

GOVERNMENT OF INDIA  
MINISTRY OF RURAL DEVELOPMENT  
DEPARTMENT OF RURAL DEVELOPMENT

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 586**  
TO BE ANSWERED ON 07/02/2024

**BOLSTERING RURAL ENTREPRENEURSHIP**

586 SHRI AYODHYA RAMI REDDY ALLA:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether Government is fostering an environment conducive to rural entrepreneurship, considering factors such as access to finance, infrastructure, and market opportunities;
- (b) whether Government is leveraging technology to connect rural entrepreneurs with broader markets, enabling them to showcase and sell their products beyond local boundaries, if so, the details thereof; and
- (c) the details of specific programs or incentives in place to encourage skill development and training for rural entrepreneurs, ensuring they have the necessary tools to succeed in their ventures?

**ANSWER**

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

(a) & (b) Yes Sir, the Government of India is fostering an environment for conducive rural entrepreneurship considering factors like access to finance, infrastructure and market opportunities. Some of the initiatives are:

(i) For marketing of products produced by the women self-help groups (SHGs) promoted under Deendayal Antyodaya Yojana National Rural Livelihoods Mission (DAY NRLM), the Ministry of Rural Development (MoRD) in collaboration with the Government e-Marketplace (GeM) has created the “SARAS Collection” as a Store Front in GeM for marketing products. MoRD has also entered into a Memorandum of Understandings (MoUs) with different online platforms namely Flipkart Internet Pvt. Ltd., Amazon, Patanjali and Fashnear Technologies Pvt. Ltd. (Meesho) for onboarding and marketing of SHG products. An e-commerce platform ([www.esaras.in](http://www.esaras.in)) and e-commerce application have also been launched by MoRD for online marketing of SHG products. Further, some States have also developed their own e-commerce platforms to support the marketing of products of SHGs. In addition, marketing of SHG products is also being carried out through stores and SARAS Fairs held at National and State levels.

(ii) With a view to create livelihood options for rural entrepreneurs of SHGs, the National Bank for Agriculture and Rural Development (NABARD) has been promoting Micro Entrepreneurship Development Programmes (MEDPs), Livelihood & Enterprise Development Programme (LEDPs) in which financial support and skill development form an important component.

(iii) A scheme for grant support to SHGs/ Joint Liability Group (JLGs) / Producer Organizations (POs) / Micro-entrepreneurs for training, on-boarding, and marketing of products on online / digital marketplaces on E-commerce, social media platforms and

Open Network for Digital Commerce (ONDC) was introduced in June 2023 by NABARD to support SHGs / JLGs / POs to market their products on online platforms and enhance their income.

(iv) Off Farm Producer Organizations (OFPOs) are being facilitated for on-boarding onto ONDC (Open Network for Digital Commerce), which is an initiative aimed at promoting open networks for all aspects of the exchange of goods and services over digital or electronic networks.

(c) 591 Rural Self Employment Training Institutes (RSETIs) are functioning across the country, extending skill and entrepreneurship development training programmes to rural unemployed youth to facilitate them to employ themselves by commencing self-employment units / activities. MoRD is reimbursing cost of training imparted by the RSETIs to the rural youth through the State Rural Livelihoods Missions (SRLMs).

In addition, NABARD also implements 'Skill Development Programmes', a structured approach for addressing the skill gap in rural India through multiple stakeholders in the skill development ecosystem. The interventions aim to provide wide range of skill development training to rural youth with job opportunities. This is aimed to improve income level and livelihoods and to contribute to the economy by setting up rural enterprises. On-location skill development training programmes are provided to bridge the skill deficits or facilitate the optimization of production activities already pursued by the SHG members under MEDP. Also, grant support for skill upgradation programmes, establishment of demonstration units and need-based critical infrastructure is provided under LEDP.

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