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Deputy Chief Minister Smt. Pravati Parida Interacts Virtually with “Subhadra” Beneficiaries Encourages Thoughtful Suggestions for Strengthening the Scheme

Bhubaneswar, 04/08/2025

In a unique effort to connect directly with the women beneficiaries of the Subhadra Yojana, Deputy Chief Minister Smt. Pravati Parida held a virtual interaction today with Subhadra Bhauni(Subhadra sister) from across Odisha. The programme was conducted at the Departmental Conference Hall under the aegis of the Department of Women & Child Development.

During the interaction, the Hon’ble Deputy Chief Minister emphasized the growing strength of rural digitalization and women economic empowerment through the Subhadra platform. She noted that Odisha’s women are increasingly helping one another through a structured value-added chain of cooperation, leading to collective growth and self-reliance.

Smt. Parida reiterated that the core objective of the Subhadra Yojana is to make women economically self-sufficient. Today, many women have started pursuing their dreams through this initiative. To make the scheme even more effective, she invited beneficiaries to write directly to her or the Department with well-considered suggestions.

In her address, she engaged in conversations with several successful Subhadra beneficiaries from different districts who shared their entrepreneurial journeys. Among them:

Merry Harijan from Malkangiri is engaged in tailoring work using the Subhadra assistance.

Saraswati Jena from Balasore has expanded her beauty parlour with the help of the scheme.

Mamta Pattnayak from Khurda has started working on Chandua (appliqué) craft.

Pramila Tandi from Balangir is actively engaged in handloom saree weaving.

Some women are cultivating mushrooms, while others are running small tiffin stalls to support their families.

These stories illustrate how the Subhadra beneficiaries are not only achieving economic independence but also fulfilling the needs of their families through entrepreneurial efforts.

The session was attended by senior officials, including Smt. Shubha Sharma, Principal Secretary, Department of Women & Child Development, Smt. Monisha Banerjee, Departmental Director along with other senior officers of the department.

The Deputy Chief Minister concluded the session with a call for continued collaboration and innovation, encouraging all stakeholders to collectively strengthen the impact of Subhadra Yojana.



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