାୟକ ଗୋଷ୍ଠୀମାନଙ୍କ ଦ୍ୱାରା ବିସ୍ମୃତ ଖାଦ୍ୟର ବଜାର ବ୍ୟବସ୍ଥା ଓ ଉଦ୍ୟୋଗ ପ୍ରତିଷ୍ଠା

୧୦-୧୫ ଡିସେମ୍ବର, ୨୦୨୪
ପ୍ରା. ୧୧:୩୦ ଠାରୁ ପ୍ରା. ୦୩:୩୦ ଠାକୁ ପର୍ଯ୍ୟନ୍ତ

ମିଶନ ଶକ୍ତି ବିଭାଗ, ଓଡ଼ିଶା ସରକାର

ସୁଭଦ୍ରା
ତଥା ଦେଇ ତଥା ରଖିଲେ ଆମ ସରକାର

ମହାଯୋଗ୍ୟ ମହିଳାଙ୍କୁ ଉପଯୁକ୍ତ ଉପକରଣ ଉପକ୍ରମ

ଜିଲ୍ଲା ସ୍ତରୀୟ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ

ମିଶନ ଶକ୍ତି ସ୍ୱୟଂ ସହାୟକ ଗୋଷ୍ଠୀ ସଭ୍ୟାଙ୍କ ପାଇଁ ସୁଭଦ୍ରା ଯୋଜନା ସମ୍ପର୍କୀୟ ସଚେତନତା

ମୁଖ୍ୟ: ଡା. ବି. ଶ. ୧୨.୦୯.୨୪

ମିଶନ ଶକ୍ତି ବିଭାଗ, ଓଡ଼ିଶା ସରକାର

SHG କ୍ୟାଙ୍କ ରଖ - ସୁତନ୍ତ୍ର କାର୍ଯ୍ୟକ୍ରମ

୧. SHG ରଖ ବରକାମ୍ପ ବ୍ୟବସ୍ଥା ଓ ଯୋଜନା: ଶ୍ରୀମତୀ ସୁଜାତା ପ୍ରଧାନ (ମିଶନ ଶକ୍ତି ବିଭାଗ)

୨. ବରକାମ୍ପ ପର୍ଯ୍ୟନ୍ତ ବ୍ୟବସ୍ଥା ଓ ଯୋଜନା: ଶ୍ରୀମତୀ ସୁଜାତା ପ୍ରଧାନ (ମିଶନ ଶକ୍ତି ବିଭାଗ)

୩. ବରକାମ୍ପ ପର୍ଯ୍ୟନ୍ତ ଉପକରଣ ଓ ସୁବିଧା: ଶ୍ରୀମତୀ ସୁଜାତା ପ୍ରଧାନ (ମିଶନ ଶକ୍ତି ବିଭାଗ)

ଡିସେମ୍ବର ୨୦୨୪

ମିଶନ ଶକ୍ତି ବିଭାଗ, ଓଡ଼ିଶା ସରକାର

ସହରାଞ୍ଚଳ କମ୍ୟୁନିଟି ସପୋର୍ଟ ଷ୍ଟାଫ୍‌ଙ୍କର ପ୍ରଶିକ୍ଷଣ କାର୍ଯ୍ୟକ୍ରମ

ମିଶନ ଶକ୍ତି ଭବନ, ଭୁବନେଶ୍ୱର

ତା. ୨୮-୨୯ ମାର୍ଚ୍ଚ ୨୦୨୫

ମିଶନ ଶକ୍ତି ବିଭାଗ, ଓଡ଼ିଶା ସରକାର

Shakti

MEETING WITH BANKERS ON SHG CREDIT LINKAGE

MISSION SHAKTI BHAWAN

DATE: 11.12.2024

Department of Mission Shakti, Government of Odisha

ରାଜ୍ୟ ସ୍ତରୀୟ କାର୍ଯ୍ୟକ୍ରମ

ମିଶନ ଶକ୍ତି ସ୍ୱୟଂ ସହାୟକ ଗୋଷ୍ଠୀଙ୍କ ନିମନ୍ତେ ବିପର୍ଯ୍ୟୟ ପରିଚାଳନା ସମ୍ପର୍କୀୟ ତାଲିମ

(ଓଡ଼ିଶା ରାଜ୍ୟ ବିପର୍ଯ୍ୟୟ ପରିଚାଳନା କର୍ମସଂଘ ମିଡିଏ ସହଯୋଗରେ)

ତାରିଖ: ୦୫.୦୯.୨୦୨୪

ସ୍ଥାନ: ମିଶନ ଶକ୍ତି ଭବନ

ମିଶନ ଶକ୍ତି ବିଭାଗ, ଓଡ଼ିଶା ସରକାର

SHG କ୍ୟାଙ୍କ ରଖ - ସୁତନ୍ତ୍ର ଅଭିଯାନ

୧. SHG ରଖ ବରକାମ୍ପ ବ୍ୟବସ୍ଥା ଓ ଯୋଜନା: ଶ୍ରୀମତୀ ସୁଜାତା ପ୍ରଧାନ (ମିଶନ ଶକ୍ତି ବିଭାଗ)

୨. ବରକାମ୍ପ ପର୍ଯ୍ୟନ୍ତ ବ୍ୟବସ୍ଥା ଓ ଯୋଜନା: ଶ୍ରୀମତୀ ସୁଜାତା ପ୍ରଧାନ (ମିଶନ ଶକ୍ତି ବିଭାଗ)

୩. ବରକାମ୍ପ ପର୍ଯ୍ୟନ୍ତ ଉପକରଣ ଓ ସୁବିଧା: ଶ୍ରୀମତୀ ସୁଜାତା ପ୍ରଧାନ (ମିଶନ ଶକ୍ତି ବିଭାଗ)

ଡିସେମ୍ବର ୨୦୨୪

ମିଶନ ଶକ୍ତି ବିଭାଗ, ଓଡ଼ିଶା ସରକାର

ମିଶନ ଶକ୍ତି

ମିଶନ ଶକ୍ତି ବିଭାଗ, ଓଡ଼ିଶା ସରକାର

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ସମସ୍ତ ମହିଳା, ସମସ୍ତ ଓଡ଼ିଶା ବିକଶିତ ଓଡ଼ିଶା

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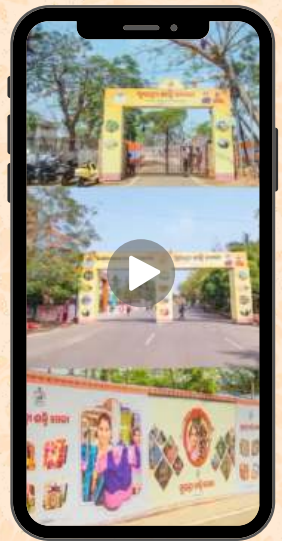
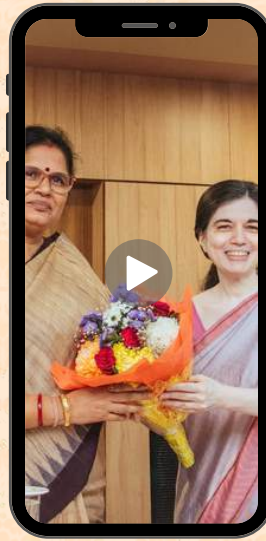
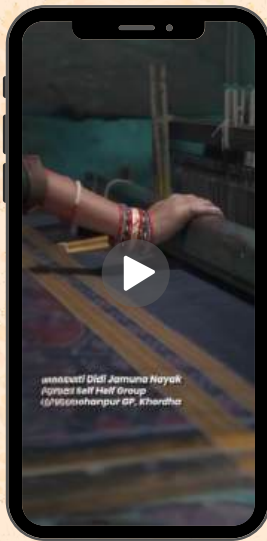
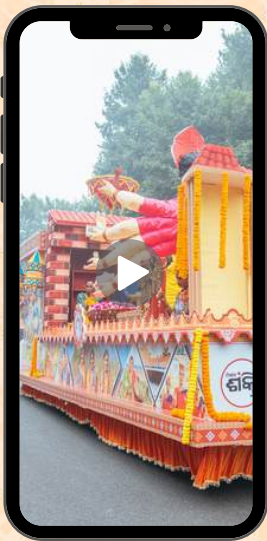
NEW LOGO DEVELOPMENT



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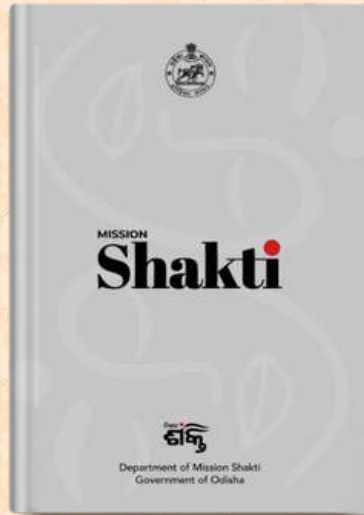
VIDEOS DOCUMENTATION: STORIES OF INSPIRATIONS



15 Agri-based districts of Odisha
Thriving with 68 Producer Companies
Empowering farming communities



MISSION SHAKTI DIARY



MISSION SHAKTI CALANDER





AWARENESS

OBSERVATION ON VIGILANCE AWARENESS WEEK

Involving of SHGs





MEGA AWARENESS EVENT ON SUBHADRA AT PURI



VIKSIT ODISHA



SUBHADRA SHAKTI



VIKSIT BHARAT



In a remarkable display of unity and empowerment, the Department of Mission Shakti, Government of Odisha, successfully organized a grand awareness campaign for the SUBHADRA scheme on 11th September 2024 at the iconic Blue Flag Beach in Puri. The event aimed to highlight the key benefits of the SUBHADRA scheme, which provides financial safety and self-reliance opportunities for women aged 21 to 60, while also celebrating the strength and achievements of women in the state.

The campaign was inaugurated by Hon'ble Deputy Chief Minister of Odisha, marking a significant milestone in the government's commitment to women's empowerment. The event commenced at 4:00 PM with the gathering at Digabareni Sea Beach, symbolizing the solidarity and strength of women across Odisha. Thousands of Mission Shakti SHG members participated in this event, which served as a powerful testament to their resilience and collective force. Following this, the renowned sand artist Padmashree Sudarshan Patnaik presented a special sand art sculpture, which was inaugurated by Smt. Pravati Parida at 4:15 PM. The sculpture, a tribute to the potential and determination of women in Odisha, became a focal point of the event, drawing widespread appreciation.

The proceedings continued at the main stage, where the Hon'ble Deputy Chief Ministers, Smt. Pravati Parida and Shri. K. V. Singh Deo, addressed the gathering. In their speeches, they underscored the government's unwavering focus on supporting women's development through initiatives like the SUBHADRA scheme, which offers financial assistance, security, and entrepreneurial opportunities to women across the state. (add speech lines if necessary)

One of the key moments of the event was the launch of the SUBHADRA anthem, reflecting the essence of empowerment, and was met with enthusiastic applause from the audience. In an emotionally charged session, five Self-Help Group (SHG) women shared their inspiring stories of transformation. These women, who had overcome significant challenges to achieve financial independence with the help of Mission Shakti and the SUBHADRA scheme, spoke about their journeys, interspersed with video teasers showcasing their success. Their stories moved the audience and highlighted the impact of government initiatives in changing lives.

The event concluded with a breathtaking LED light formation, captured through drone footage, which created a visually stunning display symbolizing the ongoing mission of women's empowerment in Odisha. The SUBHADRA Mega Awareness Campaign in Puri marks the beginning of the SUBHADRA initiative, with plans to launch awareness campaigns at the district, block, gram panchayat, and village levels. These campaigns will aim to spread widespread awareness and encourage active participation in the scheme across all levels of the community, strengthening the resolve to ensure financial security and empowerment for women across Odisha.



MEGA SUBHADRA PADAYATRA AT BHUBANESWAR

On 15.09.2024, thousands of Mission Shakti members participated in the Subhadra Swagat Padayatra, a mega awareness campaign organized to promote the recently launched SUBHADRA scheme, which provides financial safety and security to women aged 21 to 60. The event also served as a celebration of the strength and achievements of women across the state, highlighting their role in shaping a more secure and empowered future for all.

The Subhadra Swagat Padayatra, held today, saw enthusiastic participation from nearly 2,500 Mission Shakti SHG members, Federation leaders, and Community Support Staff (CSS). The march covered the distance from Master Canteen to Rama Devi Women's University, showcasing the collective strength and unity of the participants in support of the SUBHADRA scheme.

The event was part of a larger, state-wide awareness initiative, with simultaneous programs held across all districts of Odisha. Thousands of participants took to the streets, walking distances of 500 meters to 1 kilometre while raising slogans, holding placards, and spreading awareness about the benefits and eligibility criteria of the SUBHADRA scheme.

In Bhubaneswar, the event was marked by an inspiring speech from Hon'ble Deputy Chief Minister Smt. Pravati Parida, who underscored the significance of the SUBHADRA scheme in providing financial security to women across Odisha. She emphasized that this initiative is a crucial step towards empowering women and ensuring their economic independence, playing a vital role in the creation of a Viksit Odisha.

Senior Officials from the Department of Mission Shakti, Women and Child Development Department and thousands of SHG members were present during this gathering.

The Mega Awareness Campaign on SUBHADRA has set a strong foundation for the future success of the scheme, with more such initiatives planned in the coming weeks.



VIKSIT ODISHA



SUBHADRA SHAKTI



VIKSIT BHARAT



HAR GHAR TIRANGA - FLAG MAKING

As India approached her 78th Independence Day, the spirit of patriotism is filling the air, and the nation is gearing up to celebrate its 77th year of freedom. This year too Hon'ble Prime Minister Shri Narendra Modi through the 'Har Ghar Tiranga' campaign once again has encouraged every Indian household to proudly hoist the national flag from August 13-15. As the country prepares for this grand celebration, a silent yet powerful force is working tirelessly behind the scenes to ensure that every home can proudly display the Tricolour.

In 2022, Mission Shakti's women Self-Help Groups (SHGs) were entrusted with the monumental task of producing 30 lakh flags for the 'Har Ghar Tiranga' campaign. Their remarkable dedication and efficiency saw them not only meet but exceed expectations, delivering flags on time and with impeccable quality. This success was repeated in 2023, as the SHGs once again took up the challenge, their expertise and infrastructure honed from the previous year's experience.

This year, as Bharat embarks on its journey toward its 77th Independence Day, the task has grown even more ambitious. With the target now set at 54 lakh flags, the members of Mission Shakti are more prepared than ever. The robust infrastructure, advanced machinery, and invaluable experience gained over the past two years have positioned these women to achieve this goal with remarkable efficiency.



Under the visionary leadership of Prime Minister Narendra Modi, who has consistently emphasized the importance of women's empowerment and grassroots development, these SHGs have become symbols of self-reliance and determination. Their work is not just about producing flags; it is about embodying the very spirit of 'Atma Nirbhar Bharat'—a self-reliant India.

The SHGs have grown into an indispensable part of Odisha's economic and social fabric. This year, 54 lakh flags are being produced across the state and are on track to meet their target by August 13th, ensuring that the flags reach every corner of Odisha well before the Independence Day celebrations.

The significance of this achievement goes beyond numbers. These flags, crafted with meticulous care and dedication, carry with them the dreams and aspirations of countless women who have found empowerment through Mission Shakti. When Indians across the nation hoist these flags, they are not just celebrating the country's freedom—they are also honoring the hands that made it possible.

As the Tricolour flies high this August, let us remember the women of Mission Shakti, whose unwavering commitment and hard work have ensured that the national flag continues to be a symbol of pride for every Indian.

SUBHADRA SHAKTI MELA

Subhadra Shakti Mela 2025 Concludes with a Grand Finale - A Celebration of Women's Entrepreneurship and Empowerment

On 2nd March, 2025, the nine-day extravaganza, Subhadra Shakti Mela 2025, concluded today at Janata Maidan, Bhubaneswar, marking a phenomenal celebration of women's entrepreneurship and empowerment. The mela provided a unique platform for more than 300 Self-Help Groups (SHGs) from all 30 districts of Odisha to showcase their diverse products, reinforcing the government's commitment to strengthening women-led businesses.

From handwoven textiles and intricate handicrafts to organic food, spices, and eco-friendly products, the mela remained a vibrant marketplace where the entrepreneurial talent of SHGs was on full display. The Food Court remained a major crowd-puller, with visitors relishing millet-based delicacies and regional flavors. The grand event witnessed an overwhelming footfall of more than 7 lakh visitors, generating a record-breaking business turnover of ₹4.5 crore for SHG members.

The final day of the Subhadra Shakti Mela 2025 was graced by Hon'ble Deputy Chief Minister Smt. Pravati Parida, who led the celebrations and recognized the outstanding achievements of Mission Shakti SHG entrepreneurs. The event commenced with the welcoming of guests with plant saplings and offering of flowers to the Holy Trinity, followed by a welcome address by Smt. Shalini Pandit, IAS, Commissioner-cum-Secretary, Mission Shakti Department.

Prominent actresses Pinky Pradhan and Anu Choudhury addressed the gathering, commending the resilience and talent of SHG women. Shri Suresh Pujari, Hon'ble Minister for Revenue & Disaster Management, highlighted the government's commitment to financial empowerment and self-reliance for women.

A major highlight of the evening was the felicitation of top-performing SHGs/PGs and participating agencies, celebrating their contributions to women's entrepreneurship. Nine categories of awards were presented, with a total of 25 SHGs and PGs receiving recognition for their excellence. Winners were honored with cash prizes of ₹30,000 for 1st place, ₹25,000 for 2nd place, and ₹20,000 for 3rd place, along with certificates and trophies. Notably, Maa Vaishnodevi PG from M. Rampur, Kalahandi, which showcased handloom products and recorded sales of approximately ₹6 lakh, was awarded a cash prize of ₹50,000 by Hon'ble Deputy Chief Minister Smt. Pravati Parida.

Following this session, the Hon'ble Deputy Chief Minister delivered the keynote address, emphasizing how the mela has strengthened market linkages and helped SHG women move closer to becoming Lakhpati Didis. The event concluded with the presentation of SHG products to dignitaries and a vote of thanks by Dr. Monica Priyadarshini, IAS, State Mission Director, Odisha Livelihood Mission & Director, Mission Shakti.

The grand finale of the mela was celebrated with an electrifying Sambalpuri Night, featuring performances that paid tribute to Odisha's rich folk traditions. The energy and enthusiasm of folk artists, dancers, and musicians added to the celebratory mood, making the closing ceremony a memorable one.

The Subhadra Shakti Mela 2025 was more than just an exhibition, it was a movement towards economic empowerment, self-reliance, and sustainable livelihoods for women entrepreneurs. Over 700 SHG members from 312 blocks actively participated in the event, with a strong representation from tribal districts (more than 100 women), aspirational districts (more than 170 women) and KBK districts (90 women).

Additionally, 88 SHGs participated in a state-level exhibition for the first time, marking a significant milestone in their entrepreneurial journey. The mela also witnessed the participation of more than 600 potential Lakhpati Didis, while more than 350 SHG members became Lakhpati Didis during the event, setting new benchmarks for women-led enterprises in Odisha.

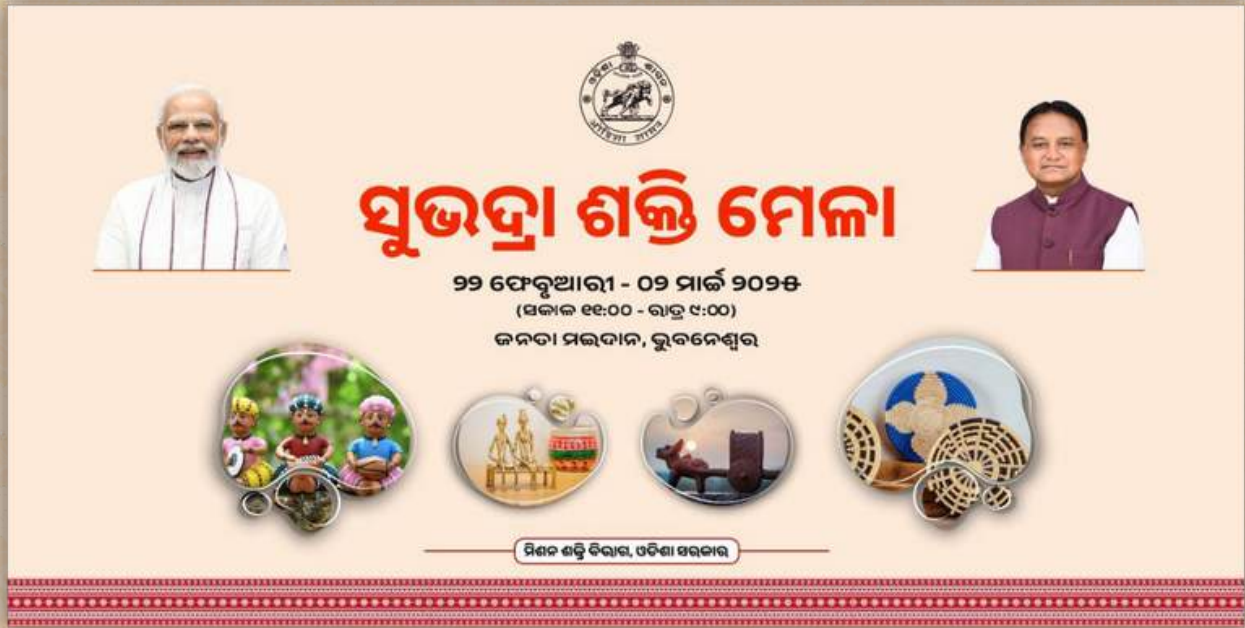
Behind every stall at the mela was a story of success from struggle, resilience and triumph.

Sabitri Devi, a millet farmer from Kalahandi, turned her agricultural produce into a successful millet snack brand, securing bulk orders through the mela. Manjula Nayak, a tribal weaver, found urban buyers for her handwoven sarees, now making their way into fashion exhibitions.

Under the leadership of Hon'ble Chief Minister Shri Mohan Charan Majhi and Hon'ble Deputy Chief Minister Smt. Pravati Parida, the Odisha Government remains steadfast in its mission to transform SHG members into successful entrepreneurs and Lakhpati Didis. This mela was a significant step towards realizing Hon'ble Prime Minister Shri Narendra Modi's vision of financial empowerment for women and building a Viksit Odisha.

Subhadra Shakti Mela 2025 has not only set records in sales and participation but also created a roadmap for future women-led enterprises. As the curtains fall on this grand celebration, Odisha Government reiterates its commitment to expanding such market linkage initiatives across district and block levels, ensuring that more SHG women find opportunities to grow and prosper.

BANNER AND BACKDROP



CERTIFICATE & ID CARD



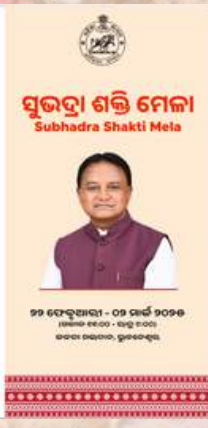
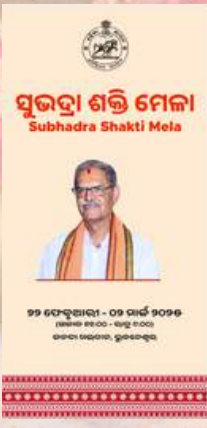
FACIA & SIDEWALL



GATE



STANDEE & SELFIE ZONE



SOCIAL MEDIA CREATIVES



PHOTO GALLERY





ODISHA LIVELIHOOD MISSION

Introduction & Background

Odisha Livelihoods Mission (OLM) is a registered society under the aegis of Department of Mission Shakti, Government of Odisha for enhancing the socio-economic condition of the rural poor through promotion of sustainable livelihoods. OLM has been implementing-Deendayal Antyodaya Yojana- National Rural Livelihoods Mission” (DAY-NRLM) since 2012-13. It is dedicated to empowering marginalized communities in Odisha by implementing various initiatives such as institutional strengthening, skill development, financial inclusion, livelihoods promotion and market linkages to Self Help Groups (SHG) members and its federations.

Major activities under OLM:

1. Institution Building



Under ‘Institution Building’ OLM is mobilising rural household (@ one women per HH) into SHG and further build their institutions at village level called as Cluster Level Forums (CLF), at Gram Panchayat level called as Gram Panchayat Level Federation (GPLF).

OLM is working with 59.59 Lakh rural households by establishing 5.79 Lakh SHGs. These SHGs are federating into 55,119 CLFs and 6,732 Gram Panchayat Level Federation (GPLFs).

30,426 SHGs have been formed by covering 3.79 Lakh household during FY 2024-25

2. Financial Assistance to Community Based Organizations (SHG, CLF & GPLF)

(A) Revolving Fund (RF) to SHGs: Revolving Fund, a seed money @ Rs. 15,000.00 per SHGs is a 100% grant to SHG to meet the small size loan need of the SHG members. It has been provisioned to provide Rs.30,000/- towards RF wef this FY 2024-25

1. In total 3.69 Lakh SHGs have availed Revolving Fund (RF), amounting Rs.591 Cr as on 20th March 2025.

2. 29023 SHGs (68%) have availed RF against the target of 42,821 during 2024-25. Rs.47.97 Cr. has been disbursed to these SHGs.

(B) Vulnerability Reduction Fund (VRF): The purpose of VRF is to address the special need of vulnerable households during their emergency financial need.

1. In total 37,177 CLFs have received VRF amounting to Rs.577.82 Crore.

2. 4685 CLFs (92 %) against the target of 5067 CLFs have received VRF amounting Rs.54.62 Cr. during the FY 2024-25.

1. Community Investment Fund (CIF): CIF is provided as a grant to the GPLF, which in-turn is disbursed to SHGs as a loan, based on a Micro Investment Plan (MIP) of the concerned SHG. The amount of CIF ranges from Rs. 15 lakhs to 35 lakhs per GPLF, calculated based on the number of poor and EPVG (Extremely Poor & Vulnerable Group) households in that GP. The CIF fund has been enhanced from Rs.35 lakh to Rs.60 Lakh in the current Financial Year. In total 5,513 GPLFs have been received CIF amounting Rs 1392.77 cr

2. 2.59 Lakh SHGs have received CIF loan from GPLFs amounting to Rs 337560.88 lakh .

3. 25367 SHGs (59%) against the target of 43,000 have received CIF during F/Y 2024-25.

(C) Start-up and Institutional Building (IB) Fund to GPLF: Start-up and Institutional Building (IB) fund to carry out their capacity building and institution building activities.

1. In total 5,968 GPLFs have been provided Rs.773.95 cr towards IB fund.



3. Financial Inclusion (FI)

The objectives of the interventions are to provide formal institutional credit to the rural HH, to insure the SHG members under social security insurance program of government and provide door step banking services in the unbanked Gram Panchayats of our State.

1. SHG Bank Linkage

3.43 Lakh SHGs availed amounting Rs.10,584.78 Cr in FY 2024-25. Average loan size per SHG is Rs 3.06 Lakh per SHG.

1. Insurance

2. 32.83 Lakh SHG members have been insured under Pradhan Mantri Jeevan Jyoti Bima Yojna (PMJJBY) during 2024-25.

3. 44.47 Lakh SHGs members insured under Pradhan Mantri Surakshya Bima Yojna (PMSBY)

4. Livelihoods (Farm & Non- Farm)

The objectives of the interventions are to increase production and productivity and better price realization by the women farmers through a sustainable approach. In total 31.41 Lakh HHs have been covered under different livelihoods interventions.

Farm Based Livelihood

1. In total 31.41 Lakh HHs have been covered under different farm livelihoods interventions such as Agriculture, Horticulture, Livestock and Pisciculture.
2. The activities are being implemented at HH level with extension support from our Community Support Staff (CSS) like Krushi Mitras, Prani Mitras & Livelihood Support Persons (LSPs). Where there is no such CSSs, the trained Community Resource Persons –Community Mobilisers (CRP-CM) are facilitating the women farmers.
3. Initially the farm livelihood activities were implemented in cluster approach under OLM. A cluster is a geographical area having 50-150 farmers traditionally practising similar activities such as Poultry, Goat rearing, Dairy, Pisciculture, Mushroom, Honey bee etc.
4. In total 2,100 Poultry Clusters, 2330 Goat Clusters, 756 Bio floc clusters, 354 Pisciculture clusters, 416 Organic clusters 30 Ornamental clusters, 450 Honey Bee clusters, 976 Mushroom clusters, 121 Mushroom Spawn Clusters have been promoted under OLM.
5. From the FY 2024-25 the livelihood activities are being implemented through Producer Group (PG) approach instead of cluster approach. A PG is an institution of farmers consisting of 20-150 members who are cultivating similar products.
6. A total of 4,699 Producer Groups (PGs) have been formed involving 2.13 lakh HHs across different activities.
7. A total 15.44 lakh Nutrition Garden (Mo Upakari Bagicha) have been established across 16.64 rural HHs in the State.
8. 2,785 Common Facility Centres (CFCs) have been established across the rural areas. It acts like a common Agri. tool bank at Gram Panchayat level. The basic objective is to get easy and timely access of the equipment by the farmers at an affordable rate as decided by the community.
9. 2,789 Krushi Mitras have been trained and certified as Agriculture Para Extension Worker on Natural farming by MANAGE (The National Institute of Agricultural Extension Management), Hyderabad.
10. So far, 110 Integrated Farming Clusters (IFC) have been established.

Non- Farm livelihoods:

1. 46884 entrepreneurs have been supported under different non-farm sectors like 'Manufacturing, Trading and Services'.
2. Skill upgradation and product development training has been provided to 35 artisans.
3. 20 Food Service enterprises have been established under sectoral clusters during FY 2024-25

5. Rural Self Employment Training Institutes (RSETIs)

Rural Self Employment Training Institutes (RSETIs) are being managed by concerned lead banks in their district to promote Rural Entrepreneurship and Self Employment. Rural unemployed youth in the age group of 18-45 are trained in these institutes.

1. In total 2.61 Lakh rural unemployed youth have been trained under RSETIs.
2. 21686 (72%) rural youths have been trained in different trades during FY 2024-25.

6. Start-up Village Entrepreneurship Program (SVEP) Umbrella

The SVEP umbrella refers to a holistic framework under DAY-NRLM to support the Enterprise Promotion initiatives in a focused manner. It encompasses three key programs i.e. SVEP, One Stop Facility Centre (OSF) and Micro Enterprise Development (MED).

- 23619 enterprises (Under SVEP 15043, 5876-OSF, 2400-MED and 300 under Clusters) are being supported under this programme.,

7. Pradhan Mantri Formalisation of Micro food processing Enterprises (PMFME)-

Pradhan Mantri Formalisation of Micro food processing Enterprises (PMFME), a convergence scheme with Ministry of Food Processing Industries (MoFPI) is being implemented since 2020-21. In Odisha, in convergence with MSME and APICOL, seed capital support is being provided to the eligible SHG members for upgradation of existing micro food enterprises. 23,944 WSHG members have been supported under PMFME during 2024-25.



Brief Action Plan for FY 2025-26

Schemes:

National Rural Livelihoods Mission (NRLM)

Total Budget

1095.38 Cr

Planned activities in FY 2025-26

Community Mobilization and institution building

- 37,732 women SHGs to be brought under NRLM fold.
- 62 GPLFs to be formed and 50 new Model GPLFs to be created

Community Finance:

- Revolving Fund (RF) will be released to 72,800 SHGs
- Vulnerability Reduction Funds (VRF) to be released to 2,000 CLFs.
- 67,500 SHGs to receive Community Support Fund (CIF)

Financial Inclusion

- 2.06 lakh SHGs to receive bank loan of Rs. 8,500/- crores.
- 38.6 lakh SHG members to be covered under PMJJBY and 49.5 lakh members under PMSBY.
- 200 BC points to be established.
- 12.81 lakh SHG members to receive Financial Literacy training
- 500 Saksham Centres (Arthik Saksharata Kendra) to be established
- 79,090 SHG members to receive bank finance for individual economic activities.

Farm Livelihoods

- 10.80 lakh HHs to be covered under agro-ecological practices and 3.5 lakh under livestock promotion.
- Promotion of six sub-sectors i.e. Poultry, Fishery, Horticulture, Honey, Groundnuts and NTFP.
- 350 Common Facility Centres (CFCs) to be established
- 5 lakh HHs to be promoted under agri-nutri garden
- 1,000 new Producer Groups to be formed
- 10 Lakh Lakhpati Didis will be created.

Non-farm Livelihoods

- 10,500 SHG members to be supported under PMFME
- 200 Food service enterprises to be established under sectoral clusters
- 60 vehicles to be provided under Ajeevika Grameen. Express Yojana

Gender

- 2,004 GPs in 156 blocks to implement Gender Transformative Model programme
- 2,004 Gender Facilitation Centre (GFCs) to be established.
- 156 nodal GFCs to be established at block level.

Food, Nutrition, Health & WASH (FNHW)

- 3,589 GPs in 169 blocks to be covered under FNHW interventions.
- 29,953 new Poshan Sakhis to be trained

Schemes:

Start-up Village
Entrepreneurship
Programme Umbrella
(SVEP-Umbrella)

Mahila Kisan
Sashaktikaran
Pariyojana-Integrated
Farming Cluster (MKSP-
IFC)

Rural Self Employment
Training Institute (RSETI)

Total Budget

32.99

56.60

21.96

Planned activities in FY 2025-26

- On approval of MoRD, it will be implemented in five new blocks.
- 1,00,000 enterprises to be supported under SVEP umbrella programme
- 235 Integrated Farming Cluster (IFC) to be promoted
- Approximately 30,310 rural youth will be trained under RSETI







Department of Mission Shakti Government of Odisha



missionshakti.odisha.gov.in