

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

**LOK SABHA
UNSTARRED QUESTION NO. 1246
ANSWERED ON 30/07/2024**

e-MARKETPLACE FOR MARKETING OF SHG PRODUCTS

1246 SHRI KOTA SRINIVASA POOJARY:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the steps taken by the Government to leverage the business ventures, technology and finance of women Self-Help Groups (SHGs) and encourage market and business expansion in the country, State/UT-wise;**
- (b) whether the Government has launched any e-Marketplace for marketing of SHG products, if so, the details thereof;**
- (c) the measures taken by the Government for facilitating Bank credit to women SHGs;**
- (d) whether the Government is supporting the SHGs in enhancing their capacity by providing various types of trainings on educational/awareness as per the need of the SHGs and if so, the details thereof; and**
- (e) whether the Government supports and facilitates the formation of the producers groups at village level and large enterprises at District/Block level and if so, the details thereof?**

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(DR CHANDRA SEKHAR PEMMASANI)**

a) to c): The measures taken by the Ministry of Rural Development across the 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 are:-

i) Financial Support:DeendayalAntyodayaYojana - National Rural Livelihoods Mission (DAY-NRLM) is facilitating Bank credit to women SHGs. These SHGs further provide this fund to their members for various activities including enterprise promotion. The cumulative disbursement made to women SHGs by the Banks since April 2013 is Rs. 9,00,236.95crores.

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. Further, the Ministry has signed Memorandum of Understandings (MoUs) with Flipkart Internet Pvt. Ltd. on 02.11.2021; with Amazon on 12.05.2022; with Fashnear Technologies Pvt. Ltd. (Meesho) on 16.02.2023; and with Jiomart on 22.12.2023 to allow the Self Help Groups (SHGs) producers including its artisans, weavers and craftsmen to access national markets.

The Ministry has also launched two platforms for marketing of products created by women SHGs (i) eSARAS web portal on 28th October 2022 (link: <https://www.esaras.in/>); (ii) eSARAS Mobile Application (available on Google Play Platform) on 28th June 2023 for marketing of products created by members of SHGs.

iii) Producer Enterprises/Producer Groups: To support the SHG members for market access for their farm produce through aggregation & value addition, DAY-NRLM supports and facilitates the formation of the producer groups at village level and large enterprises at District/Block level. State/UT-wise details are attached as Annexure I.

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. State/UT-wise details are attached as Annexure II.

d): Yes, The DAY- NRLM supports in enhancing the SHG women capacity for taking up sustainable livelihood avenues. The program

focuses on building the knowledge, skill and attitude of the SHG members related to various subjects and areas of interventions. These are as follows-

(i) concept and operation of SHGs, Village Organizations (VOs) and Cluster Level Federations (CLFs); Book keeping and audit of SHGs, VOs and CLFs.

(ii) Financial Literacy, Banking Correspondent, Insurance

(iii) Social Inclusion (for mobilization of Elders, Particularly Vulnerable Tribal Groups (PVTGs), Persons with Disability (PwDs) etc.)

(iv) Social Development (Gender parity, Appropriate Health, Nutrition, Water and sanitation behaviour, convergence with Panchayati Raj Institutions)

(v) Livelihood opportunities with both farm and non- farm activities.

(vi) Marketing and Value chain development.

e) Yes, DAY NRLM facilitates promotion of Producer Groups at village level and women-owned Producer Companies at State/District/Block level. As of March, 2024, the States have promoted 1.60 lakh Farmer Producer groups covering 29 lakhs women farmers and 1,124 women owned Farmer Producer Companies (including 686 Producer Companies under the central sector scheme of Ministry of Agriculture) covering 13.43 lakh members. To promote non-farm enterprises, 16 producer enterprises have been established.

Annexure I referred to in reply to part a) to c) of the Lok Sabha Unstarred Question No. 1246 to be answered on 30.07.2024

S. No.	STATE/UT	NO. OF FARMER PRODUCER GROUPS	NOS OF FARMER PRODUCER ENTERPRISES
1	ANDHRA PRADESH	36845	240
2	ARUNACHAL PRADESH	640	0
3	ASSAM	2698	41
4	BIHAR	1068	64
5	CHHATTISGARH	1514	59
6	GUJARAT	946	02
7	GOA	10	0
8	HARYANA	45	0
9	HIMACHAL PRADESH	229	23
10	JAMMU AND KASHMIR	184	12
11	JHARKHAND	3773	92
12	KARNATAKA	3135	63
13	KERALA	75035	6
14	MAHARASHTRA	9835	92
15	MANIPUR	3	0
16	MEGHALAYA	76	0
17	MIZORAM	116	1
18	MADHYA PRADESH	4571	93
19	NAGALAND	161	0
20	ODISHA	3155	83
21	PUNJAB	10	0
22	RAJASTHAN	2187	79
23	SIKKIM	152	0
24	TAMIL NADU	2610	4
25	TELANGANA	3774	84
26	TRIPURA	977	0
27	UTTAR PRADESH	4453	34
28	UTTARAKHAND	502	9
29	WEST BENGAL	1570	40
30	PUDUCHERRY	44	3
	TOTAL	160318	1124

Annexure II referred to in reply to part a) to c) of the Lok Sabha Unstarred Question No. 1246 to be answered on 30.07.2024

S. No.	State/UT	Total number of Enterprises Supported (cumulative)
1	Andhra Pradesh	27,631
2	Arunachal Pradesh	505
3	Assam	4,840
4	Bihar	25,994
5	Chhattisgarh	20,197
6	Goa	1,398
7	Gujarat	5,940
8	Haryana	9,773
9	Himachal Pradesh	376
10	Jammu & Kashmir (UT)	3,476
11	Jharkhand	25,636
12	Karnataka	1,754
13	Kerala	32,309
14	Madhya Pradesh	27,607
15	Maharashtra	7,146
16	Manipur	1,695
17	Meghalaya	954
18	Mizoram	1,308
19	Nagaland	4,118
20	Odisha	15,043
21	Punjab	3,007
22	Rajasthan	11,011
23	Sikkim	371
24	Tamil Nadu	4,834
25	Telangana	17,188
26	Tripura	682
27	Uttar Pradesh	28,014
28	Uttarakhand	3,106
29	West Bengal	16,912
30	A&N	0*
31	Puducherry	0*
	Total	3,02,825

*** DPR preparation in process**
