

Organising the poor women from the urban households as Self Help Groups (SHGs) for economic & social development has been one of the key objectives of different social & economic development programmes implemented by the State. Organising the urban poor households as SHGs started with the Swarna Jayanti Sahari Rojgar Yojana (SJSRY) in the year 1997. There were around 40000 SHGs under the SJSRY programme and credit to the tune of 336 crore was disbursed. Thereafter the State Urban Livelihood Mission (SULM) was launched on the 1<sup>st</sup> of April, 2014. Presently we have around 60000 SHGs in the State with more than 7 lakh women members. We have already credit linked 14074 members at an aggregate of ₹ 201 crore disbursed till the end of FY 2019-20. The State Urban Livelihood Mission has imparted training in different skills to 1.1 lakh trainees.

The SHGs in West Bengal are fore runners in the country not only across diverse and varied economic activities but also in almost all social and community activities at the Municipalities & Municipal Corporations. It varies from making of Jute products, fashionable sarees with art work to cooking & serving food under the mid day meal scheme at Primary & high Schools. A continuous endeavor is on to further upskill the SHG products to a benchmark quality standard, appropriate pricing, packaging and more effective and efficient marketing avenues.

All the products made by SHGs and community events where SHGs members play a key role, would have to be carried out under a brand and a logo. It may kindly be decided at an appropriate level for an exclusive brand & logo of the State Urban Livelihood Mission Programme.

Campaign for all SHGs under the State Urban Livelihood Mission would be carried out under the brand & the logo finalized

- Name approved - সার্বস্বাস্থ্য
- Logo - sl.no. 11.

Director, SUDA

Chandhan  
09-09-19  
AMD

A brand and a logo for SULM may kindly be suggested. Few options have been given at CP side.

Pr. Secretary  
UD & MA Deptt.

U.O. No. SUDA-5/14

Dated 30/9/2019

File No. SUDA-497/2019

Urban Development Deptt.

U/O No. 2/14

Dt. 30/9/19

JMPC, UD & MA

P. Saha

Director, SUDA

CP 27/9/19

30/9/2019

24/9/2019

~~Amid (sc)~~

Approval at pre page.

Ref 25/10/19

~~S. Perui SMA~~

~~Shankar  
30.10.19~~