



**RURAL DEVELOPMENT AND PANCHAYATI RAJ DEPARTMENT,
GOVERNMENT OF MAHARASHTRA
MAHARASHTRA STATE RURAL LIVELIHOOD MISSION**

1. LIST OF ACADEMIC AND R&D INSTITUTIONS THAT PROVIDE SUPPORT TO SHGs AND OTHERS

Sr. No.	Academic and R&D Institutions	Key Support provided
1	Indian Institute of Packaging <ul style="list-style-type: none">• Website URL: https://www.iip-in.com/• Address: Indian Institute of Packaging, Plot E2, MIDC Area, Andheri East, Cross Road B, Post Box No.9432, Mumbai 400093, Maharashtra, India• Phone: 91-022-69192244• Email: director.iip@gov.in	Training and Capacity building on Marketing, Branding & Packaging of SHGs Products
2	Indian Institute of Management (IIM), Nagpur <ul style="list-style-type: none">• Website URL: https://www.iimnagpur.ac.in/• Address: Indian Institute of Management Nagpur, Plot No. 1, Sector 20, MIHAN (Non-SEZ), Nagpur – 441108• Phone: 0712-287-0315• Email: info@iimnagpur.ac.in	Training and Capacity building on Marketing, Branding & Packaging of SHGs Products
3	Indian Institute of Management (IIM), Calcutta <ul style="list-style-type: none">• Website URL: https://www.iimcal.ac.in/• Address: C7VX+VVV, Diamond Harbour Rd, Joka, Kolkata, West Bengal 700104• Phone: 033 2467 8312• Email: director@iimcal.ac.in	Training and Capacity building on Marketing, Branding & Packaging of SHGs Products
4	Indian Institute of Millet Research, (IIMR), Hyderabad <ul style="list-style-type: none">• Website URL: https://www.millets.res.in/• Address: Indian Institute of Millets Research Rajendranagar, Hyderabad, Telangana, India - 500 030• Phone: +91 - 040 - 2459 9301• Email: millets.icar@nic.in	Training on Product Development on different types of millets.
5	Entrepreneurship Development Institute of India (EDI) <ul style="list-style-type: none">• Website URL: https://www.ediindia.org/• Address: P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat• Phone: +91-79-6910 4900/4999/5000• Email: info@ediindia.org	Training on Entrepreneurship Development
6	Swayam Shikshan Prayog (SSP) <ul style="list-style-type: none">• Website URL: https://swayamshikshanprayog.org/• Address: 102 First Floor, Gayatri Building, Orchid School Lane, Balewadi Phata, Baner, Pune-411 045, Maharashtra,	Training on Entrepreneurship Development



Sr. No.	Academic and R&D Institutions	Key Support provided
	<p>India.</p> <ul style="list-style-type: none">Phone: 91 8605016700 / +91 9323557456Email: connect@swayamshikshanprayog.org	
7	<p>PriMove Infrastructure Development Consultants Pvt. Ltd.</p> <ul style="list-style-type: none">Website URL: https://primoveindia.com/Address: C-3, 304 B, Saudamini Complex, Bhusari Colony, Paud Road Kothrud, Pune – 411 038, Maharashtra, IndiaPhone: (+91)-20-25280200 (+91)-20-25280201Email: info@primoveindia.com	Training and Capacity building on Marketing, Branding & Packaging of SHG Products
8	<p>TSA – Proffer global private limited</p> <ul style="list-style-type: none">Website URL: https://proffer.in/Address: PuneEmail: ops@proffer.in	Promotion & Design Development of Digital E-Commerce Platform – Umed Mart. (MSRLM)
9	<p>National Institute of Rural Development & Panchayat Raj, (NIRDPR) Hyderabad</p> <ul style="list-style-type: none">Website URL: https://nirdpr.org.in/Address: Rajendranagar, Hyderabad, Telangana - 500030Phone: (+91) 040-24008403Email: fa.nird@gov.in	Training and Capacity building on Marketing, Branding & Packaging of SHG Products



2. DETAILS OF SUPPORT PROVIDED TO SHGs FOR QUALITY CONTROL AND PRODUCT DEVELOPMENT TO MEET GLOBAL STANDARDS

Here's a stepwise procedure on how the **Maharashtra State Rural Livelihoods Mission (MSRLM)** supports Self-Help Groups (SHGs) in quality control and product development to meet global standards:

1. Capacity Building

- **Training and Skill Development:**
 - Conduct workshops to enhance SHG members' skills in production, packaging, and marketing.
 - Collaborate with industry experts and institutes for specialized training.
 - **Awareness Programs:**
 - Educate SHG members on global standards, certifications, and market expectations.
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2. Infrastructure Development

- **Common Facility Centers (CFCs):**
 - Establish shared infrastructure for production and quality testing.
 - **Technology Support:**
 - Provide access to modern tools, machinery, and software for improved productivity and quality.
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3. Quality Control Mechanisms

- **Standard Operating Procedures (SOPs):**
 - Develop SOPs for production processes to ensure uniformity.
 - **Third-Party Testing:**
 - Facilitate product testing in certified laboratories for compliance with international standards.
 - **Quality Certification:**
 - Support SHGs in acquiring certifications like ISO, FSSAI, and Organic Certification, as applicable.
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4. Product Development and Innovation

- **Market Research:**
 - Identify market trends and customer preferences through research.
 - **Product Diversification:**
 - Encourage innovation in product design, flavor, and utility.
 - **Packaging Improvement:**
 - Provide assistance in eco-friendly and attractive packaging to enhance market appeal.
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5. Market Linkages

- **Trade Fairs and Exhibitions:**
 - Facilitate participation in national and international trade fairs.
 - **E-commerce Platforms:**
 - Enable SHGs to sell their products online through platforms like Amazon Saheli and Flipkart Samarth.
 - **Corporate Tie-Ups:**
 - Collaborate with corporates for bulk orders and long-term contracts.
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6. Financial and Institutional Support

- **Subsidies and Grants:**
 - Provide financial assistance for quality control, product development, and marketing.
 - **Microfinance and Loans:**
 - Facilitate access to affordable credit for equipment purchase and process improvements.
 - **Institutional Linkages:**
 - Partner with government bodies and NGOs for resource sharing and support.
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7. Monitoring and Evaluation

- **Regular Assessments:**
 - Monitor SHG performance through periodic reviews and audits.
 - **Feedback Mechanism:**
 - Establish channels for market feedback to continuously improve product standards.
 - **Recognition and Incentives:**
 - Reward SHGs achieving excellence in quality and innovation.
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This structured approach by MSRLM ensures SHGs are empowered to meet global standards, expand their market reach, and contribute to sustainable livelihoods.



3. SUCCESS STORY – PRADHAN MANTRI FORMALISATION OF MICRO FOOD PROCESSING ENTERPRISES (PMFME) SCHEME

Profile

- **Name:** Mrs. Sanyukta Santosh Gujar
- **SHG Name:** Sakhi Swyamsahayata Samuh
- **Village/GP/Block/District:** Dhamnavne, Chiplun, Ratnagiri
- **Educational Qualification:** B.A.
- **Contact:** 7744925123



Journey to Success

- **Area of Work:**
 - Focused on processing ragi products due to the abundant production in the Konkan region.
 - Products include Ragi Premixes (Idli, Dosa, Thalipeeth, etc.), Nachani Satva, Ladu, and Biscuits.
 - Production increased from 50 kg to 800–900 kg annually.
- **Annual Income:** ₹10,00,000/-
 - Monthly Income: ₹22,500/- (initial phase)
- **Years of Experience:**
 - Began ragi processing in 2020, gaining valuable insights over 3 years to scale the business.
- **Government Support and Scaling Up:**
 - **PM FME Scheme (2020):** Received ₹4 lakhs as seed capital to purchase essential machinery like ovens, mixers, and packaging materials, increasing productivity.
 - **Subsidy (PM FME, 35%):** Approved ₹5.55 lakhs to acquire advanced machinery, including grinders, biscuit machines, and sanitary mixers.
 - **PMEGP Support:** Dehydration unit worth ₹4.25 lakhs approved for machines like dehydrators, puri machines, vegetable cutters, and mixers.
- **Impact:**
 - Increased production capacity with advanced machinery.
 - Turnover enabled SHG to repay ₹2.15 lakhs to CLF, boosting confidence.
 - Scaled-up operations began in October 2023, aiming for significant growth.

Achievements and Vision

- Leveraged ragi's nutritional value to create a sustainable and profitable business.
- Annual income reached ₹10 lakhs, improving the economic status of SHG members.



- Aspires to expand the enterprise further, setting a benchmark for other rural women entrepreneurs.

