

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

**LOK SABHA
UNSTARRED QUESTION NO. 1203
ANSWERED ON 11/02/2025**

SELF-HELP GROUPS

1203. SHRI RAJESH NARANBHAI CHUDASAMA:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the details of the current rural development schemes in the country in which Self-Help Groups (SHGs) are involved, State/UT and Scheme-wise;**
- (b) whether Government is planning to enhance the annual income of SHGs which are the backbone of rural economy and if so, the steps taken by the Government in this regard;**
- (c) whether rural products from SHGs have huge potential of acceptance among masses in the country and abroad; and**
- (d) if so, the steps taken/being taken by the Government to help these SHGs in selling their products?**

ANSWER

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

(a): The Ministry of Rural Development (MoRD), inter-alia, is implementing DeendayalAntyodayaYojana –National Rural Livelihoods Mission (DAY-NRLM) and Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) in which Self Help Groups (SHGs) are involved. These Schemes are implemented through State Governments/UT Administrations. In addition, SHGs are being involved by other Departments/Ministries and State Government Departments dealing with rural development from time to time.

DAY-NRLM is being implemented across the country in a mission mode since 2011 with the aim to bring at least one woman member from each rural poor household, as per the Socio Economic Caste Census (SECC) 2011 data and process of Participatory Identification of Poor (PIP), into the fold of Self Help Groups (SHGs) and to support them to take up economic activities.

As on 31st January, 2025 about 10.05 crore Women households have been mobilized into 90.90 lakh Self Help Groups (SHGs). The State/UT wise details of the number of households mobilized into SHGs since 2011 under the Mission is attached at Annexure I.

Under MGNREGA, SHG members are involved in the planning of works through participation in Gram Sabha projects, play the role of Social Auditors and are also engaged as worksite supervisors (mates). In addition, the Programme progressively engages Federations of Women Self-help Groups as Project Implementing Agencies (PIAs) at the Gram Panchayat / Block / District level.

(b): Under DAY-NRLM, various sub-schemes like MahilaKisanSashaktikaranPariyojana (MKSP), Start-up Village Entrepreneurship Programme (SVEP), National Rural Economic Transformation Project (NRETP), DeendayalUpadhyayGraminKaushalyaYojana (DDU-GKY), Rural Self Employment Training Institutes (RSETI) are being implemented for enhancing the income on sustainable basis of the rural poor. The mission seeks to achieve its objective through investing in four core components viz., (i) social mobilization and promotion of sustainable community institutions of the rural poor (Self Help Groups-SHG, Village Organisations-VOs, Cluster Level Federations-CLFs); (ii) financial inclusion, (iii) sustainable livelihoods; and (iv) convergence and entitlements. Accordingly, within the ambit of the mission and with the converging schemes of the other Ministries, SHG members are being facilitated for promotion of sustainable livelihoods, so that they may reach an aspirational goal of having minimum of one lakh rupee as annual income. For facilitating this initiative, a mobile application has been rolled out for surveying the income and activities of the SHG households.

(c) & (d): Yes. The Ministry in collaboration with Government e-Marketplace (GeM) has created "SARAS Collection" as a Store Front in GeM for marketing of SHG products. Also, 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 Groups (SHGs) producers including the artisans, weavers and craftsmen to access national markets through the Flipkart Samarth programme and Amazon Saheli initiative. AnMoU 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. An MoU has been signed between MoRD and Fashnear Technologies Pvt. Ltd. (Meesho) on February 16, 2023 and Jio Mart (Reliance Retail Ltd) on 8th Dec,2023 for onboarding and marketing of SHGs products.

Further, some States have also developed their own e-Commerce platform to support marketing of products of SHGs.

ANNEXURE I**ANNEXURE I REFERRED TO IN REPLY OF LOK SABHA UNSTARRED QUESTION NO. 1203 TO BE ANSWERED ON 11.02.2025 REGARDING “Self-Help Groups”.****State/UT wise details of the number of households mobilized & SHGs Formed as on 31st January, 2025**

SI No	State	SHGs formed	Households Mobilized
1	Andhra Pradesh	855600	9075289
2	Assam	361516	4111020
3	Bihar	1097100	12713428
4	Chhattisgarh	276375	3068427
5	Gujarat	279758	2783006
6	Jharkhand	291601	3589607
7	Karnataka	360684	4207374
8	Kerala	271209	4002478
9	Madhya Pradesh	487291	5829972
10	Maharashtra	640719	6525549
11	Odisha	551141	5775035
12	Rajasthan	321875	3804161
13	Tamil Nadu	336764	4023939
14	Telangana	442979	4820573
15	Uttar Pradesh	842101	9509884
16	West Bengal	1192980	12251533
17	Haryana	60301	629094
18	Himachal Pradesh	45295	378542
19	Jammu & Kashmir	91445	797805
20	Punjab	52118	543246
21	Uttarakhand	65840	497777
22	Arunachal Pradesh	11730	91964
23	Manipur	11538	117457
24	Meghalaya	45312	444264
25	Mizoram	10291	85934
26	Nagaland	15419	135261
27	Sikkim	5915	56675
28	Tripura	51841	494675
29	Andaman & Nicobar Islands	1294	13194
30	Goa	3891	50735
31	Ladakh	1745	12230
32	Lakshadweep	348	4363
33	Puducherry	4744	59714
34	Daman DIU and NH	1645	16674
	Total	9090405	100520879
