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# **Empowering Rural Women through ORMAS and Transformation by Mission Shakti in Odisha**

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**Abstract:** In the rural state of Odisha, women make up roughly 53.90 percent of the workforce, compared to 46.10 percent of jobless women. The Odisha Rural Development and Marketing Society (ORMAS) have been instrumental in improving the lives of rural women in Odisha through the unique scheme known as Mission Shakti. This study examines how ORMAS affects women's socioeconomic empowerment and entrepreneurship in rural Odisha. Because of ORMAS and Mission Shakti's work, women can now engage in various livelihood activities, such as small-scale industries, agriculture, and handicrafts. Through providing women with training, capital, and market access, ORMAS has helped women become successful company owners who have strengthened local economies. Not only do they work long hours at home, but they also take care of sick individuals, aging parents, and little children. In addition to gathering water for household use, they cook and wash family members' clothing. This labor called the "care economy," is undervalued because it is unpaid and not usually seen as a component of the economy. In addition, their lack of leisure and workload negatively impact their general health and well-being. Women will be liberated if they have the opportunity to become entrepreneurs. This study investigates how self-help organizations support economically disadvantaged rural women in their efforts to become potential business owners. This paper illustrates how ORMAS has improved the lives of rural women in Odisha through a combination of qualitative analysis and case studies, and it offers insights into the critical elements that have contributed to this success.

**Keywords:** Women Entrepreneurs, ORMAS, Mission Shakti, Rural Development

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## **Introduction:**

Gender equality in India is protected under the Constitution. Human rights and social justice depend on it. Despite the protections provided by the Constitution, rural women face the most significant disadvantage. Decision-making, employment, and self-employment are underrepresented in terms of their benefits. This can only be attributed to cultural conservatism and illiteracy. The government-sponsored programs and employment opportunities available in India, especially those that support self-employment, still need to be fully utilized by them. Thus, as part of the Government of India's different development objectives, they must be motivated and trained to participate in employment-oriented, skill-based training programs. Any welfare state's main task is to end poverty by ensuring and advancing the people's social and economic well-being by the principles of equality. To tackle the problem of unemployment among the nation's expanding population, women at the local level need to be empowered by being included in various economic activities and given the education and opportunities to become potential entrepreneurs.

The self-governing apex organization ORMAS (Odisha Rural Development and Marketing Society) is under the direction of the Odisha government's Panchayati Raj Department. The primary goal of ORMAS is to use cutting-edge technologies to help Odisha's impoverished rural people live better lives. The primary operations of ORMAS's industrial sectors include handicrafts, utility products, and handlooms. In addition to these three products, the Odisha Rural Development and Marketing Society produces small-scale forest and agricultural goods with excellent access to raw materials and labor.

## **Historical Context:**

The government's Panchayati Raj & Drinking Water Department founded the Odisha Rural Development and Marketing Society (ORMAS) on January 14, 1991, and was incorporated under the Societies Registration Act of 1860. The organization aims to give micro businesses and rural producers various marketing channels to create sustainable livelihoods through suitable rural technology, product development, and diversification with approved designs, packaging, certification, branding initiatives, and other means. "District Supply and Marketing Society" (DSMS) is the term ORMAS uses at the district level. These programs aim to increase impoverished rural people's production, processing, and marketing to enable them to earn a better life. Additionally, DSMSs and ORMAS serve as supporting organizations for the execution and oversight of

programs for rural livelihoods in rural Odisha. In order to build a robust marketing network for rural products, ORMAS and DSMSs have been effectively working for the past 25 years.

Handicrafts, handlooms, and other utility items are the primary products of ORMAS's industrial sectors. In addition to these three products, the Orissa Rural Development and Marketing Society also gathers and handles small-scale forestry and agri-based products, providing a fantastic chance to boost the supply of labor and raw materials. The production of siali and sal leaf plates and cups, hill broom, rock bee honey processing, dal processing, kewda leaf products, and numerous other related activities are the main areas of focus for ORMAS (Orissa Rural Development and Marketing Society) at the moment. Additionally, ORMAS organizes national networking to promote products like tamarind, amla, harida, kalmegh, and other MFPs and medicinal plants. ORMAS has recently moved to market agricultural and rural products like onions, ginger, and turmeric. Exhibitions and Melas have been a component of our culture's entertainment and leisure activities since the middle of the 16th century. To draw in clients, curated products are arranged in an exhibition setting. In order to market rural products produced by rural producers, ORMAS has taken use of this medium. It gives the impoverished in rural areas a chance to engage with metropolitan consumers and sell their goods directly to consumers in large cities. Knowing the tastes and preferences of urban consumers about their products is greatly aided by this. The rural growers can learn a lot from it as well. Additionally, it aids in the identification of sources of income and develops connections with metropolitan and semi-urban markets for rural business owners.

#### **Integration of ORMAS with Mission Shakti:**

The Directorate of Mission Shakti, working with ORMAS, is promoting several livelihood programs and providing marketing support to women SHGs under the project named "Convergence of ORMAS and Mission Shakti for Promotion of Livelihood and Marketing of Rural Products." Apart from facilitating large-scale purchases of rural produce by establishing institutional and corporate partnerships, retail stores, and national, state, and district exhibitions, ORMAS also undertakes a range of activities about state-level marketing of identified rural products in different Odisha clusters. Among these processes are value addition, suitable packaging, labeling, certification, and branding of rural products. By promoting their goods by ORMAS, the project concept seeks to empower female farmers in rural areas.

This is because finding a market for their products is imperative for these groups of women producers. In order to create micro-enterprises, the project aims to increase the resources available to work in all blocks where there is a chance to do so. It will specifically focus on forming and promoting new Women Producer Groups (PGs), marketing and technology interventions, adding value through institutional capacity building, and strengthening the current business incubation centers to support SHGs and PGs in developing their capacity. Through the following methods, the project will provide training and make access easier: (i) exhibits both inside and outside the state; (ii) locating potential customers; (iii) forming marketing partnerships with potential customers for the sale of rural produce; (iv) buyer-seller meetings arranged by zone in cooperation with purchasers from a variety of industries, including corporate houses, retail stores, traders, and exporters for the sale of rural products; and (v) bolstering the incubation centers that are already in place. Finance two unique projects in the districts of Kendrapara and Sambalpur, respectively, on the construction of Aggregation and Processing Centers for NTFPs in Sambalpur and Common Facility Centers in Kendrapara; and expose PGs and WSHGs both inside and outside the state to marketing and livelihood activities.

#### **Literature Review:**

##### **Empowerment Model for Self-Help Groups:**

Throughout the past twenty years, the word "empowerment" has been frequently utilized for the advancement of women. A concept such as "welfare," "emancipation," "development," and "upliftment" all imply it. During the 1990s, women's empowerment emerged as a fitting alternative to each of these phrases. "Care" and When the phrase "empowerment" first evolved, it was interpreted as "development." Participation is critical to empowerment, as the Human Development Report 1995 emphasized. According to this report, development must be done by the people, not just for them. According to the UN (1995), people must actively engage in the choices and procedures affecting their lives.

Empowerment requires that people fully participate in creating, carrying out, and evaluating decisions that affect how societies function. This was stated unequivocally at the 1995 World Summit on Social Development (WSSD), which produced the Copenhagen Declaration. (Kalpana, 2005). Feminist activists emphasize that males should be freed from the erroneous value systems that are pervasive in patriarchal culture as a result of women's empowerment. Regardless of gender, it needs to result in a state where everyone can develop into a "whole being" and use their most significant potential to create a more compassionate society (Batiwala, 1993). The Human Development Report 1995, published by the United Nations Development Program, lists

empowerment as one of the four essential elements of the human development paradigm, along with productivity and equity.

#### **Governmental Programs for Self-Help Organizations:**

Senapati, A. K., & Ojha, K. (2019) discovered that microcredit without collateral is the primary driver of improving women's economic circumstances, regardless of their level of education. According to Srivatsala, B. (2018). Women Self-Help Groups (WSHGs) run various micro-businesses in developing countries like India in the twenty-first century. Dhekale (2016) asserts that rural women entrepreneurs contribute monetarily to the welfare of their families and the community. They create jobs for other people as well as for themselves.

In 2014, Hemant Kumar *et al.* Gandhi. Evaluated the entrepreneurial activities of rural women and enhanced the measure of their economic and social welfare. They argue that female entrepreneurs encourage the growth of the labor force. Like their male counterparts, they substantially contribute to the country's GDP. However, most urban middle-class women gain from government-funded development initiatives. According to research by Rajasekaran and Sindhu (2013), providing microcredit without collateral has helped rural women become more accustomed to working for themselves in the twenty-first century. They also showed they are equally capable of managing entrepreneurial ventures alongside men. Pandey and Roberts (2012) claim that becoming a member of a SHG has improved rural women's social and economic standing.

#### **Self-Help Organizations as a Mechanism for Administration:**

Self-help groups, or SHGs for short, are a concept that is already widely known. It is already more than twenty years old. It is said that SHGs contribute to the country's financial growth. Today, SHGs are becoming a movement (Das, 2009). Self-help organizations exist "for the people, through and for the people." Mohammed Yunus, a professor at Chittagong University, launched the Grameen Bank of Bangladesh in 1975, which inspired the self-help organization.

The "for the people, by the people, and of the people" is central to the self-help group concept. This self-help group was inspired by the Grameen Bank of Bangladesh, founded in 1975 by Mohammed Yunus, a professor at Chittagong University. 1992 saw the start of the SHG Linkage Project in India by the National Bank for Agricultural and Rural Development (NABARD). The Self-Help Group (SHG) movement began as a small pilot project. However, it grew into the world's largest and richest network of community-based groups because of the active assistance of the government, banks, development agencies, and non-governmental organizations (Tripathy, 2008).

Self-help groups form spontaneously within official organizations. Self-help groups form spontaneously within official organizations. Ten to twenty people make up an SHG. Regular saving is advised for the members.

They pool their resources to satisfy each group member's credit requirements. The groups are homogeneous and cohesive, one of their defining characteristics. They are democratic and reach decisions jointly because their members are neighbors and share interests. The main characteristics of the SHG include systematic training, mandatory attendance, regular savings, regular meetings, and appropriate repayment (Dasgupta, 2005). Many of the components of social movements that aim to give women in the community a political voice are incorporated into self-help models.

Women have been involved in various social movements and agitations in recent years. Over the past ten years, Self-Help Groups (SHGs) have been one of Odisha's most rapidly expanding and promising solutions that tackle poverty reduction and women's development. This movement was started in the middle of the 1990s by organizations. CYSD, GramaVikas, PREM, and Fellowship worked toward the goal above in the early 1990s (Rath, 2016). The self-help group idea started gaining traction in rural Odisha in the mid-1990s. Since then, the state has seized the opportunity to realize the potential of the Self-Help Group movement and has built new groups while improving existing ones.

The state's foremost defender of women's empowerment initiatives is the Government of Odisha's Women and Child Development Department. The state's women's development programs aim to empower women on the social, political, and economic fronts. A structured approach in 2001, Mission Shakti was established to focus on women's empowerment. Since then, the WCD Department's objective of helping rural women has been achieved most successfully through Self-Help Groups (Pattnaik, 2012). Initiatives for women's capacity building, health, adolescent development, and sexual abuse are now connected to the WCD Department's Self-Help Group program. Swayamsidha, Rashtriya Mahila Kosh, SGSY, and Mission Shakti have all recently had an effect.



### **Factors Contributing to the Empowerment of Rural Women:**

**Building Capabilities:** Through training programs, Mission Shakti and ORMAS aim to increase the capacity of rural women. Women can enhance their existing skills, pick up new ones, and develop the confidence necessary to seek jobs in entrepreneurship through these programs.

**Resources Accessible:** ORMAS and Mission Shakti offer markets, loans, inputs, and other resources to women living in rural areas. Because of this accessibility, women are better able to start and grow their businesses, which boosts their income and financial independence.

**Collaborative Accomplishment:** Mission Shakti founded women's self-help groups (WSHGs), which promote cooperative action among rural women. Women can gain more influence when they band together to share information, pool resources, and support one another.

**Associations with Markets:** Rural women are assisted by Mission Shakti and ORMAS in finding markets for their goods. In addition to raising women's incomes, this access broadens their perspectives and improves their commercial acumen.

**Sustaining Policies:** The Odisha government has launched ORMAS and Mission Shakti, which promote women's empowerment. These regulations create an atmosphere that encourages women to participate in the market and obtain resources.

**Community Participation:** Projects like ORMAS and Mission Shakti can only be successful with the participation of the local communities. With the community's assistance, women can overcome social barriers and participate fully in the business.

**Monitoring and Evaluation:** To ensure the ORMAS and Mission Shakti initiatives continue to be successful and sensitive to the needs of rural women, they undergo routine monitoring and evaluation. This broadens the range of feasible alternatives and aids in identifying problem areas.

**Women's Control:** Mission Shakti and ORMAS provide numerous forms of support for women leaders. Thanks to these programs, women may take on leadership roles and make decisions that impact their communities and way of life.

### **Justification of the Research:**

Discussing how groups like Mission Shakti and the Odisha Rural Development and Marketing Society (ORMAS) empower Odisha women living in rural areas is vital.

**Impact on the public:** The methods in which ORMAS and Mission Shakti have improved the socioeconomic status of women in rural Odisha can be better understood by examining their effects on women in that region. In order to create programs that empower women, policymakers and development specialists must be cognizant of these ramifications.

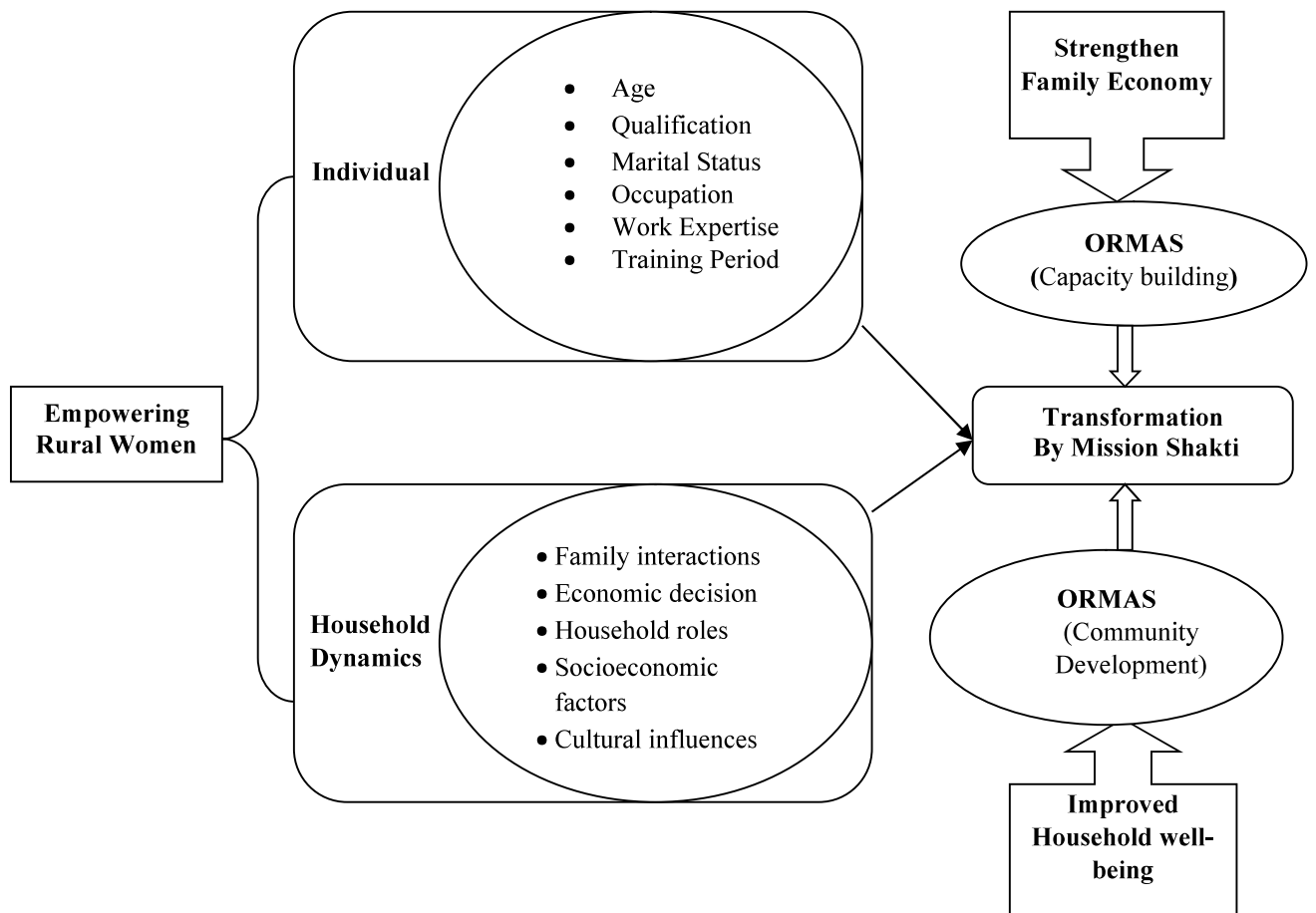
**Gender Parity:** The study can help determine how much ORMAS and Mission Shakti have contributed to gender equality in rural Odisha. This is especially important in an environment where women frequently experience economic and social disadvantages.

**Strategy Implications:** The study's conclusions can guide future choices regarding women's empowerment and rural development in Odisha and other regions with comparable conditions. Legislators and practitioners may use this to create more sensible laws and make wiser financial judgments.

**Contribution to Educational Research:** The research can enhance the existing corpus of information on women's empowerment and rural development by furnishing factual data on the results of specific initiatives such as ORMAS and Mission Shakti.

**Research Objective:** Primarily, the marketing and promotion of rural products is the main emphasis of this study's analysis of the Odisha Rural Development and Marketing Society (ORMAS) operations. One of the other objectives is to evaluate how ORMAS-organized exhibitions affect women in rural areas. ORMAS is crucial in enhancing market access for rural products, even though exhibitions provide a platform for rural producers to showcase their goods and interact with potential buyers. A thorough understanding of these aspects can help illustrate how ORMAS promotes women's empowerment and rural development in Odisha.

**Figure 1: Conceptual Framework for Empowering Rural Women**



**Source: Authors Own Creation**

**Research Methodology:** The study will employ a qualitative research methodology to understand better how Mission Shakti and ORMAS in Odisha empower women living in rural areas. Purposive sampling will be employed to select research participants engaged in ORMAS and Mission Shakti initiatives. Rural women, ORMAS representatives, and local leaders will be among them. When no new information arises from interviews or conversations, the sample size will be decided based on data saturation. The study will employ semi-structured interviews, focus groups, and the examination of pertinent documents, including policy documents and program reports, to gather data. A total of 330 sample sizes is gathered for the research. If participants agree, audio recordings of interviews and conversations will be made, and the transcripts will be analyzed. We will evaluate the qualitative data using thematic analysis. Learning more about how ORMAS and Mission Shakti empower rural women entails spotting trends, topics, and categories in the data. The study may have problems related to participant selection bias, qualitative data processing subjectivity, and findings' applicability in other situations. In the research report, these limitations will be recognized and discussed. The study has been conducted based on the acquisition of pertinent secondary data. The secondary data was gathered from various sources, including articles from websites, magazines, and publications and pieces from other journals and newspapers. Period: Information from the Pallishree Mella exhibition (2003–04 to 2019–20) and the Sisir Saras exhibition has been gathered for research purposes.

#### **Data Analysis and Interpretation**

**Exhibition Successful Strategy for Market Promotion:** Exhibitions are routinely held at various points during the year to allow rural producers to sell their goods in urban marketplaces, engage in peer-to-peer learning, and raise awareness of rural goods among urban consumers. In order to increase participation, ORMAS regularly hosts exhibitions at the state and national levels on significant occasions like festivals. Generally speaking, ORMAS holds three distinct exhibition types: SARAS, Gramshree Mela, and Pallishree Mela. For the past 26 years, ORMAS has held exhibitions in most of the cities in Odisha under the moniker "Pallishree Mela." The

term "Pallishree," which translates to "Wealth of Villages," gives impoverished rural people the chance to sell their goods directly in large cities and engage with urban consumers, allowing them to learn about and understand their likes and preferences. As a result, it assists businesses in improving and developing their goods, customer service abilities, and ability to cater to urban consumers, all of which help them increase their customer base. In Orissa, it has nearly become customary for ORMAS Exhibitions to be a mandatory component of celebrations during significant local festivals, much to the excitement of both vendors and consumers.

**Table 1: ORMAS's Performance during the Pallishree Mela**

Sl. no	Year	"No. of Exhibitions organized"	"No. of Mission Shakti(SHG) participated"	"No. of participants"	"Total sales (Rs. in lakhs)"
1	2003-04	6	1060	2642	150.39
2	2004-05	10	1144	2765	252.45
3	2005-06	9	2051	2267	332.72
4	2006-07	20	3310	6078	1206.34
5	2007-08	20	3120	5820	1006.34
6	2008-09	22	3348	7365	1468.51
7	2009-10	28	4128	8307	1728.28
8	2010-11	28	4020	7573	1723.98
9	2011-12	28	3940	6854	2007.19
10	2012-13	27	4500	8702	2911.23
11	2013-14	22	3535	7365	3347.31
12	2014-15	28	4604	9244	3913.77
13	2015-16	30	5181	10052	5148.37
14	2016-17	26	4596	8067	5569.30
15	2017-18	28	4866	9863	6371.90
16	2018-19	29	4340	9383	7583.95
17	2019-20	28	5130	9423	8427.35
<b>TOTAL</b>		<b>389</b>	<b>62873</b>	<b>121770</b>	<b>53149.38</b>

Source: <http://www.ormas.org/content/20/16>

A list of all the exhibitions organized by ORMAS under the "Pallishree Mela" that took place in Odisha between 2003–04 and 2019–20 is provided in Table 1. These shows have significantly contributed to the empowerment of rural women through Mission Shakti, a women-led effort focused on socioeconomic development and poverty alleviation in rural Odisha. The growing number of exhibitions that ORMAS has arranged over the years suggests that the group places a high value on giving rural women a venue to present their goods and engage with urban customers. With the addition of six exhibitions in 2003–04, ORMAS now hosts 28–30 exhibitions a year. This trend demonstrates the organization's dedication to encouraging rural entrepreneurship and state economic prosperity.

The involvement of Mission Shakti (SHG) members in these initiatives is one of the primary markers of their impact. According to the data, the number of SHG members has increased significantly, from 1,060 in 2003–04 to over 5,000 in recent years. The increasing interest and participation of rural women in these performances indicates that they are becoming more conscious of the economic and empowerment potential these programs offer. Over 9,000 people have participated in these concerts in recent years, up from 2,642 in 2003–04. The overall number of participants has climbed steadily over time. The increasing number of participants reflects the show's growing effect and reach in bridging the gap between rural and urban producers and consumers. It also suggests a shift in support of regional, sustainable, and community-based initiatives, indicating a better understanding and acceptance of products made by rural women. One interesting finding about the increase in overall sales as a result of these shows is seen in Table 1. In 2003–04, total sales were Rs. 150.39 lakhs; however, they have climbed to almost 8,000 lakhs in recent years. This significant sales rise highlights the importance of ORMAS in promoting market links and boosting rural entrepreneurship, in addition to the financial benefits to the rural women who participated in these displays.

Apart from their economic impact, these shows have gained significance in Odisha culture. Table 1 shows that ORMAS displays have become more common during major local events. The cultural integration of the exhibitions into the community highlights how well-liked and accepted both creators and visitors find them to be. It also demonstrates the significance of these events for developing and preserving local handicrafts, artwork, and traditions. Table 1 provides compelling evidence of ORMAS's exhibitions empowering rural women in Odisha. The rise in overall revenue, SHG participation, exhibitions, and participation rates demonstrate these initiatives' increased effectiveness and success. They enable rural women to become change agents in their communities by giving them access to economic possibilities and other types of empowerment. These ladies are improving their quality of life and helping Odisha's economy flourish by exhibiting their goods and mingling with city dwellers.

**Figure-2: Year Wise Sale Performance by ORMAS**

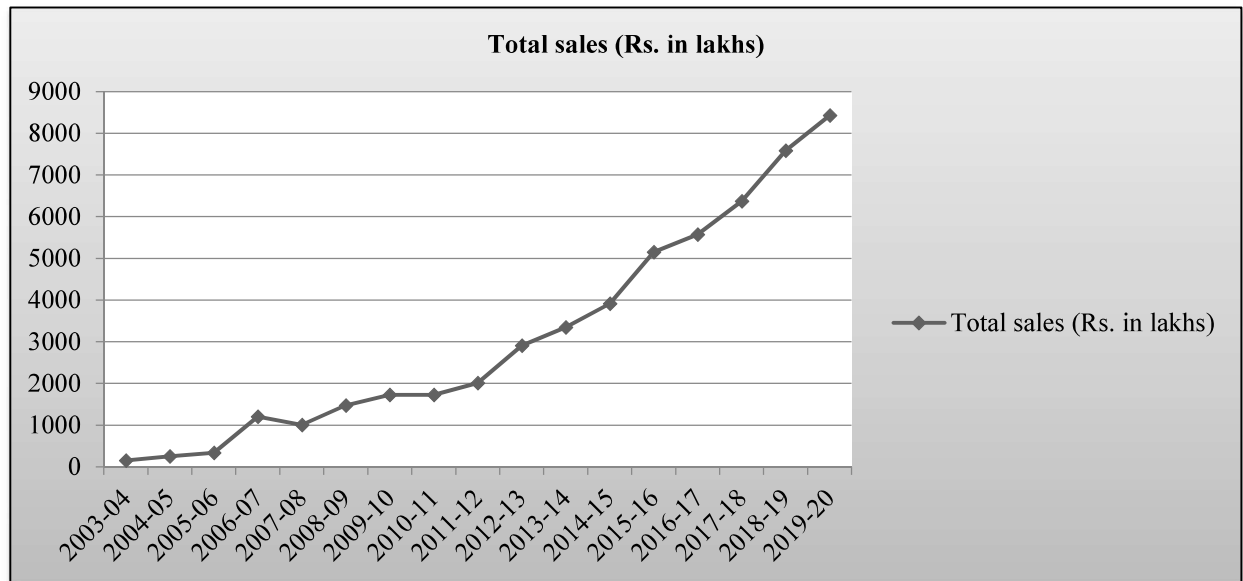


Figure 1 illustrates ORMAS's total sales (in lakhs of Rupees) from 2003–04 to 2019–20. A steady increase in sales, a sign of the company's increased performance, can be observed. Even if growth rates occasionally fluctuate—notable peaks occurred in 2006–07 and between 2012–13 and 2019–20, in particular—the overall direction shows upward momentum. The execution of new marketing tactics, a varied product portfolio, increased demand for rural products, better infrastructure, and government backing have contributed to this fantastic rise. The consistent expansion of ORMAS highlights the organization's important role in promoting marketing campaigns and rural development in Odisha, demonstrating its successful contribution to the region's economic development.

**Figure 3: No of Mission Shakti (SHG) Participated**



Figure 2 summarizes the evolution and outcomes of the Mission Shakti program throughout time, emphasizing the mobilization of women via Self-Help Groups (SHGs). The program's progressively increasing number of SHGs proves it effectively empowers women and promotes self-reliance in rural communities. Although there are variations in the number of participants, these variations are typical in development programs. Various causes, including changes in program implementation tactics, local economic situations, or awareness campaigns, can cause them. The notable increase in participation between the fiscal years 2005–06 and 2006–07 highlights a phase of prosperous growth and elevated involvement with women's groups, potentially propelled by enhanced outreach initiatives and heightened cognizance of the advantages of Self-Help Groups. Mission Shakti has successfully advanced self-help, entrepreneurship, and women's empowerment in rural areas, as seen by the overall upward trend in SHG involvement. Sustained backing and well-planned interventions have the potential to augment the program's influence, thereby bolstering inclusive growth and sustainable development in Odisha.

#### **Achievement of Pallishree Mela:**

Using past experiences, business facilitation aims to generate a total business volume of Rs50 crores for about 12,000 rural disadvantaged people. Enhancing economic activity and improving rural residents' quality of life are anticipated outcomes of this endeavor. Furthermore, as dynamic Self-Help Groups (SHGs) introduce new items at various shows, additional rural organizations are expected to be encouraged and inspired to follow suit, bolstering microenterprise initiatives. Rural women and other underrepresented groups will likely feel more confident after participating in local and national exhibitions. These shows will also help existing microenterprises grow and sell more often, enhancing production volumes.

#### **Advantages of Exhibition:**

An exhibition is a collection of objects shown in an orderly manner. It is common for people in our culture to unwind and find amusement. ORMAS has used this medium to promote its products. It aids in displaying, demonstrating, and selling the products made by the rural poor in urban markets. It gives the producers and artisans exposure and educates them about consumer preferences and tests. In the long run, it helps to provide livelihood opportunities for the rural poor. Interacting with prospective clients facilitates the acquisition of large orders and concepts for product creation based on market needs. Also, it facilitates the exchange of knowledge regarding product development through workshops conducted in conjunction with the show. Ultimately, we are sharing knowledge and ideas about people, art and craft, culture, tastes, demand patterns, customs, and traditions to aid in their preparation for high-quality participation in upcoming events.

#### **Conclusion:**

The collaboration between ORMAS and Mission Shakti has been crucial to the community transformation and rural women's empowerment in Odisha. Women have become more economically independent and self-assured and have positively impacted their communities through programs such as self-help groups (SHGs), business facilitation, and exposure to new prospects. The support, tools, and market connections provided by ORMAS have been essential for women to launch and grow their enterprises. Mission Shakti's focus on women's leadership, skill development, and capacity building has reinforced this empowerment process.

In general, an exhibition is a purposefully planned arrangement and presentation of certain products chosen by the preferences and tastes of the wider public. In our society, exhibitions and Melas have long been considered leisure pursuits and places to have fun. By using this platform, ORMAS has done a great job of promoting rural products manufactured by institutions of poverty. Exhibits have been vital in building a relationship between ORMAS and consumers, particularly in designing and producing goods appropriate for the given purpose and degree of competence; it is acceptable to assume based on PalliShree Mela's experience. Building on these victories and overcoming any future obstacles is crucial going ahead. This implies expanding access to healthcare and education, providing women with secure means of sustenance, and promoting gender parity in the creation of public policy.

ORMAS and Mission Shakti can effect long-lasting change that benefits not only women but entire communities by continuing to promote the empowerment of rural women. This will help to build a more prosperous and inclusive society in Odisha. Therefore, ORMAS and DSMS should establish a presence throughout Odisha by setting up a steady supply of goods like beans, turmeric, etc., or by opening their stores. It is intended that the organizing effort would become even more strategic in drawing in a sizable number of customers to choose and purchase a product of their choosing. Above all, it will significantly improve the rural entrepreneurs' standard of life and pave the road for a better future.



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