

Mission for Elimination of Poverty in Municipal Areas (MEPMA)

Department of Municipal Administration and Urban Development

Government of Telangana

From

To

The Addl. Mission Director,
MEPMA,

All the Project Directors of MEPMA,
Addl Commissioner, GHMC and all

Hyderabad.

the Municipal Commissioners of ULBs.

Lr.Roc.No. MEPMA-SEP/GENC/3/2018, Dated : -03-2020

Sub: MEPMA – Celebration of International Women’s Day - Certain instructions issued –
Regarding.

I invite your attention to the subject cited, as you are all aware that March 8th is celebrated as International Women’s Day across the globe. The theme for International Women’s Day (8 March) 2020 is, *I am Generation Equality: Realizing Women’s Rights*.

MEPMA has realised this since its inception and has been thriving to create gender equality and meet the Sustainable Development Goals (SDGs) all through by initiating various activities and approaches for SHG women to develop on their own. The diversity of thought, natural creative ability & perseverance, which are all innate gender advantages of women, would push them to be successful leaders and today MEPMA has carved its niche by supporting about 1.73 lakh SHG women. Today they are self-made, self-reliant and sustain themselves through various livelihood activities.

No better platform than the International Women’s Day would be best to recognize our SHG women who had made remarkable difference in the community and being in different capacities.

In view of the above, all the Project Directors are requested to felicitate our women entrepreneurs on the below categories which could boost them up and encourage many other women to make difference.

The categories may be the following:

1. Green Businesses (Nurseries)
2. Eco Friendly business
3. Telangana Handicrafts

4. Telangana Handlooms
5. More than 5 members - employment creation through her business
6. Highest turnover
7. Investment by self than getting from other sources
8. Group Enterprise – at least 3 to 5 women engaged in activity
9. PWD Group / Women engaged in livelihood activity
10. Innovation or Technology based businesses
11. Female Bank Manager – given more loans in SEP & Bank Linkage.
12. Women's Bank/branch Manager

Ensure the coverage of programme in Media and send a report to the head office with good pictures and paper clippings.

Hence, the Addl. Commissioner, UCD, GHMC, all the Project Directors of MEPMA and the Municipal Commissioners of all the ULBs are requested to felicitate the women entrepreneurs on the occasion of International Women's Day on March 8th, 2020.

faithfully,

Yours

Mission Director
Copy to the Mission Director for information.

Addl.