



# **Focus on convergence with line departments for optimum outcome: MD JKRLM**

KNS May 12, 2022

Posted on May 12, 2022 | Updated on

SRINAGAR, MAY 12 (KNS) : Mission Director, Jammu & Kashmir State Rural Livelihoods Mission (JKRLM), Indu Kanwal Chib, today chaired a meeting to review and discuss various initiatives being taken up under the Mission for empowerment of rural women of the Union Territory.

The meeting was attended by Additional Mission Director, JKRLM Reyaz Ahmad Beigh, National Mission Manager Livelihoods, Sunita Chakrabarty, officers from various line departments, Senior Project Managers JKRLM, District Programme Manager, Block Programme Managers and other officials of the Mission.

Mission Director asked the field officials to focus on convergence with various line departments for availing optimum benefit from the existing government schemes envisaging economic betterment of rural women.

She further stressed upon the officials of various departments to reserve a percentage of allocation of targets of the schemes/benefits for the SHG members. She asked them to ensure a simplified process of eligibility for the SHG members for availing the benefits of the schemes so that maximum number of rural women are covered.

Mission Director exhorted the officers to focus on technology transfer from the concerned departments especially in agricultural related products in order to bring rural SHG members at par with the existing market production.

She further directed the field officials of the Mission to engage Self Help Group members in service development services as it has huge scope for expansion of their livelihoods.

Meanwhile, the meeting also discussed roadmap to develop novel livelihood ideas for SHG women entrepreneurs.(KNS)