

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

**LOK SABHA
UNSTARRED QUESTION NO. 2884
ANSWERED ON 18/03/2025**

TARGET ACHIEVED UNDER DAY-NRLM

2884. SHRI ARVIND GANPAT SAWANT:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the details of targets set and achieved under DeendayalAntyodayaYojana-National Rural Livelihoods Mission (DAY-NRLM), State-wise; and**
- (b) whether the Government is focusing on strengthening marketing support for products made by women Self Help Groups (SHGs) under such Mission and if so, the details thereof?**

ANSWER

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

a): The Ministry is implementing DeendayalAntyodayaYojana – National Rural Livelihoods Mission (DAY – NRLM) across the country (except Delhi & Chandigarh) with the objective of organizing the rural poor women households into Self Help Groups (SHGs) and continuously nurturing and supporting them till they attain appreciable increase in incomes over a period of time and improve their quality of life and come out of abject poverty.

As of 28th February 2025, the Mission is being implemented in 7144 blocks in 745 districts across 28 States and 6 UTs. Cumulatively, 10.05 crore rural women households have been mobilized into more than 90.90 lakh SHGs. A total of Rs. 51368.39 crore of capitalisation support (Revolving Funds and Community Investment Funds) has been provided to SHGs and their federations. From FY 2013-14, an amount of Rs. 10.20 lakh crore bank credit has been accessed by women SHGs under DAY-NRLM.

The State/UT-wise targets and achievements for the FY 2024-25 under DeendayalAntyodayaYojana-National Rural Livelihood Mission (DAY-NRLM) is given at Annexure.

b): The DAY-NRLM scheme under Ministry of Rural Development has taken numerous measures to strengthen marketing support for products made by women Self Help Groups. This includes Saras Melas being organised at National and State levels to promote the sale of SHG products in urban markets. 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 signed between the Ministry and Flipkart Internet Pvt. Ltd., Amazon and Fashnear Technologies Pvt. Ltd. (Meesho) to facilitate the Self-Help Group (SHGs) producers including artisans, weavers and craftsmen to access national markets through the Flipkart Samarth programme, Amazon Saheli initiative and Meesho for marketing of SHGs products. A MoU was also signed between MoRD and JioMart for onboarding and marketing of SHGs product. An e-Commerce platform (www.esaras.in) has also been launched by the Ministry for online marketing of SHG products. Further, eSARAS is also live as a Seller Network Participant on ONDC. Curated products of women SHGs are now available on 11 Apps of ONDC network i.e. Paytm, Mystore, Craftsvilla, Jagran, Snapdeal, Novopay, Easypay, Gonuclei, Rubaru, Mappls, Himiraetc

Annexure

Annexure – referred in reply to Part (a) of Lok Sabha Unstarred Question No. 2884 for answer on 18.03.2025 regarding Targets set and achieved under DAY-NRLM.

State-wise target and achievement of Amount of capitalization support provided to SHGs under DAY-NRLM for the FY 2024-25 (Rs. in Lakhs)			
Sl No.	States/UT's	Targets	Achievement (as on 28.02.25)
1	Assam	7,174	14,181
2	Nagaland	1,667	2,971
3	Uttarakhand	3,667	6,291
4	West Bengal	52,000	81,404
5	Daman & Diu and Dadra & Nagar Haveli	150	223
6	Himachal Pradesh	1,528	1,986
7	Tripura	7,081	9,125
8	Chhattisgarh	15,899	19,977
9	Odisha	20,395	25,614
10	Bihar	96,389	1,05,132
11	Uttar Pradesh	1,14,137	1,23,326
12	Ladakh	247	263
13	Jammu & Kashmir	2,567	2,668
14	Gujarat	15,690	16,179
15	Maharashtra	53,183	54,719
16	Goa	601	602
17	Karnataka	22,167	21,679
18	Meghalaya	7,519	6,072
19	Tamil Nadu	24,682	18,362
20	Manipur	5,719	3,908
21	Jharkhand	41,919	27,606
22	Rajasthan	30,475	20,021
23	Arunachal Pradesh	2,232	1,327
24	Puducherry	744	420
25	Madhya Pradesh	54,900	25,590
26	Andaman And Nicobar Islands	233	103
27	Punjab	5,140	2,090
28	Kerala	4,539	1,814
29	Mizoram	958	357
30	Telangana	1,505	453
31	Haryana	6,675	1,918
32	Lakshadweep	43	12
33	Andhra Pradesh	2,989	650
34	Sikkim	978	32
	Total	6,05,787	5,97,075

State-wise target and achievement of amount of Loan disbursed to SHGs for the FY 2024-25 (Rs in Lakhs)			
Sl. No.	States/UTs	Targets	Achievement (as on 28.02.25)
1	Andaman & Nicobar Islands	200	99
2	Andhra Pradesh	32,19,000	34,83,725
3	Arunachal Pradesh	4,000	3,093
4	Assam	4,10,000	4,64,206
5	Bihar	15,58,000	8,79,591
6	Chhattisgarh	2,14,000	1,98,214
7	Goa	5,000	5,570
8	Gujarat	1,22,000	55,174
9	Haryana	49,000	49,567
10	Himachal Pradesh	30,000	17,096
11	Jammu & Kashmir	60,000	43,563
12	Jharkhand	3,30,000	3,97,269
13	Karnataka	3,53,000	16,18,013
14	Kerala	7,63,000	4,49,610
15	Ladakh	100	74
16	Lakshadweep	100	49
17	Madhya Pradesh	3,35,000	3,24,258
18	Maharashtra	6,38,000	8,25,995
19	Manipur	5,000	3,281
20	Meghalaya	15,000	10,108
21	Mizoram	5,000	1,391
22	Nagaland	5,000	4,566
23	Odisha	8,20,000	10,78,827
24	Puducherry	15,000	16,996
25	Punjab	20,000	13,085
26	Rajasthan	2,55,000	2,15,392
27	Sikkim	5,000	5,100
28	Tamil Nadu	11,55,000	14,11,090
29	Telangana	16,10,000	16,88,421
30	Dadra and Nagar Haveli and Daman and Diu	600	75
31	Tripura	40,000	47,700
32	Uttar Pradesh	2,50,000	2,50,522
33	Uttarakhand	30,000	37,304
34	West Bengal	19,90,000	21,87,156
	Total	1,43,11,000	1,57,86,181

State-wise targets and achievement of MahilaKisans under Agro-Ecological Practices (AEP) and MahilaKisans having Agri-Nutri Garden (ANG) during FY 2024-25

Sr No	STATE / UTs	MahilaKisan under AEP		MahilaKisan household having ANG	
		Target	Achievement	Target	Achievement
1	Andaman And Nicobar	2,000	734	8,000	1,638
2	Andhra Pradesh	8,50,000	10,43,085	1,50,000	1,13,150
3	Arunachal Pradesh	80,000	42,396	90,000	32,738
4	Assam	3,50,000	4,29,920	5,00,000	5,13,045
5	Bihar	6,00,000	8,23,463	2,00,000	5,50,041
6	Chhattisgarh	2,10,000	1,82,239	2,10,000	1,77,044
7	Goa	660	982	330	826
8	Gujarat	2,50,000	2,22,360	2,50,000	2,19,500
9	Haryana	20,000	22,411	20,000	26,285
10	Himachal Pradesh	70,000	92,301	1,00,000	1,04,553
11	Jammu And Kashmir	1,05,335	1,00,501	1,05,000	74,019
12	Jharkhand	2,32,000	1,19,924	1,00,000	65,024
13	Karnataka	5,00,000	8,08,241	4,50,000	4,67,985
14	Kerala	2,00,000	1,58,140	3,00,000	3,68,789
15	Ladakh	2,200	444	2,500	612
16	Madhya Pradesh	1,50,000	1,90,640	3,00,000	2,68,946
17	Maharashtra	8,00,000	12,97,051	3,00,000	3,33,254
18	Manipur	38,478	9,706	19,734	3,666
19	Meghalaya	80,750	73,255	54,510	48,039
20	Mizoram	4,320	4,937	5,590	7,111
21	Nagaland	30,000	17,359	30,000	17,006
22	Odisha	5,00,000	89,391	10,00,000	1,60,664
23	Puducherry	10,000	2,833	56,000	3,450
24	Punjab	34,000	48,239	34,000	49,133
25	Rajasthan	6,00,000	9,33,294	2,00,000	1,88,241
26	Sikkim	5,000	3,739	5,000	250
27	Tamil Nadu	3,00,000	2,30,092	1,00,000	71,251
28	Telangana	4,00,000	7,38,936	4,00,000	3,62,112
29	Tripura	80,000	81,948	50,000	68,065
30	Uttarakhand	80,000	95,703	75,000	1,02,537
31	Uttar Pradesh	7,00,000	11,37,950	16,00,000	5,88,356
32	West Bengal	3,00,000	4,35,704	3,00,000	1,51,642
	Total	75,84,743	94,37,918	70,15,664	51,38,972

State-wise target and achievement of number of enterprises supported under SVEP in 2024-25			
No.	State	Targets	Achievement (as on 28.02.25)
1	Andhra Pradesh	0	30
2	Arunachal Pradesh	300	107
3	Assam	10200	9,557
4	Bihar	4300	1,614
5	Chhattisgarh	2,251	1,796
6	Goa	1152	1,002
7	Gujarat	0	0
8	Haryana	0	684
9	Himachal Pradesh	706	612
10	Jammu & Kashmir (UT)	1,376	1,009
11	Jharkhand	2051	1,214
12	Karnataka	680	291
13	Kerala	6952	5,802
14	Madhya Pradesh	2,200	1,837
15	Maharashtra	2,220	1,702
16	Manipur	700	694
17	Meghalaya	616	354
18	Mizoram	1769	946
19	Nagaland	851	29
20	Odisha	1,301	0
21	Punjab	1,194	802
22	Rajasthan	2,452	1,993
23	Sikkim	400	279
24	Tamil Nadu	1,429	1,076
25	Telangana	2,827	1,797
26	Tripura	1528	1,207
27	Uttar Pradesh	3,850	2,831
28	Uttarakhand	960	696
29	West Bengal	7,180	4,933
	Total	61,445	44,894
