

The Mahalaxmi Saras Mart at 'Gramvikas Bhavan' Kharghar, Navi Mumbai from 11th to 20th May 2019

Forever News

Navi Mumbai: MSRLM works for the empowerment of women through self help groups. Sustainable livelihoods is an important aspect of economic development. Providing market linkages is another. While the Annual Mahalakshmi Saras is a great opportunity providing continuous marketing opportunities is necessary. MSRLM has therefore started the Mahalakshmi Saras Mart at the Gram Vikas Bhavan, Kharghar.

It has 30 shops which are given to the SHGs of the state in rotation of ten days. Presently the SHGs of Beed are there with their products for an exhibition and sale till 20th May 2019. The aim of this event is to empower the rural women and eradicate poverty through collective means. The space is provided free of cost to the SHGs. Their travel costs are also borne by MSRLM. The project is a part of the Rural Development Department, Government of Maharashtra. It has also developed 'Gramvikas Bhavan' on plot no 76(A) in sector -21 at Kharghar, Navi Mumbai. The main objectives of this project include setting up of training centre for the members of the Panchayat Raj Institutions, providing facilities for exhibition and sales for Self Help

Groups (SHGs), providing residential facilities for the members of the Panchayat Raj Institutions, creating platform for holding workshops and seminars to conduct poverty eradication programmes etc. The Panchayat Raj system in Maharashtra is being strengthened rapidly and more than 3 lakhs representatives are working towards the welfare of the rural population. To develop the skills of the representatives, the establishment of 'Gram vikas Bhavan' is a very vital and welcome step.

Umed-MSRLM is an independent society created under the aegis of Ajeevika, the Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY - NRLM) in Maharashtra. It was formed in August 2011 and registered under the Society Act, 1860. Umed aims at creating efficient and effective institutional platforms of the rural poor, enabling them to access sustainable livelihoods enhancements through gainful self employment, skilled wage employment and improve access to financial services. Under DAY - NRLM the poverty eradication approach of Umed encompasses social inclusion, economic inclusion and access to entitlements. The mission is focused on achieving: Women Empowerment, Partnership and Convergence Strengthening Community Institutions

Livelihoods enhancement
Pillars of Mission
Social Inclusion
Financial Inclusion
Economic Inclusion
Access to Entitlement
MISSION - MSRLM - Umed a dedicated and sensitive organisation which creates an empowering environment for poor and vulnerable households of rural Maharashtra through inclusive, democratic and self-managed community institutions, access to entitlements and financial services and a portfolio of sustainable livelihoods, leading to a life of prosperity, dignity and security. Partnership and Convergence

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Gram Vikas Bhavan auditorium is available on rent. Sector- 21, Kharghar, Navi Mumbai - 410210. Please call for details 022 - 27562552. email: livelihoods.msrlm@gmail.com

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उमेद
विश्वास नये, विद्यास नये...

उमेद-महाराष्ट्र राज्य ग्रामीण जीवनोन्नती अभियान
ग्रामविकास विभाग, महाराष्ट्र शासन

**बीड जिल्ह्यातील स्वयं सहाय्यता गटांच्या
उत्पादीत वस्तू व कलांचे
प्रदर्शन व विक्री**
दिनांक १७/०५/२०१९



स्थळ : मुख्य इमारत, त्रिमुर्ती प्रांगण, मंत्रालय, मुंबई

A visit to the Mahalaxmi Saras Mart and the purchase made by you will empower the rural women folk and a cluster



Ms. Nazia came from Beed district for the first time to experience the urban market and is satisfied about the sales proceedings and she look forward to many such endeavours.



Ms. Jaishree Ghule from Shirur Kasar came with loads of Papad made of Karle. Beatroot Tomato, Palak, Drumstick, Shevya, Kurdya, Sadge. Wheat and many other varieties all the products are authentic and hand made.



All the participants to the exhibition attending keenly to the MSLRM staff for the briefing of the day and the way to address customer query on a day to day basis.



Ms. Sonawane came from Beed, Shirur specialised in jaggri sold at 80 per kg. She have also stoked sevya, vada. Sandra. awala made of sugar and honey. With in the initial four days she had a business of Rs. 4000 they expect the business to reach at least Rs. 10,000. She said that all the products are made of organic stuffs.



Ms. Ashwini Shinde - a specilaised in all types of masala, handbags, artifacts, made to order bags, wall hangings, table mats, mobile holder and other many such products at affordable price range.



Ms. Daivshala Chavan, a resident of Gevarai, Beed district came with customised necklace, made to order bangles, earrings, many other fashion accessories all in trendy and in a fitting manner addressing the youth.



Ms. Ashwini More, a resident of Beed district came with a variety of pulses and eatables. She touched an average sales of Rs. 800 per day. She look forward to attend such exhibitions in regular intervals.



An elderly participant form Beed with a variety of handmade products that are made of organic ingredients. she is in the business for the last 40 years.

Very attractive and affordable products on display



Smt. R. Vimala, CEO- MSRLM during a visit to a stall for from the Parli district which have a lot of colourful attires to exhibit all the products are hand made by using embroidery and mirror work. These products are made of 100 percent cotton and of a great relief from the scroaching heat



To address the ever increasing demand from the public a permanent shop has been established at the 'Gramvikas Bhavan' on plot no 76(A) in sector -21 at Kharghar, Navi Mumbai. All the products made from various districts and the specialised products from each state is dispalyed in a neat and tidy and easy to access proposition.

The regular sales also provide employment to many direct as well as indirectly through the purchase of products from various SHGs across the state.

The local residents and the urbanites are of the view that they could never feel the scarcity of the authentic products and the taste throughout the year.

A variety of artefacts and collectors items are displayed for purchase and support the rural women folks



Beed, Banjara crafts and The Mahalakshmi Saras Mart, Gram Vikas Bhavan, Kharghar.....

Tucked away in the heart of Maharashtra, almost at the centre is Beed. Not many people,



Smt. R. Vimala, I. A. S.

even in our own state must have heard of this district. Hot, rugged and historical, it is even spiritual as the famous Parli Vajjnath Jyotirlinga Shiv temple is located here. It does hit headlines when there is discussion on the plight of sugarcane labourers. The district also has a large number of women from the Banjara community. The challenges here are many and so MSRLM had identified it as a district which needed to be included in the "intensive strategy" which meant providing it with dedicated staff and team at the district, block and village levels.

Two years of dedicated work by the team has resulted in the

creation of over 14000 Self-help groups and many opportunities for livelihoods, some farm and some non-farm. Amongst these the Banjara handicrafts have been unique and significant.

It is therefore heartening to see thirty SHGs from Beed at the Mahalakshmi Saras Mart in Gram Vikas Bhavan, GVB, Kharghar. They have come from different Talukas of Beed, Parali, Ambajogai, Dharur, Gevrai, Majalgaon and Shirur. Each one of them has worked hard and put in great efforts to make good quality products and bring them for the ten day exhibition and sale at GVB.

An array of products in the processed food section includes various types of paapads, kurdaayi, saandge meaning fryable items. There are different types of mouthwatering chutneys, pickles, murabbas, masalas, shevaaya. Organic jaggery, thaalipeeth flour, baajraa flour and aamla candy are other interesting products. And must certainly not miss out rural fruits like kavit (wood apple) and bael fruit (golden apple).

The health freaks can get different kinds of organic pulses like moong, toor, harbaras, groundnut, millets. And after you have had your fill of spices and food products you can indulge yourself in purchasing bright and multi-coloured Banjara artefacts. These include colorful bags, jute bags, pouches, purses, mirror work patches, bangles, sofa covers, wall hangings.

The ethnic ghaagra odhnis in colourful combinations will certainly be difficult to resist. With Navratri barely three months away it would certainly be a good idea to stock up the original, handcrafted ethnic products which will make you stand out in the crowd during Daandiya and Garbaa Raas.

At Parali taluka in Beed district is the temple of Lord Shiva



which is one of the jyotirlingas. Every year, a very big fair is held here on Mahashivratri.

Women from such a holy place are now at the Mahalakshmi Saras Mart, in Gram Vikas Bhavan at Kharghar exhibiting their products. Besides selling their products, they may have

many interesting

stories to share.

Wouldn't it be great fun to join them and know more about their lives?

Let your hair down, indulge yourself here because it wouldn't mean having fun only but also add value to other women's lives.....

Source: vimshine.blogspot.com
Smt. R. Vimala, I.A.S. is CEO-MSRLM - Maharashtra State Rural Livelihoods Mission.

बीड जिल्हातील - महिला स्वयं सहायता गटांनी तयार केलेली

अस्सल ग्रामीण उत्पादने प्रदर्शन व विक्री दि. ११-०५-२०१९ ते २०-०५-२०१९



स्थळ: महालक्ष्मी सरस मार्ट, ग्रामविकास भवन, इस्कॉन मंदिराजवळ,
सेक्टर २१, खारघर, नवी मुंबई
दि. ०१-०५-२०१९ ते १०-०५-२०१९