

SAHAJOGA GROCERY SHOP OF MR. A PRAKSH RAO UNDER OPELIP



INTRODUCTION- When Odisha PVTG Empowerment and Livelihood Improvement Program implemented with the Collaboration of Dongaria Kandh Development Agency (DKDA) which is Supported by IFAD. The Project management Unite (PMU) Bhubaneswar is designing the strategically planning Through the local FNGO Shakti in two Gram panchayat namely Sibapadar and Munikhhol of Muniguda block of Rayagada and started with strategically effort on Empowering the tribal's and enabling them to enhance their livelihood promotion, food security, to increase their income and improve overall quality of their livelihood with specific objectives through various scope for implementation of different work with specific activity for PVTG. The promotion of livelihood program through Community mobilization and community Participation Process of the community in the OPELIP planning. The overall strategy focuses on empowering of the community. The MPA & FNGO@Shakti team were solid emphasis on financial inclusions, inclusive of social security schemes and promotion of sustainable livelihood program to Mr. Anup Prakash Rao.



The poorest of the poor women candidate Mr. Anup Prakash Rao 48 years old lives in OPELIP Project Operational villages name Badadahikhal closely located in nearby Hatadahikhal villages under Sibapadar Grampanchyat of Muniguda block of Rayagada district. The Village Badadahikhal is distance 15Km away from the FNGO Project Office Muniguda block head quarter and 35 km away from MPA@DKDA Chatikana office and 85km away from District Head Quarter Rayagada. There is mixed categories like ST, SC and OBC Households are living in this village and maximum household are OBC categories along with ST & SC. The main occupation of this village are Agriculture farmers & daily wages and Maximum are BPL categories out of them Mr. Annup Prakash Rao who is handicapped one and belongs from OBC community.



To promotion of sustainable Livelihoods activities through Income Generation Activities (IGA) namely Grocery Shop, accordingly Mr. Anup Prakash Rao has been selected for Promotion of Individual Income Generation Activities namely Grocery shop with the initiative of VDC Members and local CRP Mr. Rajendra Behera, which are supported by DKDA Chatikana under OPELI project. As a result FNGO@Shakti through the Badadahikhal OPELIP GUS/VDC provided grocery items as per the need of the locality Nowhe and his family members are happy and getting daily income Rs 800-1000 from Grocery Shop. In addition to that he is taking initiative for one Fast Food Centre in front of Grocery Shop. In Morning Time 7am-10pm and Evening time 6pm-9pm opening and daily income from Fast Food Center is Rs 400-600 only and all together his daily income is around 1500-2000. After sixth month of implementation of Grocery Shop he was taking initiative for additional income and invested for Cold Drinks Freeze which cost is 10000/- and purchased two table fan one for Grocery shop and another

one for home use which cost is 3000/-and third initiative is Sukanaya Yojana for his girls child which monthly investment is Rs 500/- for his daughters bright future and which are successfully meet their daily family maintenance with dignity of lifewhich are the abundant indicator of sustainable livelihood development process.

Mr. Rajendra BeheraCRP and team members of FNGO has been taken special interest to Mr.Anup Prakash Rao for promotion of sustainable livelihood program through Grocery shop because he is very needy handicapped person for any support from any agency or any individuals for his family management as a result OPELIP has one opportunity through AWBP-2019-20 to promotion of IGA program at individual and group level. CRP along with put her name in AWBP for grocery shop and provided grocery items through BadadahikhalOPELIP GramyaUnyana Sangha for her sustainable livelihood development. Our major target groups are PVTG, ST, SC and other backward community out of thatMr.Anup Prakash Raoone of the most vulnerable target beneficiaries of OPELIP Project and he and his family areactive participated in different activities of the OPELIP project.

After the intervention of OPELIP project FNGO @ Shakti professionals were visited and assured to link in any livelihood program. In the year of 2020-21 financial year Livelihood& Rural Finance officer and local CRP has been taken strong initiative for inclusion of Mr.Anup Prakash Rao in promotion of sustainable livelihood through grocery shop. With hole hearted all MPA, FNGO professionals and VDC members and also community members were provided moral and technical support to him, as a result now he and his family members are very happy and his daily selling is around Rs2000/- to 2500/- and try to self-stand with the local CRP and VDC members.Mr.Anup Prakash Rao created a new identity in the project operational areas through this small initiative.

Impact Created

1. After intervention of OPELIP project her skill and techniques improved on shop management, marketing linkages process through the different capacity building program at village level program. As a result Mr.Anup Prakash Rao has created a new identity in the project operational areas for their credibility and noble work.

KEY LEARNINGS

- ❖ Now Mr.Anup Prakash Rao obtained more skills and techniques in the field of small business management and feel the ownership.
- ❖ Through the technical support unit of Shakti@OPELIP & DKDA Chatikona created remarkable changes in the community
- ❖ Shakti @ OPELIP and DKDA is the better sources of new life for target individual and community.