

GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT

RAJYA SABHA
STARRED QUESTION NO. 122
TO BE ANSWERED ON 06/12/2024

SOCIO-ECONOMIC INCLUSION OF WOMEN ENTREPRENEURS

*122 DR. PARMAR JASHVANTSINH SALAMSINH:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the steps taken by Government in collaboration with private companies for socioeconomicinclusion of women entrepreneurs; and
- (b) the details of Sustainable Transport for Rural Entrepreneurs through ElectricBicycles(STREE) in empowering rural women by providing them access to green mobility?

ANSWER
MINISTER OF RURAL DEVELOPMENT
(SHRI SHIVRAJ SINGH CHOUHAN)

(a) & (b): A Statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (b) of RAJYA SABHA
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(a): Government of India has taken up various initiatives in collaboration with private companies for socio-economic inclusion of women entrepreneurs. Ministry of Rural Development (MoRD) is implementing Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY – NRLM) which is striving for conducive rural entrepreneurship environment considering factors like access to finance, infrastructure and market opportunities.

MoRD has entered into Memorandum of Understandings (MoUs) with different online platforms namely Flipkart Internet Pvt. Ltd., Amazon, Fashnear Technologies Pvt. Ltd. (Meesho) and Jiomart respectively for onboarding and marketing of Self-Help groups (SHGs) products. Following support is being provided by these companies to the members of Self-Help groups:

- i. Training to SHG members on onboarding on online platforms, account management and business growth
- ii. Product cataloguing
- iii. Photography and content creation
- iv. Dedicated store front (dedicated page) for display of SHG products

MoU has also been signed between the Ministry and Easytrip Planners Ltd. (EMT) for conducting a pilot by supporting the selected SHG members for setting up and managing Travel Booking enterprises in the States of Bihar, Gujarat, Madhya Pradesh and Uttar Pradesh. EMT provided the following support to the SHG members:

- i. Skill building of SHG members on ticket booking platform of EMT for air, rail and bus
- ii. Setting up of ticket booking enterprise by providing laptop and other basic infrastructure support.

(b): Energy Efficiency Services Limited (EESL), a joint venture under the Ministry of Power, and its subsidiary Convergence Energy Services Limited (CESL) have collaborated with MoRD to launch the Sustainable Transport for Rural Entrepreneurs through Electric Cycles (STREE) program. The MoU promotes green micro-mobility through the supply of E-bicycles at subsidised rates for rural SHG women to address their transport needs and enhance their outreach for economic activities. The pilot has been initiated in the States of Bihar, Kerala and Andhra Pradesh.
