

**GOVERNMENT OF INDIA  
MINISTRY OF RURAL DEVELOPMENT  
DEPARTMENT OF RURAL DEVELOPMENT**

**LOK SABHA  
UNSTARRED QUESTION NO. 1990  
ANSWERED ON 01/08/2023**

**MARKETING OF PRODUCTS CREATED BY WOMEN SHGS**

**1990. SHRIMATI POONAMBEN MAADAM:**

**Will the Minister of RURAL DEVELOPMENT be pleased to state:**

- (a) whether the Government has taken any steps to conduct training programmes for Self Help Groups (SHGs) for financial management and knowledge in business;**
- (b) if so, the details thereof;**
- (c) the details of the SHGs in Gujarat, district and village-wise;**
- (d) whether the Government is launching a platform for marketing of products created by women from SHGs; and**
- (e) if so, the details thereof along with the features of this platform?**

**ANSWER**

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

**(a): Yes Madam,**

**(b): DeendayalAntyodayaYojana – National Rural Livelihoods Mission (DAY – NRLM) is supporting the Self Help Groups (SHGs) in enhancing their capacity by providing various types of trainings on financial management and knowledge in business-**

- i. Types of Books of Record**
- ii. Writing of Account Book and Minutes**
- iii. Preparation of Ledger, Receipt and Payment, Profit and Loss, Asset and Liabilities statement**
- iv. Financial Planning for SHGs and their members to acquaint them on various financial needs**
- v. Start-up Village Entrepreneurship Programme (SVEP), the sub-scheme under DAY-NRLM supports the members of SHGs or**

**their family members to set-up small enterprises in the non-farm sector. The entrepreneurs are provided various types of training for running their business including skill training in identified sector, managerial training etc. Specific trainings and other support are also provided to SHGs for on-boarding their products on e-commerce platforms.**

**(c): The details of SHGs in Gujarat, district wise are attached at annexure and village wise details may be seen at MIS website: <https://nrlm.gov.in/SHGFunctioningUnderNRLMAction.do?methodName=showSHGFunctioningNRLM>**

**(d) & (e): The Ministry of Rural Development has launched a dedicated e-commerce platform known as eSARAS web portal for marketing of products made by women SHG's. Further, eSARAS Mobile Application has also been launched. The features of the platform and the app are :a user-friendly interface, ensuring a seamless experience for all users. It offers easy registration and login processes. With product search and filtering options, customers can quickly find what they need. A shopping cart facilitates convenient item management, while multiple payment and shipping options cater to individual preferences. A dedicated customer support system is also available to assist with any inquiries or concerns of the customer. In addition to this, some States have also developed their own e-Commerce platforms to support marketing of products of SHGs.**

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**Annexure referred in reply to part (c) of Lok Sabha Unstarred Question No. 1990 to be answered on 01.08.2023 regarding “Marketing of Products created by Women SHGs”**

**The details of SHGs in Gujarat, district wise are given below:**

**As on 26 July 2023**

<b>S. No.</b>	<b>Districts Name</b>	<b>Number of SHG formed</b>
<b>1</b>	<b>AHMADABAD</b>	<b>10131</b>
<b>2</b>	<b>AMRELI</b>	<b>11486</b>
<b>3</b>	<b>ANAND</b>	<b>11535</b>
<b>4</b>	<b>ARAVALLI</b>	<b>8496</b>
<b>5</b>	<b>BANAS KANTHA</b>	<b>10327</b>
<b>6</b>	<b>BHARUCH</b>	<b>7602</b>
<b>7</b>	<b>BHAVNAGAR</b>	<b>4570</b>
<b>8</b>	<b>BOTAD</b>	<b>3727</b>
<b>9</b>	<b>CHHOTA UDAIPUR</b>	<b>9605</b>
<b>10</b>	<b>DANG</b>	<b>4108</b>
<b>11</b>	<b>DEVBHUMI DWARKA</b>	<b>3412</b>
<b>12</b>	<b>DOHAD</b>	<b>14495</b>
<b>13</b>	<b>GANDHINAGAR</b>	<b>5881</b>
<b>14</b>	<b>GIR SOMNATH</b>	<b>5367</b>
<b>15</b>	<b>JAMNAGAR</b>	<b>8730</b>
<b>16</b>	<b>JUNAGADH</b>	<b>6566</b>
<b>17</b>	<b>KACHCHH</b>	<b>6441</b>
<b>18</b>	<b>KHEDA</b>	<b>10674</b>
<b>19</b>	<b>MAHESANA</b>	<b>12575</b>
<b>20</b>	<b>MAHISAGAR</b>	<b>5722</b>
<b>21</b>	<b>MORBI</b>	<b>2827</b>
<b>22</b>	<b>NARMADA</b>	<b>5073</b>
<b>23</b>	<b>NAVSARI</b>	<b>10955</b>
<b>24</b>	<b>PANCH MAHALS</b>	<b>9350</b>
<b>25</b>	<b>PATAN</b>	<b>11000</b>
<b>26</b>	<b>PORBANDAR</b>	<b>2537</b>
<b>27</b>	<b>RAJKOT</b>	<b>8357</b>
<b>28</b>	<b>SABAR KANTHA</b>	<b>10559</b>
<b>29</b>	<b>SURAT</b>	<b>10767</b>
<b>30</b>	<b>SURENDRANAGAR</b>	<b>7070</b>
<b>31</b>	<b>TAPI</b>	<b>9905</b>
<b>32</b>	<b>VADODARA</b>	<b>9132</b>
<b>33</b>	<b>VALSAD</b>	<b>11428</b>
	<b>TOTAL</b>	<b>270410</b>