

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

RAJYA SABHA
STARRED QUESTION NO. *107
TO BE ANSWERED ON 30.07.2025

EMPOWERMENT OF WOMEN UNDER WCD SCHEMES

*107. SHRI SANJAY RAUT:

Will the Minister of Women and Child Development be pleased to state:

- (a) whether Government is sincerely assessing the status of credit linkage, market access, and digital literacy being extended to women-led Self-Help Groups (SHGs), especially in backward and rural regions;
- (b) whether the Ministry has framed any roadmap for sector-specific skill development of women in new-age industries such as Electric Vehicles, Artificial Intelligence, and textiles to ensure economic empowerment;
- (c) whether the Ministry is considering the launch of a unified grievance redressal portal for all WCD schemes to enhance transparency and public trust; and
- (d) what robust mechanisms exist to monitor scheme implementation and hold officials accountable for delivery failures at grassroots level?

ANSWER

MINISTER OF WOMEN AND CHILD DEVELOPMENT
(SHRIMATI ANNPURNA DEVI)

(a) to (d) : A statement is laid on the table of the House.

STATEMENT REFERRED TO IN THE REPLY TO RAJYA SABHA STARRED QUESTION NO. *107 FOR 30.07.2025 RAISED BY SHRI SANJAY RAUT, MP(RS) REGARDING 'EMPOWERMENT OF WOMEN UNDER WCD SCHEMES'

(a) & (b) Yes, Sir. The Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY–NRLM), a poverty alleviation programme of the Ministry of Rural Development (MoRD) is being implemented across the country (except Delhi & Chandigarh) to organise the rural poor households into Self Help Groups (SHGs) and continuously nurturing and supporting them till they attain an appreciable increase in income over a period of time and improve their quality of life and come out of abject poverty.

DAY-NRLM is also implementing the SHG Bank Linkage programme in the country including backward regions to enable rural Self Help Groups (SHGs) women access credit from the formal banking sector. The status of credit linkage is assessed through SHG Bank Linkage portal. Since inception of the scheme in April, 2013, Rs.10.89 lakh crores has been accessed by the women SHG.

Further for better market access the Ministry of Rural Development in collaboration with Government e-Marketplace (GeM) has created “SARAS Collection” as a Store Front in GeM for marketing of SHG products. Also, Memorandum of Understandings (MoUs) have been entered 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. An MoU has also been signed by the Ministry with Patanjali 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. Further, some States have also developed their own e-Commerce platform to support marketing of products of SHGs. Further, the Ministry of Rural Development has converged with ONDC for promotion and sales of rural women SHG products on ONDC platform.

Self-Help Groups (SHGs) are being encouraged to adopt and utilize diverse digital technologies. Comprehensive training programs are provided to women members of these SHGs to strengthen community institutions, enhance access to financial services, improve livelihoods, and promote social development through digital platforms. Additionally, they receive training on the use of the LokOS Mobile app and web application developed by DAY-NRLM which helps them efficiently manage group information and track financial transactions.

Further, National Bank for Agriculture and Rural Development (NABARD) is providing support to ensure smooth market access to rural Women SHGs through :

- **Support for training on onboarding onto E-Commerce platforms/ ONDC/ Social media platforms:** The programme includes training on online marketing platforms as also onboarding and handholding support on online/digital marketplaces, viz., E-

commerce, social media platforms such as Instagram, Facebook, WhatsApp, etc. and Open Network for Digital Commerce (ONDC).

- **Support for Physical Marketing of Products:** NABARD extends support to SHGs/ JLGs/ POs for setting up Gram Dukans, moveable carts on stand-alone basis, stalls/ movable carts near bus stands/ railway stations/ shopping areas, outlets at AAI airports under the GoI's AVSAR (Airport as Venue for Skilled Artisans of the Region) scheme.

Ministry of Skill Development and Entrepreneurship (MSDE) under Skill India Mission (SIM) delivers skill, re-skill and up-skill training through an extensive network of skill development centres under various schemes, viz. Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Jan Sikhshan Sansthan (JSS), National Apprenticeship Promotion Scheme (NAPS) and Craftsman Training Scheme (CTS) through Industrial Training Institutes (ITIs), to all the sections of the society across the country. The SIM aims at enabling youth of India to get future ready, equipped with industry relevant skills.

Ministry of Textiles is implementing Samarth (Scheme for Capacity Building in Textiles Sector) with the objective to provide demand driven, placement-oriented skilling programmes to supplement the efforts of the industry in creating jobs in the organized textile and related sectors, covering the entire value chain of textiles, excluding Spinning and Weaving in the organized sector.

The Government gives utmost priority to the safety, security and empowerment of women in the country. To this end, the Government has adopted multi-pronged approach to address the issue of welfare of women on a life-cycle continuum basis for their educational, social, economic and political empowerment so that they become equal partners in the process of national development. This 'women led development' is essential for realising the goal of a developed India, or 'Viksit Bharat', by 2047.

Ministry of Women and Child Development is implementing Centrally Sponsored Schemes in the country, for the welfare of women and children, which are clubbed into three umbrella missions viz. (1) Mission Shakti, for safety, protection and empowerment of women; (2) Saksham Anganwadi & Poshan 2.0 for improving nutrition & health indicators in the country; and (3) Mission Vatsalya, for protection and welfare of children/girls in difficult circumstances. The details of the schemes are as under:

(i) Mission Shakti: The 'Mission Shakti' aims at strengthening interventions for women safety, security and empowerment. It seeks to focus on proposing strategies for improving convergence across Ministries/ Departments and at different levels of governance. Mission Shakti comprises of two verticals 'Sambal' and 'Samarthya' for safety and security of women and empowerment of women respectively.

The "Sambal" vertical is for safety and security of women. It has the schemes of One Stop Centres (OSCs), Women Helpline (WHL), Beti Bachao Beti Padhao (BBBP) and Nari Adalat.

The “Samarthya” vertical is for empowerment of women. It has the schemes of Pradhan Mantri Matru Vandana Yojana (PMMVY), Shakti Sadan, Sakhi Niwas, Palna and SANKALP : Hub for Empowerment of Women (HEW).

(ii) Saksham Anganwadi & Poshan 2.0 (Mission Poshan 2.0): Under this programme, Anganwadi Services Scheme, POSHAN Abhiyaan and Scheme for Adolescent Girls has been reorganized into 3 primary verticals: (i) Nutrition Support for children below the age of 6 years, Pregnant Women, Lactating Mothers and Adolescent Girls (14 -18 years); (ii) Early Childhood Care and Education [3-6 years] and (iii) Anganwadi Infrastructure including modern, upgraded Saksham Anganwadi.

(iii) Mission Vatsalya: Mission Vatsalya (erstwhile Child Protection Services Scheme (ICPS)) is a Centrally Sponsored Scheme (CSS) which is implemented through States/Union Territories (UTs) to deliver services for better outreach and protection for Children in Need of Care and Protection (CNCP) and Children in Conflict with Law (CCL) which include Institutional Care and Non-Institutional Care in a mission mode with the objective to: (i) Support and sustain Children in difficult circumstances (ii) Develop context-based solutions for holistic development of children from varied backgrounds (iii) Provide scope for green field projects for encouraging innovative solutions (iv) Cement convergent action by gap funding, if required.

The scheme also provides for emergency outreach services (24x7) for children in difficult circumstances through Child Helpline (1098).

(c) & (d) Centralized Public Grievance Redress and Monitoring System (CPGRAMS) is an online platform available to the citizens 24x7 to lodge their grievances to the public authorities on any subject related to service delivery. It is a single portal connected to all the Ministries/ Departments of Government of India and States. Every Ministry and States have role-based access to this system. CPGRAMS is also accessible to the citizens through standalone mobile application downloadable through Google Play store and mobile application integrated with UMANG.

The status of the grievance filed in CPGRAMS can be tracked with the unique registration ID provided at the time of registration of the complainant. CPGRAMS also provides appeal facility to the citizens if they are not satisfied with the resolution by the Grievance Officer. After closure of grievance if the complainant is not satisfied with the resolution, he/ she can provide feedback. During last two years i.e. from 01.07.2023 to 01.07.2025, out of 15288 grievances received on CPGRAMS Portal, 14998 grievances have been disposed of by the Ministry of Women and Child Development.

Ministry of Women & Child Development has rolled out ‘Poshan Tracker’ application on 1st March 2021 as an important governance tool. The Poshan Tracker facilitates monitoring and tracking of all AWCs, AWWs and beneficiaries on defined indicators. IT systems have been leveraged to strengthen and bring about transparency in nutrition delivery support systems at the Anganwadi Centres. Technology under Poshan Tracker is being leveraged for dynamic

identification of stunting, wasting, under-weight prevalence among children. It has facilitated near real time data collection for Anganwadi Services such as, daily attendance, ECCE, Provision of Hot Cooked Meal (HCM), Take Home Ration (THR-not raw ration), Growth Measurement etc.

Further, an Integrated Grievance Redressal Module has been introduced in the Pradhan Mantri Matru Vandana Yojana (PMMVY) Portal. Grievances on the integrated grievance portal are being registered through 3 modes :

- Through CPGRAMS - Grievances being received on CPGRAMS are now being registered on the Integrated Grievance portal on behalf of the applicant and the applicant is informed of the same through the CPGRAMS portal and through SMS. The applicant can then see the live status of the grievance (and the status of the application and payment).
- Directly on Portal – Any person can directly register a grievance by visiting the PMMVY portal. The applicant receives an SMS after registration of the grievance.
- Through PMMVY Helpline – PMMVY Helpline Agents register the grievance on the behalf of the applicant. The applicant receives an SMS after registration of the grievance.

For last mile tracking of delivery of nutrition, Ministry has developed Facial Recognition System (FRS) for the distribution of Take Home Ration to ensure that benefit is given only to the intended beneficiary registered in Poshan Tracker. FRS has been implemented for strengthening accountability of field functionaries and empowering eligible beneficiaries to receive their rightful entitlements. The FRS has been made mandatory for the distribution of THR from 1 July, 2025.

FRS facility is also made available in the beneficiary module of Poshan Tracker where beneficiary can herself capture her photo and complete the e-KYC process based on Aadhar system from home/any place through the beneficiary module. As on 20 July, 2025, face capturing, and e-KYC has been completed for a total of 69% beneficiaries registered for Take Home Ration.

Under Pradhan Mantri Matru Vandana Yojana (PMMVY), an Aadhar-based biometric authentication (using FRS) has been introduced and made mandatory for all new enrolments w.e.f. 21st May, 2025. This is being implemented by leveraging the Face Recognition System (FRS) module available on the Poshan Tracker. Additionally, to facilitate the beneficiaries for tracking the status of their applications and payments, a 'Track and Search' feature is available on the PMMVY portal to show real time location and status of Application/grievance.
