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# MAHILA SHAKTI MART



**SPEARHEADING WOMEN  
EMPOWERMENT FROM - BY  
- & FOR WOMEN**

**AN HDFC INITIATIVE -  
IMPLEMENTED BY CARD**



**THE IDEA OF MAHILA SHAKTI MART - (MSM) WAS CONCEIVED TO SUPPORT THE SHG LIVELIHOOD ACTIVITIES AND TRAINING. THE IDEA WAS TO CREATE MARKET LINKAGE FOR ALL THE PRODUCTS MADE BY WOMEN SO AS TO MAKE THE LIVELIHOOD TRAININGS AND INITIATIVES SUSTAINABLE BY GIVING THE WOMEN A SYSTEM OF SELLING THEIR PRODUCTS DIRECTLY TO THE MARKET. THIS IDEA WAS IMPLEMENTED IN THE FORM OF RENTING A SPACE IN ONE OF THE MAIN MARKETS (LEDHI) OF BILASPUR BLOCK. A MASTER TRAINER WAS ALSO HIRED TO TRAIN THE WOMEN IN THE TECHINCAL SKILLS REQUIRED TO MAKE THE PRODUCTS AS PER THE MARKET STANDARDS AND TO OVERSEE THE RUNNING OF THE OUTLET BY TAKING CARE OF THE ADMINISTRATIVE FUNCTIONS.**



## **TRAINING THE TRAINERS**

**2 MACHINES - TAILORING AND KNITTING PROVIDED AT THE MART FOR TRAINING & MENTORING THE SHG WOMEN, WHO SHALL IN TURN MENTOR AND TRAIN THE VILLAGERS.**

**TOTAL LADIES TRAINED : 10  
TOTAL TRAINERS TRAINED: 5**



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**PRODUCTS SOLD AT THE MART INCLUDE - LADIES WEAR CLOTHES SUCH AS DESIGNER SUITS, WOOLEN PRODUCTS SUCH AS KIDS' CAPS, JERSEYS AND SWEATERS, LINEN PRODUCTS SUCH AS SITTING MATS AND AUXILIARY AND PACKAGING PRODUCTS SUCH AS PAPER BAGS, BANGLE AND SWEET BOXES.**

**WOMEN ACTIVELY INVOLVED IN THE MART SUPPLY CHAIN GIVING THEIR INPUTS THROUGH STITCHING AND KNITTING : 50  
AVERAGE GROSS PROFIT OF THE MART AFTER SHARING ITS PROFIT WITH THE SHG WOMEN ON THE SUPPLY SIDE : 2000/MONTH.**