



We Espouse Rural India

## JAN MITRA MARKETING AND CONSULTANCY LIMITED

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## **COMPANY PROFILE**

The **Jan-Mitra Marketing and consultancy Limited** is promoted by bunch of social entrepreneurs, with a goal to support Self Help Groups, Common Interest Groups, Farmer's group, Artisan groups, Cooperatives and other sort of organized/ un-organized people's associations, those working in rural areas.

**JMCL** extends its cooperation and consultancy for Marketing, Branding, Managerial and technical support to such groups, along with capital arrangement and financial management.

## **BACKGROUND**

Rural development and poverty alleviation is one of biggest challenges in free India. Over the last sixty years, various Government and Non Government initiatives took place to eradicate poverty. But the goals are still miles ahead. One of important reason for slow growth is that major workforce in India falls in un-organized sector. This sector is often subjected to exploitation. Lack of skill, organization, capital and managerial traits; Makes a lethal combination pulling individual's progress, back in to poverty circle.

Therefore organizing rural workforce is a necessary tool for sustainable growth. With a successful model based on Self Help Groups developed in Bangladesh, a new methodology spread in South Asia. This model is based on concept that small groups of people work together by pooling their resources. The group basically is informal in nature, having no registration or legal stature. But Government of India has made all commercial banks to recognize such groups for lending. Moreover, some schemes have been floated to assist these groups through revolving fund and interest subsidy over lending.

SHG mode takes care of many challenges. It helps to organized workforce without formalities. It lets poor to pool there resources to a size that makes them a competitive entity. It also helps social entrepreneurs to fulfill skill up-gradation needs and marketing arrangements.

### **Jan Mitram: The Parent entity**

**Jan Mitram** (*Friends of People*), is a voluntary organization working in sector of rural development. The operation area of this NGO lies in northern parts of Chhattisgarh state in India.



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Jan Mitram intervenes among backward and weaker sections of society with an aim to upgrade their capacity and skills, enabling them to reap the benefits of a free society and market in our democracy.

Since its inception in October 2002, Jan Mitram has worked with community by organizing them under Self help groups. More than a thousand SHG were formed who later started many kinds of economic activities. Intervention of Jan Mitram over a group is time, place and activity specific. After formation of groups, 12 to 24 months of handholding is provided in which internal dynamics of is facilitated. Training programmes of various kinds are imparted and group is led on a path of self development. Generally, an organization intervention is gradually reduces, once groups seems to be moving on path of strengthening.

Very soon it was felt that handholding to SHGs; those are in entrepreneur mode is equally essential. As the SHGs business progresses, it needs backward and foreword support like information and support for marketing, raw material, Taxation and other kind of things.

However, supporting SHGs perpetually is neither pragmatic nor possible for a voluntary organization. A separate entity for these propose was only solution.

Thus **Jan Mitra Marketing and Consultancy Limited- JMCL** was floated in the year 2005.

### **NATURE OF BUSINESS**

JMCL is involved in business of variety of commodities. However, all of them are Rural Products, produced by SHGs, farmers groups, artisans etc. Services provided by JMCL are:

- Providing Marketing assistance for finished goods
- Availing essential Raw material that are locally not available.
- Networking among groups having same businesses in the area.
- Credit facilitation through bank or MFIs
- Insurance facilities
- Technical up-gradation of machinery and equipments as well as group members

JMCL is presently does not involved in any production activity. However it can do the same if it deemed fit for company's objectives.

### **TYPE OF COMMODITIES DEALT WITH**

- Organic Farm products
- Fly Ash Bricks
- Lac Handicrafts
- Bell Metal crafts and
- Tribal Art
- Jetropa and Biodiesel
- Lac Resin, Seed-lac, Stick-lac and brood-lac
- Tasar silk and
- Food products



