

MISSION SHAKTI

“Mission Shakti” a campaign for holistic empowerment of women was launched on 8.3.2001 with a target to organize 2 lakhs WSHGs covering all revenue villages of the State. Since the formation of WSHGs has crossed 2 lakhs by 2008. “Mission Shakti” believes in empowerment through SHGs mode with thrift and credit as it’s back bone. Women at large have displayed great strength in the success of the Mission due to their positive contribution to the group dynamics and their natural inclination for savings.

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.”

“Mission Shakti” as an umbrella organization provides supports to different stakeholders working in the field of woman empowerment such as Banks, NGOs, MFIs and other institutions. In the process much has been achieved in the field of formation of SHGs, ‘savings and credit linkages.

“Mission Shakti” has also provided opportunities for self employment by making use of their own and acquired skill.

The special highlights are as on January - 2013

No of WSHGs formed	- 5,30,002 (as per 129th SLBC)
No of members	- 63,60,024
Credit advanced	- Rs.2722.77 crores
No of WSHGs credit linked	- 4,47,199
Per SHG Credit linked	- Rs.51,370/-
Amount of Savings	- Rs.406.27 crores
Federations formed	- 8005
No. of SHG to repeat finance	- 2,92,283
Amount of repeat finance	- Rs.1813.27 crores

- The Women and Child Development Department have decided to transfer all Primary Schools to WSHGs for management of MOM. So far 43,612 out of 60,433 schools are being managed by WSHGs.

- Management of Public Distribution Systems (PDS) has also been tested through WSHGs particularly for retailing and sub-wholesaling of Kerosene. As on date 7486 WSHGs are already engaged as PDS agents.
- Nearly 6414 tanks have come to WSHGs out of 15000 GP tanks in the State. The efforts are on at the district level to give more finance to the WSHGs.
- Through the intervention of “Shakti Goan” programme, LPG Gas distribution involves the role of 2137 numbers of WSHGs.
- Under the scheme of “Shakti Project”, 2011 nos. of WSHGs through HLL are operating as” Shakti Dealers”.
- In the successful implementation of Total Sanitation campaign the role of 627 nos. of SHGs is indispensable and credible.
- Under” Mission Shakti” banner total 8005 no. of Federations at Panchayat level, block level, district level and State Level Federations have been formed.
- WSHGs are actively participating in sensitizing and supporting pregnant mothers for Institutional delivery and as a result the IMR has come down from 98 to 77 per thousand and is constantly coming down.
- Marketing surplus of products of WSHGs has promoted “Mission Shakti” to organize large number of exhibition within and outside the State in collaboration with other organization.
- Micro finance is readily available from Banks and Micro finance institutions. Thus creating a climate of thrust and credit worthiness. Many MFIs are now getting attracted for lending to WSHGs due to their secured repaying habits. The major MFIs are now ACCESS, Basix, Gramuthan, SKS, Awareness Asmita, RGVN, BISWA, Swayamshree. One of the important SHG federation called “B” Mass
- (Block Mahila SanchayikaSangha) of Ganjam district also at present lending loan to WSHGs. It is also under process for financing to WSHGs as per Andhra Pradesh model of Micro finance.
- In order to educate the WSHGs, Mission Shakti is advocating different informative Schemes available in the State for necessary convergence to improve the Social status through” Mission Shakti” serial which has already been telecasted and broadcasted in Doordarshan and All India Radio weekly. A special titled “Janamancha” with SHGs has already been telecasted on the 13th December, 2007 at 5.05 Pm at Doordarshan.
- To provide all possible service support to WSHGs, Mission Shakti has launched “help-line” telephone service (Free phone) on dt.1.12.07 which was inaugurated by Hon’ble Minister, W&CD. The toll free dial number is 18003456744.

Mission Shakti” is determined to consolidate the collective power of women in their struggle from survival to success