

**INVITATION FOR EXPRESSION OF INTEREST (EOI)
For Management of "Subhadra Shakti SHE Mart"**

Letter No- 1370

Date- 19/02/2026

Sealed proposals are hereby invited from interested Women Collectives such as Self Help Groups (SHGs), Women-led Producer Groups, Women-led Farmers Producer Companies and SHG Federations (BLFs/GPLFs/Area Level Federations-ALFs) having the willingness, experience and aptitude for the activity titled "Management of Subhadra Shakti SHE Mart".

The interested eligible organizations are requested to submit their proposals in the prescribed format (Annexure-I) to the concerned CDPO within 7 (Seven) days from the date of publication of this advertisement, i.e. on or before 25.02.2026.

The detailed guidelines and SOP are enclosed for reference.

Yours faithfully,


19/2/2026
District Social Welfare Officer
Nuapada

Note:

1. The application format is available at the Office of the DSWO, Nuapada; District Subhadra Shakti Kendra; OLM Office; Concerned CDPO Office; BLF Mission Shakti Office; Concerned BDO/OLM Office. (SOP enclosed for reference).
2. The applicant WSHG Federations may obtain detailed information regarding the scheme from the concerned BPCs/BPMs/BLCs/BPACA of the respective blocks.


19/2/2026
District Social Welfare Officer
District Social Welfare Officer
Nuapada

Memo No: 1371

Date: 19.02.2026

Copy forwarded to all CDPOs for information and necessary action. They are requested to display the notice on the Notice Boards of the Sub-Collector, BDO, CDPO and other Block Level Offices. They are also requested to obtain acknowledgement from AWWs, GPLFs and BLFs of the concerned clusters after circulation of the notice. (All reports must reach this office by 03.03.2026.)

Copy submitted to the CDO-cum-EO, ZP and all BDOs of Nuapada District for information and necessary action.

Copy forwarded to the District e-Governance Manager, Nuapada with a request to upload the same on the District website for wide publication.

Copy submitted to the PA to Collector for kind information of the Collector & District Magistrate, Nuapada.

Shr
19/2/2026
District Social Welfare Officer
District Social Welfare Officer
Nuapada
Nuapada

**Block wise Target towards setting up of Subhadra Shakti SHE
Marts during the FY-2025-26**

Sl. No	ICDS Project	No. of Subhadra Shakti SHE Mart to be setup during the FY-2025-26
1	Nuapada	12
2	Komna	10
3	Khariar	12
4	Boden	7
5	Sinapali	10
	TOTAL	51

Shr
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Format-1

Name of the Activity-Management of Subhadra Shakti SHE Mart.

1. Name of the Women Collectives: _____
2. WSHG / Federation Women Collectives Address:
Village/Lane _____ Post Office _____
GP/Ward _____ Block/ULB _____
District _____ PIN _____ ICDS Project _____
3. Year & Year of Formation: _____
4. Present livelihood activities undertaking: _____
5. Name of the Village/Lane,GP/Ward,Block/ULB where the Retail will be set up: _____
6. Whether the Women Collective has met the criteria for management of Subhadra Shakti SHE Mart (Yes/No)
If yes, please mention the details:
7. Where the Proposed SHE Mart will be set up:(Private shop/Govt asset)
8. If private shop, ether the undertaking submitted to furnish lease agreement after selection:(yes/No)
9. Saving Bank Account Number: _____
10. Bank, Branch Name: _____
11. Maintaining meeting Register (Yes/No)
12. Cash Book maintained (Yes/No)
13. Contact No _____
14. Resolution of the SHG Federation/Women Collective to take up the activity is enclosed (Yes/No)

Signature of the Authorized person
of the Women Collective.

Date:

Acknowledgement

Received the Expression of Interest from _____ Women Collectives,
Village/Lane _____ on date _____ for the livelihood activity titled
Management of Subhadra Shakti SHE Mart.

Signature of the DSWO/CDPO/Authorized Signatory

Date:



SoP for selection of Women Collective to run Subhadra Shakti SHE Mart

1. Aiming at the promotion of sustainable livelihood opportunity for SHGs & their Federations in retail ventures and transforming SHGs into SMEs through retail sector business, joint guideline on establishment of 'Mission Shakti SHE Marts' was communicated by this Department vide the letter under reference.
2. Strengthening the cultural resonance in Odisha, the Mission Shakti Retail Marts will be rebranded as '**Subhadra Shakti SHE Mart**'. The new identity enhances brand value, fosters greater community connect, and reinforces the vision of women's economic empowerment.
3. Similarly, the 'Mission Shakti Supply Hub' set up at district headquarter level to carry out bulk procurement, processing, packaging, branding and supply of goods etc. will also be branded as '**Subhadra Shakti Supply Hub**'. The districts may request for funds towards rebranding of already constructed marts and supply hubs at the earliest.
4. During the review of districts on progress of SHE Marts in several occasions, it has been observed that unavailability of adequate number of unused Government asset / shop in commercially viable locations has led to undue delay in allotment of shops for establishment of retail marts.
5. In continuation to the Letter No.635 dated 12.02.2024 under reference, the following provisions will be considered for expediting the establishment of retail marts.
 - i. Provisioning of Subhadra Shakti SHE Mart is not only limited to SHG Federations only such as GPLF/ BLF/ Area Level Federations (ALF), but the proposed interventions could be provisioned for eligible and capable women collectives such as Self-Help Groups (SHGs), women Producer Groups (PGs) and Women-led Farmer Producer Companies (FPCs) and SHG Federations (GPLF, BLF, ALF, DLF).
 - ii. In the newly constructed GP Subhadra Shakti Kendras, Block Subhadra Shakti Kendras and District Subhadra Shakti Kendras, provisioning of space has been made for sale of SHG products. Subhadra Shakti SHE Marts may be set up in such allocated space if the building is located in an area which is easily accessible and commercially feasible with adequate footfall of consumers.
 - iii. If suitable unused usable government assets or shops are not available at GP / block or ULB level, the corresponding Women Collective may be allowed to avail a private shop on rental basis for a minimum duration of

five years in a commercially viable location. Upon execution of the shop rent agreement for a minimum duration of five years, the interior work and branding of the shop may be carried out by the BDO as per the existing provisions for setting up a 'Subhadra Shakti SHE Mart'.

- iv. Wherever applicable, the monthly rentals for the SHE mart (Government asset/private Shop) will be borne by the selected women collective. They will deposit the requisite rental with the concerned authority/agency and bear the electricity & water charges.
- v. All applicable statutory compliances for running the SHE mart, if required, shall be made by the concerned women collective. Mission Shakti field functionaries will facilitate in this matter.

6. Selection of Women Collectives:

- a. Women Collective for proposed intervention include SHGs, women led PGs, Women-led FPCs and SHG Federations include GPLF, BLF, ALF, DLF.
- b. Department of Mission Shakti shall share the tentative district wise target for setting up of Subhadra Shakti SHE Mart with the Districts. District Team including DSWO, DPC and DPM, Mission Shakti will allocate the ICDS project wise target in consultation with CDO-cum-EO, ZP.
- c. Expressions of Interest (Eoi) for selection of eligible and capable Women collectives for setting up of Subhadra Shakti SHE mart shall be invited by the DSWO basing on the ICDS project wise target.
- d. The Eoi shall be published at the offices of the respective CDO-cum-EO, ZP, DSWO, CDPOs, BDOs, ULBs, BLFs, GPLFs, PG & PCs for a period of 7 days.
- e. The filled application form along with required documents shall be submitted to concerned CDPO office within the stipulated time period.
- f. **Block Level Selection Committee:** The Block Level Selection Committee comprising of following officials is formed to examine the received Expressions of Interests & others and select the eligible Women collective following the Selection Criteria. The format is annexed as Annexure I.
 - i. Block Development Officer (BDO) - Chairperson

- ii. Child Development Project Officer (CDPO) - Member Convener
 - iii. Block Project Coordinator & Block Project Manager, Mission Shakti - Members.
 - iv. Representative of ULBs (in case of urban area)
- g. In urban areas, CDPO shall facilitate the selection of eligible women collectives with support from Executive Officer (EO) / authorized officer by the Commissioner of the concerned ULBs.
- h. Criteria for identification and selection of Women Collectives:**
- i. Women collective for these proposed interventions include Women Self Help Groups, Women-led Producer Groups (PGs)/ Women-led Farmer Producer Companies (FPCs), SHG Federations (GPLF/ BLF/ DLF/ Area Level Federations (ALF))
 - ii. Women collectives must have completed six months from the date of formation.
 - iii. Women collective should belong to the same block /Ward /ULB where they propose to take up the retail activity.
 - iv. Women collective must have an active Bank account.
 - v. Women Collective must have undertaken regular and systematic book keeping including maintenance of meeting register, cash book, updated pass book among others.
 - vi. If women collective is interested in opening the Subhadra Shakti Retail mart in a private shop on rental basis, then Women collective has to furnish an undertaking saying that the Lease agreement for a minimum duration of three years will be submitted after one week of selection of Women Collective.
- i. The Committee will scrutinize the Eols based on the selection criteria and select the Block wise empaneled list considering the targets. Block Level Committee will share the empaneled list with respective DSWO.
- j. The Block level Committee will intimate the selected women collective to submit the lease agreement for setting up the Subhadra Shakti Retail mart on private shop on rental basis. The

- eligible and selected SHG should submit the lease agreement to respective BDO within one week of selection of women collective.
- k. If the selected women collective fails to submit the lease agreement, then opportunity shall be given to next empaneled women collective.
- l. On receipt of the lease agreement, BDO will execute the interior and branding work as per provision.
- m. In case of newly constructed infrastructures such as market complex, Block and GP Subhadra Shakti Kendra etc., BDO / EO may allot shops to Women Collectives
- n. Department of Mission Shakti will share the prototype for the exterior branding of the Subhadra Shakti Retail Mart.

Activity schedule

SI no	Activities	Timeline
1	Floating of EOI by respective DSWO	16.02.2026
2	End date of collection of application	19.02.2026
3	Organising Block level committee meeting and sharing the empanelled list with DSWO	By 21.02.2026
4	Compilation of empanelled list of women collectives at district level and sharing with Department	25.02.2026