

# “SHGs Promotion and Bank Linkage Training, Saving and Credit Linkage Program”

The project is a collaboration between the National Bank for Agriculture and Rural Development (NABARD) and Priyasakhi Mahila Sangh, aimed at promoting and financially supporting 500 new Self-Help Groups (SHGs) in Indore district.

NABARD has agreed to grant Rs. 50,00,000 for this initiative, with the objective of empowering women through SHG initiatives and ensuring financially self-sustainable and democratically managed SHGs.

The project involves the formation and linkage of SHGs, where Priyasakhi Mahila Sangh plays a crucial role as a financial intermediary between the banks and the SHGs. The project was initially planned for four years, focusing on promoting 500 SHGs and their credit linkages. However, due to challenges during the COVID-19 pandemic, the project period was extended by one year.

The Project Implementation and Monitoring Committee (PIMC) oversees the program's implementation and includes members with expertise in development, finance, and government advisory roles. Their quarterly meetings aim to effectively implement the program across four blocks in Indore district.

The project methodology includes identifying target areas, conducting surveys, selecting beneficiaries, establishing bank linkages, and providing support for marketing, financial services, and government schemes. By December 2021, the PIMC successfully formed and mobilized savings and credit linkages for 500 SHGs.

In summary, the project seeks to empower women through SHG initiatives and financial support, focusing on the formation, linkage, and sustainability of SHGs in Indore district with the assistance of NABARD and Priyasakhi Mahila Sangh.

This report outlines the effectiveness and outcomes of the program implemented by Priyasakhi Mahila Sangh in collaboration with NABARD. The project aimed to promote and support Self-Help Groups (SHGs) in various blocks within Indore district.

The program has achieved significant success in terms of SHG promotion and outreach. It has promoted a total of 500 SHGs across different blocks, with the highest number in Indore (Hatod) at 301 SHGs. The program has also engaged a substantial number of members, with Indore (Hatod) having 3,569 members in SHGs.

Furthermore, the program has successfully mobilized savings through SHG activities, with Indore (Hatod) leading with a mobilization of Rs 14,850,000. It has also facilitated credit linkages for SHG members, with a total loan status of Rs 132,373,236 in Indore (Hatod).

The program has demonstrated remarkable success in social security, with all members participating in various social security schemes, including micro-pension,

life insurance, health insurance, and others. A total of 7,900 SHG members are covered by life insurance policies.

Additionally, the program organized several initiatives, including training programs for entrepreneurship skill development for women and celebrated International Women's Day with loan disbursement camps, awards for the best SHGs and women entrepreneurs, and the opening of SHG stalls at the Indore Airport.

Overall, the program has made significant strides in promoting SHGs, enhancing financial inclusion, and improving the livelihoods of women in the region. It has empowered women, fostered financial sustainability, and created opportunities for economic growth through entrepreneurship and social security initiatives.



