

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 2329
TO BE ANSWERED ON 13.03.2025

YASHASVINI INITIATIVE

2329. SHRI ANURAG SHARMA:
SHRI TRIVENDRA SINGH RAWAT:
SHRI YOGENDER CHANDOLIA:
SMT. HIMADRI SINGH:
MS KANGNA RANAUT:
SHRI MUKESHKUMAR CHANDRAKAANT DALAL:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

the steps being taken to increase awareness and accessibility of the Yashasvini initiative in Tier-II and Tier-III town, State/UT-wise?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SUSHRI SHOBHA KARANDLAJE)

Yashasvini is an initiative of Ministry of Micro, Small and Medium Enterprises having an objective towards increasing awareness of various Schemes of the Ministry among women entrepreneurs. It promotes formalization by registration on Udyam/Udyam assist portals for Women entrepreneurs to enable them access various Schemes of the Ministry. Yashasvini Campaigns focuses on Tier-II and Tier-III Cities/Towns. Yashasvini aims to provide continuum of support on access to credit, access to market, technology, capacity building and mentorship. Since its inaugural event in Jaipur, Rajasthan on 19th July 2024, registration of more than five Lakhs women on Udyam/Udyam Assist portals have been achieved. Yashasvini campaigns have also been organized in Ranchi, Jharkhand, Agartala, Tripura, Guwahati, Assam, Moga, Punjab and Kolkata, West Bengal.
