



JEEViKA

Rural Development Department, Government of Bihar

Bihar Rural Livelihoods Promotion Society State Rural Livelihoods Mission, Bihar



बिहार सरकार

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Ref No. BRLPS/Proj-NF/1414/18/3354

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Office Order

Rural Retail Shop (Grameen Bazaar) program aims at improving accessibility of original, hygienic and quality products at profitable margin to Kirana shops run by JEEViKA promoted SHG women. The program is currently operational in 42 blocks of 13 districts.

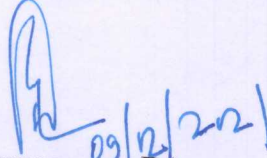
The program is decided to be scaled up to each of the 534 blocks in FY 2021-22. To strengthen the program with market linkage for direct supply of goods at profitable margin, a common minimum scale of 100 Grameen Bazaar (Rural Retail Shop) is necessary to crack negotiations with big companies/Millers etc. Therefore, blueprint for expansion in February-March is prepared as detailed below: -

Grameen bazaar opening target in FY 2020-21						
Sl. No	District	Total Block	Existing Grameen bazaar	February 2021	March 2021	
1	Araria	9	0	1	2	
2	Arwal	5	0	1	1	
3	Aurangabad	11	1	1	1	
4	Banka	11	0	0	0	
5	Begusarai	18	0	1	1	
6	Bhagalpur	16	4	0	1	
7	Bhojpur	14	3	0	0	
8	Buxar	11	3	0	0	
9	Darbhanga	18	7	0	2	
10	East Champaran	27	0	0	0	
11	Gaya	24	5	3	5	
12	Gopalganj	14	0	0	0	
13	Jamui	10	0	0	0	
14	Jehanabad	7	0	1	1	
15	Kaimur (Bhabua)	11	0	1	2	
16	Katihar	16	0	1	1	
17	Khagaria	7	0	0	0	
18	Kishanganj	7	0	0	0	
19	Lakhisarai	7	0	0	0	
20	Madhepura	13	0	0	0	
21	Madhubani	21	0	1	1	
22	Munger	9	0	0	0	
23	Muzaffarpur	16	1	2	2	

24	Nalanda	20	4	0	0
25	Nawada	14	2	1	1
26	Patna	23	3	2	2
27	Purnia	14	0	1	1
28	Rohtas	19	3	3	4
29	Saharsa	10	0	0	0
30	Samastipur	20	0	2	2
31	Saran	20	0	0	0
32	Sheikhpura	6	2	1	0
33	Sheohar	5	0	1	2
34	Sitamarhi	17	0	0	0
35	Siwan	19	0	0	0
36	Supaul	11	0	0	0
37	Vaishali	16	4	2	2
38	West Champaran	18	0	0	0
Total		534	42	26	34

In light of expansion of Rural Retail Shop to each of the blocks in BRLPS, following points may be noted: -

1. The above listed target for expansion of Rural Retail Shop/Grameen Bazaar is minimum number and districts may proceed with over and above the minimum number specified here.
2. Separate approval for block name will not be required.
3. Budget head for booking expenditure shall remain the same as mentioned in office order no. BRLPS/Proj-NF/1414/18/5204 dated 18.03.2020.
4. All provisions shall remain same as per earlier office orders.


 (Balamurugan D.)

Chief Executive Officer Cum State Mission Director

Copy to:

1. OSD/Director/CFO/PCs
2. All SPMs/SFM/PMs
3. Concerned NF Manager/YP NF
4. IT Section