

GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 1103
ANSWERED ON 13/12/2022

COUNTRYWIDE CAMPAIGN UNDER DAY-NRLM

1103. SHRIMATI HEMA MALINI:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether a 15 days country-wide campaign was conducted by the Government from September 7 to 20, 2022 with an aim to speed up the process of linking rural poor and poor women left out from Deen Dayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM) in all States and Union Territories with women Self Help Groups (SHGs) and if so, the details thereof; and
- (b) whether the success of this campaign has been reviewed and if so, the details thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(SADHVI NIRANJAN JYOTI)

(a) Yes Sir. A social mobilization campaign was organised from 7th September to 20th September, 2022 in order to expedite the process of social mobilization for bringing left out eligible rural poor households into Self Help Groups (SHGs) under the SHG fold of Deendayal Antyodaya Yojana- National Rural Livelihoods Mission (DAY-NRLM). Later, on request of State Rural Livelihood Missions (SRLMs), the campaign period was expanded till 30th September, 2022. During this campaign 16,25,286 households were mobilized into 1,29,493 SHGs.

(b) The success of the campaign was reviewed by the Ministry and it was found out that the campaign has given a definite push and expedited the mobilization of the left out rural women into SHGs. The average monthly mobilization of the rural women into SHGs during the current Financial Year up to August, 2022 was 5,61,272 and during the campaign period of less than one month, 16,25,286 rural women were brought under the SHG network under the Mission.
