

Brief history and description about organization

Madhya Pradesh State Rural Livelihoods Mission (MPSRLM) is the state-level agency for the National Rural Livelihoods Mission (NRLM) in Madhya Pradesh. NRLM was launched in 2011 to establish effective platforms for the rural poor to improve their income through sustainable livelihoods and better access to financial services.

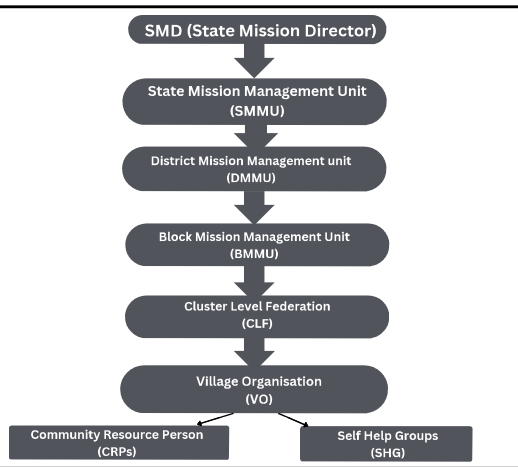
Mission

To reduce poverty in rural Madhya Pradesh by enabling access to sustainable livelihood To build strong, self-managed institutions of the rural poor, such as Self-Help Groups (SHGs)

Vision

MPSRLM's core vision is to alleviate poverty by creating pathways for the rural poor to improve their income and livelihoods through self-employment and skilled wage employment.

Organisation Structure



SWOT ANALYSIS

STRENGTHS	WEAKNESSES
- Strong SHG network & grassroots presence - Supportive leadership & mentorship - Exposure to gender, nutrition, livelihood models	- Limited digital documentation in some areas - Some processes not standardized - Dependency on manual data collection
OPPORTUNITIES	THREATS
- Tech integration like drones in farming - Expanding library, skill training - Scaling women's entrepreneurship	- Resistance to change at grassroots - Bureaucratic delays in fund disbursement - Sustainability challenges for micro-enterprises



TOWS STRATEGY ANALYSIS

	STRENGTHS	WEAKNESSES
OPPORTUNITIES	S-O Strategies - Use strong SHG base to expand tech-based livelihood models (e.g., drone farming). - Leverage active women participation to scale nutrition gardens & library models.	W-O Strategies - Digital training for field workers to reduce manual documentation gaps. - Use women-led enterprises to pilot scalable business models.
THREATS	S-T Strategies - Community solidarity and leadership can overcome resistance to change. - Strong CLF structure helps mitigate sustainability risks.	W-T Strategies - Standardize reporting tools to reduce bureaucratic delays. - Train SHG leaders in financial planning to reduce over-dependence on subsidies.

Theoretical

Studied as a model of participatory development

Concepts of federated institutions & credit linkages

Case studies on social enterprise models

Practical

Observed working SHGs, repayment discipline, governance

Saw 1% interest loans, repeat borrowing, and fine system

Met women running tailoring, poultry, photocopy shops

Challenges Faced During Internship

- Language barrier in initial village visits
- Navigating vast rural areas with limited transport
- Adjusting to field-level documentation without digital tools

Major Learnings

- Practical application of SHG and CLF frameworks.
- Direct interaction with 14 SHW Mahila Groups, discussing their livelihoods and income activities.
- Understood the role of technology like drones in agriculture
- Gained practical insight into the Lok Adhikar Kendra's role in community advocacy and dispute resolution.

Suggestions

- Increase use of digital tools for SHG monitoring and documentation
- Provide refresher trainings on gender and financial literacy for rural women
- Ensure multi-language materials for better communication in remote areas