

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION No. 109
TO BE ANSWERED ON 20.07.2026

STATUS ON YASHASVINI CAMPAIGN

109. SHRI SANA SATHISH BABU:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) the State-wise, district-wise and year-wise total number of women entrepreneurs who have actively benefitted under the Yashasvini Campaign since its formal inception;
- (b) the district-wise quantum of awareness programmes, skill-training sessions and rural outreach activities organized under this campaign within the State of Andhra Pradesh;
- (c) the institutional mechanism adopted to actively involve local urban/rural bodies, self-help groups (SHGs), women-led enterprises and grassroots community organizations in executing the campaign; and
- (d) whether Government is integrating dedicated digital literacy, modern e-commerce entrepreneurship and micro-financial inclusion modules within the campaign, if so, the status thereof?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SUSHRI SHOBHA KARANDLAJE)

(a) & (b): The Ministry of Micro, Small and Medium Enterprises (MSME) has organized Yashasvini Events in Jaipur (Rajasthan), Ranchi (Jharkhand), Agartala (Tripura), Guwahati (Assam), Moga (Punjab), Kolkata (West Bengal) and Aizawl (Mizoram) to promote women entrepreneurship through awareness generation, stakeholder engagement and convergence of existing schemes. The data on state-wise, district wise women beneficiaries who have benefitted from Yashasvini Campaign is placed at *Annex –I*. Apart from the above various awareness programme for women are conducted as a part of ongoing scheme of Ministry of MSME at State Level regularly. As on 30.06.2026, women-owned enterprises constitute approximately 39% of the total enterprises registered on the Udyam Registration Portal (UR) and Udyam Assist Portal (UAP), which are eligible to secure the benefits under various schemes of the Ministry.

(c): The Ministry undertakes various awareness, capacity-building and outreach initiatives for women entrepreneurs under its existing schemes and programmes. This Ministry has signed Statements of Intent (SoI) with the Ministry of Rural Development (MoRD) and NITI Aayog to involve various stakeholders in rural and urban areas. These collaborations aim to strengthen awareness generation, outreach activities, capacity building and facilitate greater participation of women in entrepreneurship. Ministry also collaborate with Institutions like Institute of Chartered Accountants of India (ICAI) to promote financial literacy among women entrepreneurship through the various regional offices of such entrepreneurship spread across the country.

(d): There are dedicated programmes in the scheme of Ministry of MSME which support digital literacy and e-commerce activities among women entrepreneurs. To provide as example one such scheme provision Trade Enablement and Marketing (TEAM) Initiative, wherein at least 50% of the targeted beneficiaries are women, who are inter-alia provided training on digital literacy, onboarding onto digital selling platforms & marketing, catalogue development, logistics management, and platform operations. As per Public Procurement Policy (PPP) of Government of India, Central Ministries/Departments and Central Public Sector Enterprise (CPSEs) are mandated to procure at least 3% of its annual procurement requirement from women-owned MSEs. For financial inclusion, separate scheme provisions for women are available such as 90% Credit Guarantee cover for women under Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) Scheme for Micro and Small Enterprises viz-a-viz 75% for other eligible borrowers. Another example is Prime Minister's Employment Generation Programme (PMEGP) wherein a higher subsidy of up to 35% for Women beneficiaries is provided viz-a-viz 25% for beneficiaries under the non-special category. Under Procurement and Marketing Support (PMS) Scheme up to 100% reimbursement for women entrepreneurs is admissible for stall rental viz-a-viz 80% for other entrepreneurs. Regular awareness programme for various schemes of the Ministry are carried out including for women entrepreneurs.

Annexure – I

Total Women Owned Enterprises Registered and Employment Reported Under Udyam & UAP After the Respective Date of Yashasvini Event			
	Udyam	UAP	Total
Rajasthan	After 19/07/2024 to 30/06/2026		
Registration	252839	349533	602372
Employment	1425958	541042	1967000
Jharkhand	After 12/09/2024 to 30/06/2026		
Registration	116999	170020	287019
Employment	687313	236535	923848
Tripura	After 01/10/2024 to 30/06/2026		
Registration	31516	30257	61773
Employment	308788	44355	353143
Assam	After 04/10/2024 to 30/06/2026		
Registration	238553	117352	355905
Employment	1999059	203394	2202453
Punjab	After 18/10/2024 to 30/06/2026		
Registration	147871	128430	276301
Employment	633934	184534	818468
West Bengal	After 13/12/2024 to 30/06/2026		
Registration	259621	422335	681956
Employment	1735028	641569	2376597
Mizoram	After 27/02/2025 to 30/06/2026		
Registration	10601	5127	15728
Employment	67764	15541	83305
Report Dated - 10/07/2026 12:15 PM			

Total Women Owned Enterprises Registered and Employment Reported Under Udyam & UAP After the Respective Date of Yashasvini Event			
	Udyam	UAP	Total
Jaipur	After 19/07/2024 to 30/06/2026		
Registration	52561	48862	101423
Employment	231186	88614	319800
Ranchi, Jharkhand	After 12/09/2024 to 30/06/2026		
Registration	16655	26155	42810
Employment	80288	38460	118748
West Tripura, Tripura	After 01/10/2024 to 30/06/2026		
Registration	6813	11333	18146
Employment	31404	14853	46257
Kamrup, Assam	After 04/10/2024 to 30/06/2026		
Registration	13106	13074	26180
Employment	311241	26143	337384
Moga, Punjab	After 18/10/2024 to 30/06/2026		
Registration	5535	5698	11233
Employment	14197	7110	21307
Kolkata, West Bengal	After 13/12/2024 to 30/06/2026		
Registration	17492	37819	55311
Employment	189962	51043	241005
Aizwal, Mizoram	After 27/02/2025 to 30/06/2026		
Registration	5867	3165	9032
Employment	34580	10643	45223