SHG oriented Schemes/Project implemented by MAVIM

Tejaswini Maharashtral Rural Women Empowerment Programme: Government of Maharashtra and IFAD Supported program implemented by MAVIM in 33 rural Districts of Maharashtra. The program is started in July 2007 and will end by September 2017.

Minority Women Empowerment program: With support of Minority Development Dept. Govt. of Maharashtra, MAVIM is implementing minority Programme in 13 districts of 10 districts since 2012.

Convergence of Agriculture in Maharashtral-CAIM: MAVIM is working as one of the partner agency in CAIM. MAVIM has responsibility of formation and strengthening of 58 CMCs in the 06 districts of Vidharbha Region.

Maharashtral State Rural Livelihood Mission (MSRLM): Out of 10 intensive districts of MSRLM, MAVIM is working partner agency for 03 districts i.e. Solapur, Thane and Gondia.

Dindyal Antodaya Yojana Urban Livelihood Mission (DAY-NULM): MAVIM as a resource organization is working in total 52 cities across Maharashtra. The project period is total 02 years i.e. 1st October to 30th September 17. MAVIM has identified potential CMRs to implement this program. MAVIM role is to Buckling capacity of the urban poor by building their grassroots level institutions and providing them capacity building training. In two years total target of SHG formation is 20,000.

Non SHG oriented Schemes/Project implemented by MAVIM

IDH-BCI Better Cotton Initiatives: With objectives of providing training to reduce input cost and earn better price/ reasonable price by producing better cotton MAVIM is implementing a pilot project with support of IDH-BCI in 04 CMRs of Amravati district.

UNDP supported pilot project on Promoting Women Entrepreneurship in Agriculture Value chain is implemented in 09 CMRs of 03 districts of Vidharbha Region.

In collaboration with Water.org, with objectives of providing access to safe water and sanitation, MAVIM is implementing program in 66 CMRs of all the 33 rural districts of the state.

MAVIM Gharr: MAVIM constructed Training cum production centers as MAVIM Gharr in Gadchiroli, Bhandara, Washim and Hingolg districts.

Outcome of programme till March 2017

- 80% of 236 CMRAC of MAVIM are able to meet their monthly expenses.
- SHG members are supported with minimum two or three sustainable livelihood initiatives.
- Additional income of each MUF member has been increased in the range of Rs. 5,000 to Rs. 20,000.
- 89819 women involved in 3609 MUPs - a comprehensive approach for product aggregation & foundation for value chain.
- Programme has leveraged peoples contribution of Rs. 32.83 Cr. which is much more than anticipated in programme design (Rs. 11 Cr.)
- Programme has achieved the bank loan of Rs. 1.454 Cr. which is twice of the Tejaswini target of Rs. 536 Cr.
- Convergence worth of Rs. 254 Cr. with line departments have enabled women to access social entitlements, create their own assets.
- Ownership over the assets, proactive involvement in decision making, involvement in PIB system are the key achieved features of the programme.
- Use of technology/drudgery reduction mechanisms in agro practices, gender biased implementation of community development programs are the miletaions of Tejaswini programme.

Recognition

- MAVIM has received IFAD Gender Award for Asia Pacific region for the year 2015.
- The case study “Paving New Pathways in Paddy Plantation” has been nominated in first top 10 case studies in Sitarao Rao Livelihoods Asia case study Competition 2016 by Access Development Services.

Our Partners

- Government of Maharashtra
- International Funds for Agricultural Development (IFAD)
- IDH – Netherland
- United Nations Development Programme (UNDP)
- International Labor Organization (ILO)
- TATA Trust
- Indian Railway Catering and Tourism Corporation (IRCTC)
- Maharashtra Animal and Fishery Sciences University (MAPSU)
- Google India
- ICICI Foundation
- Water.org
- AAKAR INNOVATIONS
- Hoolahshank Empowerment Solutions Private Limited
- Arya Collateral Warehousing Services Limited

- Contact -
  Mahila Arthik Vikas Mahamandal (MAVIM)
  Griha Nirman Bhavan (MHADA), Mezzanine Floor, Bandra (East), Mumbai - 400 051
  Tel.: 26591213/ 1629/ 0574/ 0586/ 0640/ 2264 | Website: www.mavimindia.org
INTRODUCTION
Mahila Arthik Vikas Mahamandal (MAVIM) is the State’s ‘Women Development Corporation’ for Maharashtra, established on 26th Feb, 1975 and registered under Companies Act, Section 21-A – as not for Profit Company.

Mission of MAVIM
The mission of the Corporation is “to bring about gender justice and equality for women, investing in human capital and the capacity building of women, thus making them economically and socially empowered and enabling them to access sustainable livelihoods.”

Goal
To establish social, economic and political justice for women through sustainable development.

Objectives
- To organize women through Self Help Group
- To build the overall capacities of women
- To enhance self-confidence amongst women
- Entrepreneurial development of women
- To synchronize employment opportunities & market linkages
- To promote women’s initiative for equal opportunities, prosperity & participation in governance.
- To build grassroots institutions over SHGs as a way forward to sustainable development.

MAVIM at a glance
Presence in Maharashtra: 34 districts & 53 Cities
Villages: 10,495
SHGs: 90,831 (Rural & Urban)
Members: 10,95,993
VJC/Vas: 8851
CMRC: 300
Telephone +34 MSLRM UFP + 13 Urban + 14 CAIM Adapted = 361
Total Seeing of SHGs: 353 Cr.
Cum. Bank loan of SHGs: Rs. 1,45,4 Cr.
Women in IG activities: 5,718

Features of the functioning of MAVIM
- To perform as State level nodal agency to implement various women empowerment schemes aids by the central and state government.
- To convergence with the concerned Departments of Government, Financial Institutions, NGOs & Self Help Groups to meet the demands.

MAVIM’s Operations
MAVIM is implementing developmental programs in all 34 districts of Maharashtra, including the Mumbai sub urban areas. The Headquarter of MAVIM is based at Mumbai and MAVIM has offices at every district to implement developmental schemes in rural areas. The District Coordinating Officer (DCO) is the Executive Head of District Office and assisted by Assistant District Coordinating Officer (ADCO), Assistant Account Officer, Assistant Monitoring Officer, and Clerk.

MAVIM’s Strategies and Approaches
- Implementation of development programs with process oriented approach and non target orientation.
- Non subsidy orientation in any of the development programs implemented by MAVIM, need based programs are designed.
- Bottom-up & Participatory planning
- Flexibility in adoption of process & implementation strategies based on ground realities.
- Thrust upon community ownership and community driven execution of the programs.
- Preventive measures undertaken to minimize the risk of monopoly and concentration of power in the hands of few leaders.
- It includes rotation of leadership in all institutional structures, reservation for the nomination of poor and vulnerable at CMRC level.
- CMRCs are being developed as full proof institutions with sound management systems, matured governance
- Staff retention with effective management & team spirit.
- Interactive selection process to recruit the staff from CMRC to MAVIM head office.
- Targeting Policy - Smart tool of identification of real poor.
- Addressing Relative Poverty through micro-monitoring.

Key focus area of MAVIM
As a strategy MAVIM focuses on four main components in any SHG oriented programmes. These are as follow.

- Grassroots Institution Building
  MAVIM believes that process of institution building plays important role in empowerment and participatory development of local communities. Institution building processes include formation of SHGs, VJC’s at village level and Community Resource Centres (Women’s federations) at cluster level.
  CMRCs promoted by MAVIM are able to mobilized strong social capital, built democratic governance, developed administrative systems for delivering various programmes/services to their members, understand social enterprise development activities and mobilized resources through various partnerships.

- Micro-Finance Services
  Micro Finance services cover internal savings and lending, establishing linkages with banks and other financial institutions to access larger volume of loan funds and linking the SHGs with insurance companies for insurance services.

- Livelihood and Enterprise Development
  This component has three sub-components, i.e. (i) livelihood skills development, (ii) enterprise development and (iii) value chain development/markets linkages. Capacities of SHG members in livelihoods, largely building on their existing income generating activities (primarily agricultural and allied activities, small trading and other non farm activities), for addressing the needs of local markets.

- Women’s Empowerment and Social Equity
  Gender integration aimed at ensuring gender responsiveness across all the components, with staff sensitization to gender, caste and class issues; Creating an enabling environment for women by sensitizing men, local government and other institutions through awareness programmes, as well as training so that gender roles start transforming; enhancing women’s capabilities and demand driven training and support in such fields as functional literacy, orientation of local government to increase women’s participation, health, hygiene and childcare (including HIV/AIDS), and family life education for adolescent boys and girls.