

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

**LOK SABHA  
UNSTARRED QUESTION NO. 1279  
ANSWERED ON 11/02/2025**

**EMPOWERMENT OF WOMEN**

**1279. SHRI JASHUBHAI BHILUBHAI RATHVA:**

**Will the Minister of RURAL DEVELOPMENT be pleased to state:**

- (a) the details of steps taken by the Government for socio economic inclusion of women entrepreneurs in collaboration with private companies; and**
- (b) the details of Sustainable Transport for Rural Entrepreneurs through Electric Bicycles (STREE) in empowering rural women by providing them access to green mobility?**

**ANSWER**

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

**(a) Government of India has taken up various initiatives in collaboration with private companies for socio-economic inclusion of women entrepreneurs. Ministry of Rural Development (MoRD) is implementing DeendayalAntyodayaYojana – National Rural Livelihoods Mission (DAY – NRLM) launched in 2011, which is striving for conducive rural entrepreneurship environment considering factors like access to finance, infrastructure and market opportunities.**

**With a vision to promote the sustainable development of women entrepreneurs for balanced growth in the country, the Startup India initiative has been launched by the Department for Promotion of Industry and Internal Trade (DPIIT) in 2016. The Government provides financial support to women-led startup through schemes like the Credit Guarantee Scheme for Startups (CGSS). The Government offers programmes like the Women**

**Capacity Development Programme (WING) to help entrepreneurs share best practices.**

**MoRD has entered into Memorandum of Understandings (MoUs) with different online platforms namely, Flipkart Internet Pvt. Ltd., Amazon, Fashnear Technologies Pvt. Ltd. (Meesho) and Jiomart respectively for onboarding and marketing of Self-Help groups (SHGs) products. Following support is being provided by these companies to the members of Self-Help Groups (SHGs):**

- i. Training to SHG members on onboarding on online platforms, account management and business growth**
- ii. Product cataloguing**
- iii. Photography and content creation**
- iv. Dedicated store front (dedicated page) for display of SHG products.**

**(b) Energy Efficiency Services Limited (EESL), a joint venture under the Ministry of Power, and its subsidiary Convergence Energy Services Limited (CESL) have collaborated with MoRD to launch the Sustainable Transport for Rural Entrepreneurs through Electric Cycles (STREE) programme. The MoU promotes green micro-mobility through the supply of E-bicycles at subsidised rates for rural SHG women to address their transport needs and enhance their outreach for economic activities. The pilot has been initiated in the States of Bihar, Kerala, Madhya Pradesh and Andhra Pradesh.**

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