

GOVERNMENT OF INDIA  
MINISTRY OF RURAL DEVELOPMENT  
DEPARTMENT OF RURAL DEVELOPMENT

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 600**  
TO BE ANSWERED ON 07/02/2024

**RURAL DEVELOPMENT SCHEMES THROUGH SELF-HELP GROUPS (SHGS)**

600 DR. KANIMOZHI NVN SOMU:

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 the backbone of rural economy and if so, the steps taken by Government in this regard;
- (c) whether rural products from SHGs have huge potential of acceptance among masses in the country and abroad; and
- (d) if so, 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 31<sup>st</sup> January, 2024, about 9.98 crore Women households have been mobilized into 90.39 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, 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 SashaktikaranPariyojana (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.

(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. Memorandum of Understandings (MoUs) have been entered on 2<sup>nd</sup> November, 2021 and 12<sup>th</sup> May, 2022 and 16<sup>th</sup> February 2023 between Ministry and Flipkart Internet Pvt. Ltd., Amazon and Fashnear Technologies Pvt. Ltd. (Meesho) respectively to allow the Self Help Groups (SHGs) producers including the artisans, weavers and craftsmen to access national markets through the Flipkart Samarth programme, Amazon Saheli initiative and Meesho for marketing of SHGs products. 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 e-Commerce platform ([www.esaras.in](http://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 JioMart on 22<sup>nd</sup> December 2023 for on-boarding and marketing of SHGs products. Further, some States have also developed their own e-Commerce platforms to support marketing of products of SHGs.

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**ANNEXURE I REFERRED TO IN REPLY OF RAJYA SABHA UNSTARRED QUESTION NO. 600 TO BE ANSWERED ON 07.02.2024 REGARDING “RURAL DEVELOPMENT SCHEMES THROUGH SELH-HELP GROUPS (SHGs)”.**

**State/UT wise details of the number of households mobilized & SHGs Formed as on 31<sup>st</sup> January, 2024**

| Sl. No | States/UTs                         | No. of Households Covered | No. of SHGs mobilized |
|--------|------------------------------------|---------------------------|-----------------------|
| 1      | Andhra Pradesh                     | 9066655                   | 855580                |
| 2      | Assam                              | 4018731                   | 356601                |
| 3      | Bihar                              | 12708238                  | 1096939               |
| 4      | Chhatisgarh                        | 3036956                   | 275109                |
| 5      | Gujarat                            | 2765861                   | 278079                |
| 6      | Jharkhand                          | 3586912                   | 291417                |
| 7      | Karnataka                          | 4168120                   | 356942                |
| 8      | Kerala                             | 3999493                   | 270993                |
| 9      | Madhya Pradesh                     | 5792134                   | 484453                |
| 10     | Maharashtra                        | 6469304                   | 635183                |
| 11     | Odisha                             | 5715076                   | 546490                |
| 12     | Rajasthan                          | 3804161                   | 321801                |
| 13     | Tamil Nadu                         | 4002881                   | 336044                |
| 14     | Telangana                          | 4777041                   | 441943                |
| 15     | Uttar Pradesh                      | 9489816                   | 840280                |
| 16     | West Bengal                        | 12106660                  | 1181104               |
| 17     | Haryana                            | 623171                    | 59789                 |
| 18     | Himachal Pradesh                   | 373629                    | 44931                 |
| 19     | Jammu & Kashmir                    | 791032                    | 90767                 |
| 20     | Punjab                             | 531855                    | 51213                 |
| 21     | Uttarakhand                        | 486283                    | 64390                 |
| 22     | Arunachal Pradesh                  | 84416                     | 9897                  |
| 23     | Manipur                            | 92267                     | 8725                  |
| 24     | Meghalaya                          | 442150                    | 45151                 |
| 25     | Mizoram                            | 85393                     | 10256                 |
| 26     | Nagaland                           | 134192                    | 15336                 |
| 27     | Sikkim                             | 56610                     | 5908                  |
| 28     | Tripura                            | 492588                    | 51693                 |
| 29     | Andaman & Nicobar                  | 13064                     | 1286                  |
| 30     | Goa                                | 50020                     | 3765                  |
| 31     | Ladakh                             | 10844                     | 1432                  |
| 32     | Lakshadweep                        | 4146                      | 344                   |
| 33     | Puducherry                         | 57831                     | 4564                  |
| 34     | Daman DIU and Dadar & Nagar Haveli | 11844                     | 1144                  |
|        | <b>Total:</b>                      | <b>99849374</b>           | <b>9039549</b>        |