

GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT

RAJYA SABHA
UNSTARRED QUESTION NO. 2492
TO BE ANSWERED ON 22/03/2023

ANNUAL INCOME OF SHGs

2492 DR. KIRODI LAL MEENA:
SHRI VIJAY PAL SINGH TOMAR:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the details of the current rural development schemes in the country in which Self Help Groups (SHGs) are involved, State/UT-wise and scheme-wise;
- (b) whether Government is planning to enhance the annual income of SHGs which are backbone of rural economy and if so, the steps taken by Government in this regard;
- (c) whether the rural products from SHGs have huge potential of acceptance among masses in the country and abroad; and
- (d) whether Government has identified E-commerce as an effective tool to harness it and if so, the details thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(SADHVI NIRANJAN JYOTI)

(a) The Ministry of Rural Development (MoRD), inter-alia, is implementing Deendayal Antyodaya Yojana –National Rural Livelihoods Mission (DAY-NRLM) and Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) in which Self Help Groups (SHGs) are involved. These Schemes are implemented through State Governments/UT Administrations. In addition, SHGs are being involved by other Departments/Ministries and State Government Departments dealing with rural development from time to time.

DAY-NRLM is being implemented across the country in a mission mode since 2011 with the aim to bring at least one woman member from each rural poor household, as per the Socio Economic Caste Census (SECC) 2011 data and process of Participatory Identification of Poor (PIP), into the fold of Self Help Groups (SHGs) and to support them to take economic activities. As on 28th February, 2023 about 8.93 crore Women households have been mobilized into 82.61 lakh Self Help Groups (SHGs). The State/UT wise details of the number of households mobilized into SHGs since 2011 under the Mission is attached at **Annexure I**.

Under MGNREGA, SHG members are involved in the planning of works through participation in Gram Sabha projects, play the role of Social Auditors and are also engaged as worksite supervisors (mates). In addition, efforts are being made to progressively engage Federations of Women Self-help Groups as Project Implementing Agencies (PIAs) at the Gram Panchayat / Block / District level.

(b) Under DAY-NRLM, various sub-schemes like Mahila Kisan Sashaktikaran Pariyojana (MKSP), Start-up Village Entrepreneurship Programme (SVEP), National Rural Economic

Transformation Project (NRETP), Deendayal Upadhyay Gramin Kaushalya Yojana (DDU-GKY), Rural Self Employment Training Institutes (RSETI) are being implemented for enhancing the income on sustainable basis of the rural poor. The mission seeks to achieve its objective through investing in four core components viz., (i) social mobilization and promotion of sustainable community institutions of the rural poor (Self Help Groups-SHG, Village Organisations-VOs, Cluster Level Federations-CLFs); (ii) financial inclusion, (iii) sustainable livelihoods; and (iv) convergence and entitlements. Accordingly, within the ambit of the mission and with the converging schemes of the other Ministries, SHG members are being facilitated for promotion of sustainable livelihoods, so that they may reach an aspirational goal of having minimum of one lakh rupee as annual income. For facilitating this initiative, a mobile application 'Lakhpaididi' has been rolled out for surveying the income and activities of the SHG households.

(c) & (d) The Ministry in collaboration with Government e-Marketplace (GeM) has created "SARAS Collection" as a Store Front in GeM for marketing of SHG products. The States of Assam, Bihar, Chhattisgarh, Gujarat, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Mizoram, Odisha, Punjab, Rajasthan, Tamil Nadu, Uttarakhand, Uttar Pradesh and West Bengal have supported SHGs in registering on GeM portal. Also, Memorandum of Understandings (MoUs) have been entered on 2nd November, 2021 and 12th May, 2022 between Ministry and Flipkart Internet Pvt. Ltd. and Amazon respectively to allow the Self Help Groups (SHGs) producers including the artisans, weavers and craftsmen to access national markets through the Flipkart Samarth programme and Amazon Saheli initiative. An MoU has also been signed by the Ministry with Patanjali on 2nd November, 2022 for collaboration in various fields including online marketing of SHGs products. An e-Commerce platform (www.esaras.in) has also been launched by the Ministry for online marketing of SHG products. Recently, an MoU has been signed between MoRD and Fashnear Technologies Pvt. Ltd. (Meesho) on February 16, 2023 for onboarding and marketing of SHGs products. Further, some States have also developed their own e-Commerce platform to support marketing of products of SHGs.

ANNEXURE I REFERRED TO IN REPLY OF RAJYA SABHA UNSTARRED QUESTION NO. 2492 TO BE ANSWERED ON 22.03.2023 REGARDING “ANNUAL INCOME OF SHGs”.

State/UT wise details of the number of households mobilized & SHGs Formed as on 28th February, 2023

SI No	State	SHGs formed	Households Mobilized
1	Andhra Pradesh	853122	8929363
2	Assam	332315	3707450
3	Bihar	1054925	12200889
4	Chhatisgarh	253030	2727056
5	Gujarat	270672	2694386
6	Jharkhand	277850	3446912
7	Karnataka	252285	2989060
8	Kerala	254191	3644669
9	Madhya Pradesh	427281	4797967
10	Maharashtra	597697	5950619
11	Odisha	528056	5442834
12	Rajasthan	252952	2793620
13	Tamil Nadu	318137	3675989
14	Telangana	439019	4603338
15	Uttar Pradesh	693324	7265721
16	West Bengal	1047555	10771352
17	Haryana	56053	576813
18	Himachal Pradesh	41775	338103
19	Jammu & Kashmir	77346	620421
20	Punjab	39145	393040
21	Uttarakhand	54201	403868
22	Arunachal	5849	47848
23	Manipur	6442	68186
24	Meghalaya	43656	424208
25	Mizoram	9214	73765
26	Nagaland	13487	116365
27	Sikim	5441	50779
28	Tripura	45357	407996
29	Andaman	1128	10997
30	Goa	3640	46906
31	Ladakh	519	4315
32	Lakshadweep	325	3704
33	Puducherry	4188	53349
34	Daman DIU and NH	914	9510
	Total	8261091	89291398