

GOVERNMENT OF INDIA  
MINISTRY OF RURAL DEVELOPMENT  
DEPARTMENT OF RURAL DEVELOPMENT

RAJYA SABHA  
UNSTARRED QUESTION NO. 1544  
ANSWERED ON 02.08.2023

**EMPOWERMENT OF WOMEN THROUGH SELF-HELP GROUPS**

1544 SHRI SUSHIL KUMAR GUPTA:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether Government has taken any new initiative for marketing of products made by women of Self-Help Groups;
- (b) if so, the details in this regard;
- (c) steps being taken to ensure that rural women, through Self-Help Groups or by other means, are empowered economically; and
- (d) steps being taken to bring all the vulnerable and marginalized rural households under the SHG fold to enable them to draw effectively benefits provided under various Government programmes and schemes?

**ANSWER**

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

a) & b): The Ministry in collaboration with Government e-Marketplace (GeM) has created “SARAS Collection” as a Store Front in GeM for marketing of Self Help Groups (SHGs) products. The Ministry has entered into Memorandum of Understandings (MoUs) with Flipkart Internet Pvt. Ltd. and Amazon during November, 2021 and May, 2022 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 2<sup>nd</sup> November, 2022 for collaboration in various fields including online marketing of SHGs products. An MoU has also been signed between Ministry of Rural Development (MoRD) and Fashnear Technologies Pvt. Ltd. (Meesho) on February 16, 2023 for on-boarding and marketing of SHGs products. An e-Commerce platform ([www.esaras.in](http://www.esaras.in)) and e-Commerce Application have also been launched by the Ministry for online marketing of SHG products. Further, some States have also developed their own e-Commerce platforms to support marketing of products of SHGs. In addition, marketing of SHG products is also being carried out through stores at National and State levels.

c): Under DeendayalAntyodayaYojana – National Rural Livelihoods Mission (DAY-NRLM), SHGs and their federations are empowered economically by providing them funding support in the form of Revolving Fund and Community Investment Support Fund. This helps them in creating a corpus, from which the SHG members can avail loans for various purposes including for promotion of livelihoods. In addition, the SHGs are facilitated for Bank linkage for accessing credit at subsidized rates of interest. This Ministry is also implementing Start-up Village Entrepreneurship Programme (SVEP), a sub-scheme under the DAY-NRLM with the objective to

help the SHG households to set-up enterprises at the village level in non-agricultural sectors. SVEP has a provision for support through Community Enterprise Fund for the beneficiary households, to partly meet the cost of setting up the enterprise and, the rest is expected to be contributed by the beneficiary from her own savings or Bank credit. The Mahila Kisans are also being supported for promotion of Agro Ecological Practices(AEP) under the Mission. Further, the SHGs/SHG members are also being supported through value chain initiatives for better return on SHG produce.

d): The following steps have been taken to bring all the vulnerable and marginalized rural households into SHG fold under DAY-NRLM -

i) The Mission has special focus on early inclusion of the Scheduled Castes, Scheduled Tribes, persons with disability, elderly, poorest of the poor and other vulnerable sections of community into SHG fold under DAY-NRLM through participatory vulnerability assessment processes as part of social mobilization in the States/UTs.

ii) Provision of Vulnerability Reduction Fund (VRF) up to Rs. 1,50,000 per Village Organization (VO). This is a corpus fund given to VO/Primary Level Federation at Village level to address vulnerabilities faced by the individuals or household(s) or communities.

iii) Special projects have been sanctioned for inclusion of Particularly Vulnerable Tribal Groups (PVTG) communities and comprehensive development of PVTG communities in Kerala, Jharkhand and Chhattisgarh and for socio-economic development of Vantangiya and Banwariya marginalized communities in UP.

iv) The Ministry organized social mobilization campaigns from 7<sup>th</sup> September to 20<sup>th</sup> September, 2022 and “Sangathan Se Samridhi Abhiyaan” from April 18<sup>th</sup> till June 30<sup>th</sup> 2023, with the objective to bring the left out eligible, vulnerable and marginalized rural households.

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