



UNNAT BHARAT ABHIYAN CELL



Sardar Vallabhbhai National Institute of Technology, Surat

Presentation on: Mission Mangalam



Presentation created by

- Team Saathi (Government Schemes Implementation), UBA Cell, SVNIT, Surat

- **Source:** Commissionerate of Rural Development, Government of Gujarat Website & Mission Mangalam Department, District Rural Development Agency (DRDA) Surat District



INTRODUCTION

- **NRLM Mission** : "To reduce poverty through building strong grassroots institutions of the poor. These institutions enable the poor households to access gainful self-employment and skilled wage employment opportunities, resulting in appreciable increase in their incomes, on a sustainable basis".
- Gujarat Livelihood Promotion Company (GLPC) is the executive arm of **Mission Mangalam** , the implementation agency for NRLM. It has been registered under The Companies Act, 1956.
- GLPC works through strategic partnership between large industries and Sakhi Mandals / Self Help Groups / Producer Groups / Service Groups / Collectives of the poor, through decentralized Micro Enterprise Ventures.
- The promoting companies / entrepreneurs redesign the process where intensive tasks as job-works are undertaken by Self Help Groups in their respective homes or villages as self-employment activities.
- **The Mission Coordinator : Gujarat Livelihood Promotion Company (GLPC)**



MAIN OBJECTIVES OF GLPC ARE

- Empowering the Poor by organizing them in SHGs/Federations/other Collectives.
- Empower the poor through ensuring access to Financial Services.
- Augmenting existing livelihoods and enhancing incomes
- Explore livelihood opportunities through newer ventures in rural service sector
- Developing Inclusive Value Chains



STRENGTHS OF MISSION MANGALAM

- Readily organized manpower network comprising of more than 2 lakh SHGs and 25 lakh members evenly spread across the whole state. These are being federated, trained, imparted financial literacy and linked with micro finance from banks.
- Huge credit mobilization potential of these SHGs of more than 10,000 crores. These SHGs can avail low interest credit from banks to the tune of about rs.5-10 lakh per SHG for viable income generation activities.



CORE BENEFITS FOR CORPORATE UNDER MISSION MANGALAM

- The Cost of Capital for this element of the value chain with available subsidies could be as low as 3%.
- The debt would be on the books of the small entrepreneurs / SHGs / Producer groups, therefore the corporate headroom for debt would not be reduced.
- The credit guarantee as required would be provided by the bank or the small entrepreneurs.
- Facilitation from government of Gujarat for fast track approval and clearances.
- The small entrepreneurs / SHGs / Producer Groups would be provided marketable skills funded by Government and this could possibly be a strong corporate communication



ROLE OF UNNAT BHARAT ABHIYAN PARTICIPATING INSTITUTE

- **Step 1:** Visit and meeting with District Livelihood Manager (Mission Mangalam) Department at **District Rural Development Agency (DRDA)**
- **Step 2:** Get knowledge on scope of work and implementation process of Mission Mangalam
- **Step 3:** Conduct surveys and identify the need of Mission Mangalam in UBA adopted villages.
- **Step 4:** Work with Gram Panchayat & Mission Mangalam Department, DRDA Office for implementation of scheme.



For more details visit Mission Mangalam Department, DRDA Office, Taluka Panchayat Office & go through enclosed annexure I

1) Annexure I : SLBC_guidelines_english



DRDA Office Surat District :

District Livelihood Manager, Surat (Mission Mangalam): Shri Pravinbhai Vasava

District Micro Finance Consultant : Shri. Dhirubhai Rakhasiya

Taluka Livelihood Manager, Choryasi Taluka (Mission Mangalam): Smt. Falguniben

Address: DRDA Surat District Office, Anand Mahal Rd, Opp. Mahan Terrace, Laxmi Krupa Society, Muktanand Nagar, Adajan, Surat, Gujarat 395009



CONTACT INFORMATION

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THANK YOU

UNNAT HO !!!

