

MISSION FOR ELIMINATION OF POVERTY IN MUNICIPAL AREAS (MEPMA)  
TELANGANA STATE

From  
Dr. T.K.Sreedevi, IAS,  
Mission Director,  
MEPMA, Telangana.

To  
The Additional Commissioner, UCD, GHMC  
All the Project Directors, MEPMA, Telangana

**Lr.No. MEPMA- SEP/EDP/1/2019**

**Dated: #ApprovedDate#**

Sub: MEPMA-DAY-NULM-SEP- Enterprise Promotion CRPs – Identification of CRPs  
from SHGs - Regarding.

Ref: Oral Instructions of the Mission Director, MEPMA.

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I invite your attention to the subject cited.

MEPMA carved its niche in institution building of SHGs, by inculcating regular savings and lending's which has helped them to improve their living standards. They were utilizing savings and Bank Linkage loans for personal consumption and a few for businesses. But MEPMA wants to encourage more women to start their own businesses based on the local demand and resources. These will make women economically empowered aids for their dignified life.

To encourage more income generating activities in manufacturing and service sectors, we have to do the following:

- Mapping of resources
- Idea generation
- Demand and supply analysis etc.

To facilitate the Entrepreneurship Development Programs, business plan, business development support, forward and backward linkages, capacity building, basic accounting, and later monitoring of businesses for both new and old an exclusive resource person is required.

In view of the above, as per the instructions of the Mission Director, MEPMA, it is decided to identify the CRPs (@1 CRP for 10 ALFs) for Enterprise Promotion activities. Training may be given to the identified EP-CRPs for 3-5 days.

The selected person will be trained on the EDPs and business development processes and becomes a master trainer. She in turn will capacitate the RPs in their ULBs and help more women start the business and periodically guide them to grow and expand their businesses.

**Criteria for Selection of CRP-Enterprise Promotion:**

1. Age: 18 – 40 years
2. Qualifications: Any Graduate.
3. Ideally, best practitioner SHG member or family member of SHG member, with 3 R (Reading, writing & Arithmetic) Skills, communication skills and willingness to travel.
4. Should be a member of SHG which is graded A.
5. Any prior experience in livelihood promotion will add on.
6. Should not be an existing Resource Person / Office Bearer of ALF / TLF.

**Roles and Responsibilities:**

1. To facilitate the SHG for identifying potential livelihood activities on the existing/available resources
2. Identification of common activities and promotion of the same. Encourage more manufacturing units.
3. Provide technical support to respective members in implementation of those activities
4. Should be aware of present practices existing and should have convincing skills to motivate members to take up new activities/interventions
5. She should ensure strong follow up of the identified beneficiaries and guide them from time to time
6. She should actively participate and facilitate in the preparation of MCP and SEP documentation.
7. Coordinate and convergence with the concerned line departments and institutions for support
8. To collect data as per requirement and submit to TLF at regular interval.
9. Collect best practices and produce case studies of the successful entrepreneurs
10. She should be aware about various policies, products and services which will help entrepreneurs.
11. She should work closely with City Livelihood Centres.
12. To carry out all tasks entrusted by the Project Director from time to time.

Hence, the Additional Commissioner, UCD, GHMC and Project Directors of all DPMUs, MEPMA are requested to identify Enterprise Promotion-CRPs (@ 1 CRP for 10 ALFs) keeping in view of criteria mentioned above and submit the detail to the undersigned within 1 week from the date of issue of this letter in the prescribed format enclosed.

#ApprovedByName#  
#ApprovedByDesignation#

Copy to the Municipal Commissioners of all ULBs of Telangana for necessary action

Signature valid

Digitally signed by TK  
SREEDEVI  
Date: 2020.01.27 11:04:19 IST  
Reason: Approved