

GOVERNMENT OF INDIA  
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

**LOK SABHA**  
**STARRED QUESTION NO. 419**  
TO BE ANSWERED ON 23.03.2018

**INDEX OF WOMEN ENTREPRENEURS**

419. SHRI R. PARTHIPAN:

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) the rank of India according to the Mastercard Index of Women Entrepreneurs;
- (b) whether India presents lesser opportunities for women to engage in entrepreneurial activities, assume leadership roles or participate in workforce as per the said Index and if so, the details thereof;
- (c) the proposals/plans before the Government for improving the country's rank;
- (d) whether lack of education, technological know-how and cultural bias coupled with stringent business and Government regulations undermine women's ability to take advantage of entrepreneurial opportunities in India; and
- (e) if so, the details thereof along with the corrective measures taken by the Government in this regard?

**ANSWER**

MINISTER OF WOMEN AND CHILD DEVELOPMENT  
(SHRIMATI MANEKA SANJAY GANDHI)

- (a) to (e): A Statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PART (A) TO (E) OF LOK SABHA  
STARRED QUESTION NO.419 FOR 23.03.2018 BY SHRI R. PARTHIPAN  
REGARDING 'INDEX OF WOMEN ENTREPRENEURS'**

- (a) to (e) : No such report has been received by the Ministry. However, various programmes for empowerment of Women are being implemented through different Ministries/Departments/Organizations. Some of the important such programmes are as below :

**Rashtriya Mahila Kosh (RMK):** A society registered under the Societies Registration Act, 1860 under the Ministry of Women & Child Development (MWCD), RMK is an apex micro-finance organization to provide micro-credit at concessional rate of interest to women Self Help Groups or individual women (the ultimate beneficiaries) through Intermediary Micro-financing Organizations (IMOs) /Non-Governmental Organisations (NGOs) / Voluntary Organisations (VOs) for various livelihood support and income generating activities in a client-friendly manner so as to bring about their socio-economic development.

**Mahila E-Haat :** The Ministry of Women & Child Development launched "Mahila E-Haat", a unique direct online marketing platform to support women entrepreneurs/SHGs/ NGOs, on 07<sup>th</sup> March 2016. Mahila E-Haat is an initiative for meeting aspirations and needs of women entrepreneurs. It is aimed at providing a e-marketing platform by leveraging technology for showcasing products made/manufactured/sold by women entrepreneurs/SHGs/NGOs as also showcasing services reflecting their creative potential.

Over 22 lakh visitors to the site. Women entrepreneurs/SHGs/NGOs from 29 states are showcasing over 3500 products/services. Presently there are over 28000 women entrepreneurs/SHGs/NGOs and over 4.38 lakh beneficiaries directly and indirectly impacted and this is being continuously upgraded. On this portal bulk, repeat and customised orders can also be undertaken. The online marketing platform displays the products/services of the vendors with their contact number, address as also the basic cost.

**Women of India Organic Festival :** Ministry of Women & Child Development organizes Women of India Organic Festival, the largest festival of organic products by women farmers and producers. The Women of India Organic Festival has now become an annual event and exhibits/offers for sale most varied range of organic products including food, kitchen products, species, pure fabric to wellness, personal care among others. The main aim of the Festival is to support and encourage women / women entrepreneurs and women-led groups that promote organic farming, thus among other things supporting their local community's economy, creating jobs for their financial inclusion.

**First Ladies :** The Ministry of Women and Child Development felicitated women who were the first to set a milestone in their respective fields. The event is a platform for women from diverse fields, geographical locations and age brackets to share their experience and for the Government to recognise and honour the exceptional feat achieved by them. 'First Ladies' are a representation of the Government's relentless effort to encourage and empower women.

**Nari Shakti Puraskars :** To acknowledge Women's achievements, Government of India confers **Nari Shakti Puraskars** to eminent women and institutions in recognition

of their service towards the cause of women empowerment. The awards recognize the efforts made by women & institutions in rendering distinguished services for the cause of women, especially vulnerable and marginalized women.

**NABARD SHG Bank Linkage Programme:** SHG Bank Linkage programme pioneered by NABARD is today the largest community based microfinance programme. As on 31 March 2017, 85.77 lakh SHGs have been Savings linked, of which 85% are exclusive Women SHGs. NABARD spends funds out of the Financial Inclusion Fund maintained by it for promoting and supporting the programme.

**Women SHG (WSHG) programme:** Ministry of Finance, Government of India had set up a 'Women Self Help Group Development Fund' to implement a 'Scheme for promotion of Women SHGs in 150 Left Wing Extremism affected and Backward districts of India'. The programme is being implemented by NABARD.

**Deendayal Antyodaya Yojana** – The Government is implementing National Rural Livelihoods Mission (DAY-NRLM) across the country in a mission mode with the objective of organizing the rural poor women into Self Help Groups (SHGs), and continuously nurturing and supporting them to take economic activities till they attain appreciable increase in incomes over a period of time to improve their quality of life and come out of abject poverty. The programme is under implementation in all States/UTs (excluding Delhi and Chandigarh).

In the light of the above it could be seen that the Government of India is creating adequate entrepreneurial opportunities for women entrepreneurs.

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