

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

**LOK SABHA
UNSTARRED QUESTION NO. 3073
ANSWERED ON 08/08/2023**

MARKETING FOR PRODUCTS MADE BY WOMEN SHGS

**3073. SHRIMATI JASKAUR MEENA:
SHRI KRIPANATH MALLAH:**

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the salient features of Deendayal Antyodaya Yojana –National Rural Livelihoods Mission (DAYNRLM);**
- (b) the details of funds sanctioned, allocated and utilized so far under this Mission, State-wise particularly in Rajasthan and Assam;**
- (c) the details of targets fixed under said mission along with the details of achievements made thereunder in the country; and**
- (d) whether the Government is focusing on strengthening marketing support for products made by women Self Help Groups (SHGs) under the Mission and if so, the details thereof?**

ANSWER

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

(a) The salient features of the Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY – NRLM) DAY-NRLM are as follows:

- i. Promotion of Sustainable Institutions of the poor**
- ii. Ensuring access to financial services**
- iii. Promote diversified livelihoods opportunities for the poor, in farm and non- farm sectors**
- iv. Promotion of Skill Development and access to wage employment**
- v. Promotion of Social Inclusion and Human Development**

(b) The details of funds sanctioned/allocated and utilized so far under DAY-NRLM, State-wise including Rajasthan and Assam are placed at Annexure.

(c) As of 31st July 2023, the Mission has covered around 9.36 Crore rural Households. Details of targets set and achievements of Women mobilized under SHGs and capitalization support provided to SHGs, under the Mission across the country (as of 31st July 2023) is provided in the table below :

S.No.	Key Performance Indicator	Targets 2023-24	Achievements (2023-24)	Cumulative Achievements since inception as on 31st July 2023
1	Number of SHGs to be promoted (in lakh)	8	2.81	86.18
2	Number of Households to be mobilized into SHGs (in lakh)	114	37.10	936.26
3	Amount of RF to be provided to SHGs (in Rs. Lakh)	222705	28558.20	690363.74
4	Amount of CIF to be released to SHGs (in Rs. Lakh)	733680	561970.01	2077398.14

In addition, as on 31st July , 2.41 lakh enterprises have been supported under Start-up Village Enterprise Programme (SVEP), a sub scheme of DAY-NRLM and 291.05 lakh MahilaKisans have been supported for promotion of Agro Ecological Practices.

(d) Yes Sir, the Ministry in collaboration with Government e-Marketplace (GeM) has created “SARAS Collection” as a Store Front in GeM for marketing of Self Help Groups (SHGs) products. The Ministry has entered into Memorandum of Understandings (MoUs) with Flipkart Internet Pvt. Ltd. and Amazon to allow the Self Help Groups (SHGs) producers including the artisans, weavers and craftsmen to access national markets through the Flipkart Samarth programme and Amazon Saheli initiative. An MoU has also been signed

by the Ministry with Patanjali for collaboration in various fields including online marketing of SHGs products. An MoU has also been signed between Ministry of Rural Development (MoRD) and Fashnear Technologies Pvt. Ltd. (Meesho) for on-boarding and marketing of SHGs products. An e-Commerce platform (www.esaras.in) and e-Commerce Application have also been launched by the Ministry for online marketing of SHG products. Further, some States have also developed their own e-Commerce platforms to support marketing of products of SHGs. In addition, marketing of SHG products is also being carried out through stores and SARAS Fairs held at National and State levels.

Annexure –referred in reply to Part (b) of Lok Sabha Unstarred Question No. 3073 for answer on 08.08.2023 regarding “Marketing for Products made by Women SHGs”

The Central fund sanctioned/allocated and released/utilized under DAY-NRLM since inception (in Rs Lakhs) as on as on 31st July , 2023

(a) Funds sanctioned/allocated and released/utilized for implementation of NRLM* (in Rs Lakhs)

NRLM			
S.No	States/UTs	Central Allocation	Released/Utilized
1	Andhra Pradesh	186466.53	120345.40
2	Bihar	567218.33	482862.98
3	Chhattisgarh	119926.42	95710.82
4	Goa	3903.75	2075.00
5	Gujarat	85594.13	53990.65
6	Haryana	47971.89	22184.34
7	Himachal Pradesh	20357.32	13655.88
8	Jammu & Kashmir	71598.72	56175.14
9	Jharkhand	203476.43	165264.99
10	Karnataka	168648.33	99971.99
11	Kerala	79764.34	49909.63
12	Madhya Pradesh	256872.14	166300.07
13	Maharashtra	327005.00	179834.95
14	Odisha	261796.87	250375.97
15	Punjab	24590.03	12998.97
16	Rajasthan	131044.88	108804.72
17	Tamil Nadu	209121.14	172297.90
18	Telangana	85432.85	38670.33
19	Uttar Pradesh	737706.58	460061.73
20	Uttarakhand	38983.98	33723.48
21	West Bengal	276587.97	203846.99
22	A&N Islands	2825.00	1674.60
23	Daman & Diu and Dadra and Nagar Haveli	2900.25	812.64
24	Lakshadweep	1363.95	331.93
25	Ladakh	3639.20	1189.60
26	Pondicherry	7575.00	4477.97
27	Arunachal Pradesh	52574.75	29111.55
28	Assam	236109.33	178360.96
29	Manipur	51284.53	14394.34
30	Meghalaya	81727.20	50987.31
31	Mizoram	72118.57	27899.12
32	Nagaland	92612.57	39124.82
33	Sikkim	29394.46	7066.05
34	Tripura	122979.28	62229.61
	GRAND TOTAL	4661171.72	3206722.42

***National Rural Livelihoods Mission a sub scheme under DAY-NRLM**

(b) Funds sanctioned/allocated and released/utilized for implementation of NRETP(in Rs Lakhs)**

NRETP			
S.No	States/UTs	Central Allocation	Released/Utilized
1	Assam	15068.67	8550.79
2	Bihar	42070.80	39938.75
3	Chhattisgarh	19240.72	16409.01
4	Gujarat	6092.25	2376.72
5	Jharkhand	23662.93	14441.40
6	Karnataka	8065.66	4642.60
8	Madhya Pradesh	30537.33	12504.73
7	Maharashtra	25148.60	11036.01
9	Odisha	17636.13	12073.38
10	Rajasthan	15660.44	7433.50
11	Tamil Nadu	7975.23	3940.23
12	Uttar Pradesh	26596.60	8082.45
13	West Bengal	28327.15	22549.80
	Total	266082.51	163979.37

****National Rural Economic Transformation Project (NRETP) a sub scheme under DAY-NRLM commenced in the year 2019 in 13 high poverty States**

(c) Funds released/utilised for training of rural poor youths under Rural Self Employment Training Institutes (RSETIs)

S.No	State/UT	Funds released/utilised from FY 2014-15 to FY 2023-24 (Rs. lakhs)
1	Andaman & Nicobar Islands	22.21
2	Andhra Pradesh	3289.82
3	Arunachal Pradesh	0
4	Assam	1744.67
5	Bihar	2190.44
6	Chhattisgarh	2856.32
7	D&N Haveli	45.24
8	Gujarat	3927.97
9	Haryana	1400.69
10	Himachal Pradesh	309.23
11	Jammu & Kashmir	686.15
12	Jharkhand	3019.92
13	Karnataka	4590.34
14	Kerala	747.82
15	Lakshadweep	0
16	Madhya Pradesh	5994.94

17	Maharashtra	5411.06
18	Manipur	29.3
19	Meghalaya	312.28
20	Mizoram	39.45
21	Nagaland	55.25
22	Odisha	4454.26
23	Puducherry	24.39
24	Punjab	2342.11
25	Rajasthan	3027.01
26	Sikkim	9.02
27	Tamil Nadu	3329.94
28	Telangana	2478.94
29	Tripura	354.5
30	Uttar Pradesh	4846.2
31	Uttarakhand	879.56
32	West Bengal	696.51
	Total	59,115.53

RSETI is a demand driven scheme hence there are no allocations

(d) Funds released/utilized under DeenDayal Upadhyaya – Grameen Kaushalya Yojana (DDU-GKY)

S.N.	States	Funds released/utilised (in Rs. lakhs)
1	A&N Islands	801
2	Andhra Pradesh	28712.93
3	Arunachal Pradesh	2564.46
4	Assam	37206.61
5	Bihar	36708
6	Chhattisgarh	22574.61
7	Goa	60
8	Gujarat	10125.7
9	Haryana	9530.76
10	Himachal Pradesh	9509.15
11	Jammu & Kashmir	46910.48
12	Jharkhand	20417.13
13	Karnataka	15832.08
14	Kerala	38842.06
15	Madhya Pradesh	24159.92
16	Maharashtra	36831
17	Manipur	7169.79
18	Meghalaya	5337.65
19	Mizoram	2681.59
20	Nagaland	6712.15
21	Odisha	62640.68
22	Pudducherry	1019.45
23	Punjab	13633.39
24	Rajasthan	18946.81

25	Sikkim	2131.25
26	Tamilnadu	24892.79
27	Telangana	32074.2
28	Tripura	8502.35
29	Uttar Pradesh	73527.44
30	Uttarakhand	18746.35
31	West Bengal	25306.86
	Total	6,44,108.6

DDU-GKY is a demand driven scheme hence there are no allocations

(e) Funds released/utilised under Start-up Village Entrepreneurship Programme (SVEP),

No	State	Funds released/utilised (Rs. lakhs)
1	Andhra Pradesh	2,550.88
2	Arunachal Pradesh	93.76
3	Assam	1,397.56
4	Bihar	3,821.71
5	Chhattisgarh	1,941.96
6	Goa	64.47
7	Gujarat	727.74
8	Haryana	1,693.50
9	Himachal Pradesh	51.64
10	Jammu & Kashmir (UT)	956.25
11	Jharkhand	3,369.27
12	Karnataka	305.15
13	Kerala	5,061.14
14	Madhya Pradesh	3,397.91
15	Maharashtra	830.61
16	Manipur	351.61
17	Meghalaya	149.96
18	Mizoram	472.65
19	Nagaland	1,092.14
20	Odisha	2,109.71
21	Punjab	387.44
22	Rajasthan	1,615.53
23	Sikkim	98.63
24	Tamil Nadu	660.85
25	Telangana	1,631.53
26	Tripura	152.62
27	Uttar Pradesh	3,288.14
28	Uttarakhand	770.70
29	West Bengal	2,233.58
		41,278.63

SVEP is a demand driven programme, hence allocations are not being made

(f) Funds released/utilized under MahilaKisanSashaktikaranPariyojana (MKSP)

SR NO	STATE NAME	Funds released/utilised(in Rs. Crore)
1	ANDHRA PRADESH	141.94
2	ASSAM	14.2
3	BIHAR	57.34
4	CHHATTISGARH	15.77
5	GUJARAT	5.22
6	HIMACHAL PRADESH	2.02
7	HARYANA	5.26
8	JAMMU AND KASHMIR	2.14
9	JHARKHAND	62.71
10	KARNATAKA	7.89
11	KERALA	62.69
12	MAHARASHTRA	33.86
13	MADHYA PRADESH	19.4
14	MEGHALAYA	0.65
15	MIZORAM	4.58
16	ODISHA	29.72
17	PUDUCHERRY	2.3
18	RAJASTHAN	26.63
19	TELANGANA	3.02
20	TAMIL NADU	8.44
21	UTTAR PRADESH	30.1
22	WEST BENGAL	9.52
23	NAGALAND	5.93
24	ARUNACHAL PRADESH	8.25
25	UTTARAKHAND	0.67
26	PUNJAB	0.48
	TOTAL	560.75