

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

**LOK SABHA
UNSTARRED QUESTION NO. 695
ANSWERED ON 25/07/2023**

**SUSTAINABLE DEVELOPMENT BY WOMEN LED BUSINESS
ENTERPRISES**

**695. SHRI PARBATBHAI SAVABHAI PATEL:
SHRIMATI GEETA KORA:
SHRI PRADEEP KUMAR SINGH:**

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether it is necessary to brainstorm in present scenarios on the way women-owned and led business enterprises are doing sustainable development; and**
- (b) the measures being taken by the ministry to take advantage of the business ventures, technology and finance of women self-help groups and to give more encouragement on market and business expansion across the country, particularly in Gujarat, Jharkhand and Bihar?**

ANSWER

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

- (a) Yes Sir, A national level consultation on the promotion of women-owned and led business enterprises was organized in February 2023 by the Ministry of Rural Development in collaboration with the Ministry of Women & Child Development with the stakeholders from academia, corporate, development sector professionals, policy makers and implementers etc.**
- (b) The measures taken by the Ministry of Rural Development across all States/UTs to leverage the business ventures, technology, and finance of women self-help groups (SHGs) and encourage market and business expansion across the country, including in Gujarat, Jharkhand, and Bihar are as under :**

(i) Financial Support: DAY-NRLM is facilitating Bank credit to women SHGs. These SHGs further provide this fund to their members for various activities including enterprise promotion.

(ii) Marketing Facilitation of SHG products: The Ministry in collaboration with Government e-Marketplace (GeM) has created “SARAS Collection” as a Store Front in GeM for marketing of SHG products. Memorandum of Understandings (MoUs) have been entered on 2nd November, 2021 and 12th May, 2022 between Ministry and Flipkart Internet Pvt. Ltd. and Amazon respectively to allow the Self Help Group (SHG) 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 on 2nd November, 2022 for collaboration in various fields including online marketing of SHGs products. An e-Commerce platform (www.esaras.in) has also been launched by the Ministry for online marketing of SHG products. Recently, an MoU has been signed between MoRD and Fashnear Technologies Pvt. Ltd. (Meesho) on February 16, 2023 for on-boarding and marketing of SHGs products. Further, some States have also developed their own e-Commerce platform to support marketing of products of SHGs. In addition, marketing of SHG products is also carried out through SARAS Melas and Stores at National & State Level.

(iii) Producer Enterprises/Producer Groups: To support the SHG members for market access for their farm produce through aggregation & value addition, DAY-NRLM supports & facilitates the formation of the producers groups at village level and large enterprises at District/Block level

(iv) Start-up Village Entrepreneurship Programme (SVEP): A sub- scheme under DAY-NRLM develops an eco-system for supporting small businesses in rural areas. The eco-system has components for providing business support services, mentorship, seed capital, training & capacity building on business plan and marketing.
