

## MoU Exchanged Between Odisha Livelihoods Mission and IIT Bhubaneswar

### Rural Women Entrepreneurs to Receive Modern Business Support

**Bhubaneswar, June 8, 2026:** In a significant step towards strengthening rural women-led enterprises, a Memorandum of Understanding (MoU) was exchanged today between the Odisha Livelihoods Mission (OLM) and IIT Bhubaneswar at Mission Shakti Bhawan, Bhubaneswar. The programme was held in the presence of Deputy Chief Minister and Minister of Women & Child Development, Mission Shakti and Tourism, Smt. Pravati Parida.



Under the National Rural Livelihoods Mission (NRLM), an incubation programme is being launched through the Start-up Village Entrepreneurship Programme (SVEP) to support growth-oriented rural enterprises across Odisha. IIT Bhubaneswar will serve as the incubation partner for this initiative. Through this collaboration, rural women entrepreneurs will receive support in business planning, product development, quality enhancement, market linkages, access to finance, and professional networking.

As per the guidelines of the Deendayal Antyodaya Yojana–National Rural Livelihoods Mission (DAY-NRLM), at least 150 growth-oriented rural enterprises will be supported through the incubation process over the next three years. The Ministry of Rural Development, Government of India, has approved an expenditure of ₹10.70 crore for the programme. In the first phase, ₹99 lakh has been sanctioned to IIT Bhubaneswar for implementation of the initiative.

The incubation programme is expected to create a vibrant entrepreneurial ecosystem in the state and pave the way for Self-Help Groups (SHGs) to transform into small and medium enterprises. The identified SHG enterprises will be supported in obtaining Udyam registration and other mandatory compliances and certifications required for enterprise establishment. IIT Bhubaneswar will also assist in securing patents and process certifications to create unique identities for select products from Odisha.

Speaking on the occasion, Deputy Chief Minister Smt. Pravati Parida stated that the Government is committed not only to making women employable but also to nurturing them as successful entrepreneurs. She noted that the collaboration with a premier institution like IIT Bhubaneswar has opened new avenues of opportunity for SHG women. Through technical guidance and advanced training, they will be able to position their products at national and international levels. She described the initiative as a milestone in the journey towards a “Viksit Odisha” and a major step in boosting women’s confidence and economic empowerment.

On the occasion, Smt. Parida also interacted with Mahalakshapati Didis and discussed their inspiring journeys from struggle to success.

This initiative is expected to connect women entrepreneurs with new opportunities while contributing significantly to the vision of Hon'ble Prime Minister Shri Narendra Modi's "Viksit Bharat" and Hon'ble Chief Minister Shri Mohan Charan Majhi's "Viksit Odisha".



Smt. Manasi Nimbhal, Commissioner-cum-Secretary, Mission Shakti Department; Dr. Monika Priyadarshini, Director, Mission Shakti; senior officials of the Department and Odisha Livelihoods Mission; representatives of IIT Bhubaneswar; Lakshpati Didis and Mahalakshapati Didis were present. Officials and SHG members from all districts of the state also joined the programme virtually.

Aliva Avilipsa  
PRO