

GOVERNMENT OF INDIA  
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

**LOK SABHA**  
**UNSTARRED QUESTION NO. 4555**  
TO BE ANSWERED ON 20.03.2020

**WOMEN ENTREPRENEURSHIP**

4555. SHRIMATI JYOTSNA CHARANDAS MAHANT:

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

- (a) whether the Government has initiated any programme to promote entrepreneurship among women across the country;
- (b) if so, the details thereof, State/UT-wise including Chhattisgarh; and
- (c) If not, the reasons therefor?

**ANSWER**

MINISTER OF WOMEN AND CHILD DEVELOPMENT  
(SHRIMATI SMRITI ZUBIN IRANI)

(a) to (c): Government has initiated programmes to promote entrepreneurship among women across the country, some important ones are a below:

**1. Ministry of Skill Development and Entrepreneurship (MSDE) is implementing the following schemes:**

**(i) Economic Empowerment of Women Entrepreneurs and Start-ups by Women (WEE)-** To improve the framework conditions for women-led enterprises in India and help them in setting up or scaling up their business, “Economic Empowerment of Women Entrepreneurs and Start-ups by Women” (WEE) project has been launched by the Ministry in 2018 for a duration of 3 years (2018-21) in collaboration with Government of Germany through GIZ. The project has the target to pilot the incubation programmes with 250 women and the acceleration programmes with 100 women in the States of Rajasthan, Telangana, Assam, Manipur and Meghalaya.

**(ii) National Entrepreneurship Awards Scheme (NEAS) -**To catalyze a cultural shift in the youth of the country for entrepreneurship, National Entrepreneurship Awards Scheme has been introduced in year 2016. The Scheme has the objective to recognize and honour young entrepreneurs and eco-system builders for their outstanding contribution in field of entrepreneurship development. Under the scheme, awards are given to those individuals and organisations who are working in the field of entrepreneurship development and there is special provision of 3 awards exclusively for Women Entrepreneurs. So far, out of a total of 95 awards conferred, 34 women entrepreneurs have received National Entrepreneurship Awards under the Enterprise sub track

**2. Ministry of Micro, Small and Medium Enterprises (MSME) is implementing Prime Minister's Employment Generation Programme (PMEGP)**, which is a major credit-linked subsidy programme aimed at generating self-employment opportunities through establishment of micro-enterprises in the non-farm sector. Any individual above 18 years of age is eligible to avail benefits of the program. For setting up of projects costing above Rs.10 lakh in the manufacturing sector and above Rs. 5 lakh in the business /service sector, the beneficiaries should possess at least VIII standard pass educational qualification. General category beneficiaries can avail of margin money subsidy of 25 % of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to special categories such as women/ scheduled caste/scheduled tribe/OBC /minorities, ex-serviceman, physically handicapped, North Eastern Region(NER), Hill and Border areas etc. the margin money subsidy is 35% in rural areas and 25% in urban areas. The maximum cost of projects is Rs. 25 lakh in the manufacturing sector and Rs. 10 lakh in the service sector. Benefit can be availed under PMEGP for setting up of new units only.

Women are thus covered as special category under PMEGP and are entitled to higher rate of subsidy. The programme is performing well and is very much popular among the unemployed Women. As per the budgetary guidelines, Ministry of MSME is required to spend atleast 30% of the budget on women in its schemes. Under PMEGP, 35 to 40% of the total margin money subsidy is disbursed to women.

**3. In the Ministry of Women & Child Development, Rashtriya Mahila Kosh (RMK)**, a society registered under the Societies Registration Act, 1860, is an apex micro-finance organization that provides micro-credit at concessional terms to poor women for various livelihood and income generating activities. The loans are granted for Income Generating Activities (IGA), housing, micro-enterprises, family needs, etc. RMK has also taken a number of promotional measures to popularise the concept of women empowerment by way of micro-financing, thrift and credit, capacity building and marketing linkages through SHGs format and also enterprise development for poor women.

4. On 7th March, 2016, the Ministry of Women and Child Development launched "**Mahila E-haat**", a direct online marketing platform to support women entrepreneurs/ SHGs/NGOs. Mahila E-haat is an initiative for meeting aspirations and needs of women entrepreneurs. It is aimed at providing a marketing platform by leveraging technology for showcasing products made/manufactured/sold by women entrepreneurs/SHGs/NGOs. as also showcasing services reflecting their creative potential.

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