



ଓଡ଼ିଶା ସରକାର
ମିଶନ ଶକ୍ତି ବିଭାଗ
GOVERNMENT OF ODISHA
MISSION SHAKTI DEPARTMENT

Lok Seva Bhawan
Bhubaneswar- 751001
Tel: 0674 2974093
e-mail: missionshakti.od@gov.in

MS-LSD-ENTRE-0001-2024 13181 MS

Dated. 13.02.2026

From

Dr. Monica Priyadarshini, IAS

Director

To

All Collectors

Sub: Selection of women collectives towards setting up of 2,661 Subhadra Shakti SHE Marts across the state.

Madam/Sir,

Mission Shakti fosters gender transformative changes and aims to work towards strengthening entrepreneurship to help transition of SHGs to enterprises. Transforming the lives of SHG members across the state, the unique livelihood promotion, skilling, institution building, financial inclusion & market linkage initiatives of Mission Shakti strive to graduate SHGs to SMEs.

To further this initiative, the selection of willing and eligible women collectives towards the establishment of 2,661 Subhadra Shakti SHE Marts across the state is to be facilitated by impressing upon the field functionaries of Department of Mission Shakti and sharing the list of the selected list of women collectives with this Department by 20th February 2026.

The district wise target for establishment of 2,661 SSSMs is enclosed at Annexure - I for reference. During the selection of women collectives, it is requested to strictly adhere to the the SOP attached at Annexure - II.

Encl: (i) Annexure - I : District wise target for establishment of 2,661 SSSMs

(ii) Annexure - II : SoP for selection of Women Collectives to run Subhadra Shakti SHE Mart

Yours faithfully,

Monica

Director, Mission Shakti

Memo- 1319/

Date. 16.02.26

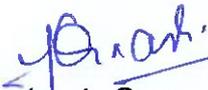
Copy submitted to all CDO-cum-EOs, Zilla Parisad for information and necessary action.


Additional Secretary to Government 13/02/2026

Memo- 1320 /

Date. 16.02.26

Copy submitted to all DSWOs, DPCs and DPMs for information and necessary action. It is requested to impress upon all field functionaries to undertake the activities strictly within the communicated timeline in the SOP.


Additional Secretary to Government 13/02/2026

**District wise Target towards setting up of Subhadra Shakti SHE
Marts**

during the FY 2025-26

Sl. No.	District	No. of SSSM to be set up during the FY 2025-26
1	ANGUL	87
2	BALASORE	108
3	BARGARH	88
4	BHADRAK	74
5	BOLANGIR	103
6	BOUDH	46
7	CUTTACK	114
8	DEOGARH	48
9	DHENKANAL	94
10	GAJAPATI	68
11	GANJAM	145
12	JAGATSINGHPUR	97
13	JAJPUR	97
14	JHARSUGUDA	52
15	KALAHANDI	105

16	KANDHAMAL	79
17	KENDRAPARA	106
18	KEONJHAR	109
19	KHORDHA	106
20	KORAPUT	93
21	MALKANGIRI	45
22	MAYURBHANJ	119
23	NABARANGAPUR	73
24	NAYAGARH	97
25	NUAPADA	51
26	PURI	125
27	RAYAGADA	72
28	SAMBALPUR	96
29	SUBARNAPUR	54
30	SUNDARGARH	110
Total		2661

SoP for selection of Women Collective to run Subhadra Shakti SHE Mart

1. Aiming at the promotion of sustainable livelihood opportunity for SHGs & their Federations in retail ventures and transforming SHGs into SMEs through retail sector business, joint guideline on establishment of 'Mission Shakti SHE Marts' was communicated by this Department vide the letter under reference.
2. Strengthening the cultural resonance in Odisha, the Mission Shakti Retail Marts will be rebranded as '**Subhadra Shakti SHE Mart**'. The new identity enhances brand value, fosters greater community connect, and reinforces the vision of women's economic empowerment.
3. Similarly, the 'Mission Shakti Supply Hub' set up at district headquarter level to carry out bulk procurement, processing, packaging, branding and supply of goods etc. will also be branded as '**Subhadra Shakti Supply Hub**'. The districts may request for funds towards rebranding of already constructed marts and supply hubs at the earliest.
4. During the review of districts on progress of SHE Marts in several occasions, it has been observed that unavailability of adequate number of unused Government asset / shop in commercially viable locations has led to undue delay in allotment of shops for establishment of retail marts.
5. In continuation to the Letter No.635 dated 12.02.2024 under reference, the following provisions will be considered for expediting the establishment of retail marts.
 - i. Provisioning of Subhadra Shakti SHE Mart is not only limited to SHG Federations only such as GPLF/ BLF/ Area Level Federations (ALF), but the proposed interventions could be provisioned for eligible and capable women collectives such as Self-Help Groups (SHGs), women Producer Groups (PGs) and Women-led Farmer Producer Companies (FPCs) and SHG Federations (GPLF, BLF, ALF, DLF).
 - ii. In the newly constructed GP Subhadra Shakti Kendras, Block Subhadra Shakti Kendras and District Subhadra Shakti Kendras, provisioning of space has been made for sale of SHG products. Subhadra Shakti SHE Marts may be set up in such allocated space if the building is located in an area which is easily accessible and commercially feasible with adequate footfall of consumers.
 - iii. If suitable unused usable government assets or shops are not available at GP / block or ULB level, the corresponding Women Collective may be allowed to avail a private shop on rental basis for a minimum duration of

five years in a commercially viable location. Upon execution of the shop rent agreement for a minimum duration of five years, the interior work and branding of the shop may be carried out by the BDO as per the existing provisions for setting up a 'Subhadra Shakti SHE Mart'.

- iv. Wherever applicable, the monthly rentals for the SHE mart (Government asset/private Shop) will be borne by the selected women collective. They will deposit the requisite rental with the concerned authority/agency and bear the electricity & water charges.
- v. All applicable statutory compliances for running the SHE mart, if required, shall be made by the concerned women collective. Mission Shakti field functionaries will facilitate in this matter.

6. Selection of Women Collectives:

- a. Women Collective for proposed intervention include SHGs, women led PGs, Women-led FPCs and SHG Federations include GPLF, BLF, ALF, DLF.
- b. Department of Mission Shakti shall share the tentative district wise target for setting up of Subhadra Shakti SHE Mart with the Districts. District Team including DSWO, DPC and DPM, Mission Shakti will allocate the ICDS project wise target in consultation with CDO-cum-EO, ZP.
- c. Expressions of Interest (Eoi) for selection of eligible and capable Women collectives for setting up of Subhadra Shakti SHE mart shall be invited by the DSWO basing on the ICDS project wise target.
- d. The Eoi shall be published at the offices of the respective CDO-cum-EO, ZP, DSWO, CDPOs, BDOs, ULBs, BLFs, GPLFs, PG & PCs for a period of 7 days.
- e. The filled application form along with required documents shall be submitted to concerned CDPO office within the stipulated time period.
- f. **Block Level Selection Committee:** The Block Level Selection Committee comprising of following officials is formed to examine the received Expressions of Interests & others and select the eligible Women collective following the Selection Criteria. The format is annexed as Annexure I.
 - i. Block Development Officer (BDO) - Chairperson

- II. Child Development Project Officer (CDPO) - Member Convener
 - III. Block Project Coordinator & Block Project Manager, Mission Shakti - Members.
 - IV. Representative of ULBs (in case of urban area)
- g. In urban areas, CDPO shall facilitate the selection of eligible women collectives with support from Executive Officer (EO) / authorized officer by the Commissioner of the concerned ULBs.
- h. **Criteria for identification and selection of Women Collectives:**
- i. Women collective for these proposed interventions include Women Self Help Groups, Women-led Producer Groups (PGs)/ Women-led Farmer Producer Companies (FPCs), SHG Federations (GPLF/ BLF/ DLF/ Area Level Federations (ALF))
 - ii. Women collectives must have completed six months from the date of formation.
 - iii. Women collective should belong to the same block /Ward /ULB where they propose to take up the retail activity.
 - iv. Women collective must have an active Bank account.
 - v. Women Collective must have undertaken regular and systematic book keeping including maintenance of meeting register, cash book, updated pass book among others.
 - vi. If women collective is interested in opening the Subhadra Shakti Retail mart in a private shop on rental basis, then Women collective has to furnish an undertaking saying that the Lease agreement for a minimum duration of three years will be submitted after one week of selection of Women Collective.
- i. The Committee will scrutinize the Eols based on the selection criteria and select the Block wise empaneled list considering the targets. Block Level Committee will share the empaneled list with respective DSWO.
- j. The Block level Committee will intimate the selected women collective to submit the lease agreement for setting up the Subhadra Shakti Retail mart on private shop on rental basis. The

eligible and selected SHG should submit the lease agreement to respective BDO within one week of selection of women collective.

k. If the selected women collective fails to submit the lease agreement, then opportunity shall be given to next empaneled women collective.

l. On receipt of the lease agreement, BDO will execute the interior and branding work as per provision.

m. In case of newly constructed infrastructures such as market complex, Block and GP Subhadra Shakti Kendra etc., BDO / EO may allot shops to Women Collectives

n. Department of Mission Shakti will share the prototype for the exterior branding of the Subhadra Shakti Retail Mart.

Activity schedule

Sl no	Activities	Timeline
1	Floating of EOI by respective DSWO	16.02.2026
2	End date of collection of application	19.02.2026
3	Organising Block level committee meeting and sharing the empanelled list with DSWO	By 21.02.2026
4	Compilation of empanelled list of women collectives at district level and sharing with Department	25.02.2026

Annexure I

Office of the DSWO

Model Advertisement for inviting Expression of Interest for 'Management of Subhadra Shakti SHE Mart'

No: _____

Date: _____

Interested Women Collective (Self Help Groups, Women-led Producer Groups, Women led Farmer Producer companies) and SHG Federations (BLF/GPLFs, Ares Level Federations-ALF) having willingness and aptitude for the activity titled "Management of Subhadra Shakti SHE Mart" are invited to submit their proposal before the concerned CDPO in the mentioned below format within 7 (Seven) days of this advertisement i.e. by _____ towards "Management of Subhadra Shakti Retail Mart".

Signature of the DSWO

Date:

Enclosure: Women Collective Selection Criteria

NB: The applicant SHG can get the detailed information on the scheme from the concerned BDO/CDPO/BPC/BPM of the concerned block.

Format

Name of the activity: Management of Subhadra Shakti SHE Mart

1. Name of the women Collectives: _____

2. SHG Federation/Women Collective Address:

Village/Lane _____ Post Office _____

GP/Ward _____ Block/ULB _____

District _____ PIN _____

ICDS Project _____

3. Date & Year of Formation: _____

4. Present livelihood activities undertaking: _____

5. Name of village/Lane, GP/ward, Block/ULB where the Retail will be set up:

6. Whether the Women Collective has met the criteria for management of Subhadra Shakti SHE Mart (Yes/No)

If yes, please mention the details:

7. Where the Proposed SHE Mart will be set up: (Private shop/Govt asset)

8. If Private shop, whether the undertaking submitted to furnish lease agreement after selection: (yes /No)

9. Bank account number:

10. Bank and Branch Name: _____

11. Meeting Register maintained (Yes/No):

12. Cash Book maintained (Yes/No):

13. Contact No: _____

14. Resolution of the SHG Federation/Women Collective to take up the activity is enclosed (Yes / No):

Name &Signature of the Authorized Person of
the Women Collective

Date:

Acknowledgement

Received the Expression of Interest from _____ Women Collectives,
Village/lane _____, on date _____ for the livelihood activity titled
"Management of Subhadra Shakti SHE Mart".

Signature of the CDPO / Authorised Signatory

