

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

**LOK SABHA
UNSTARRED QUESTION NO. 4171
ANSWERED ON 19/08/2025**

EASE OF DOING BUSINESS BY SHG

4171. Shri Damodar Agrawal:

Shri Mahendra Singh Solanky:

Shri P C Mohan:

Shri P P Chaudhary:

Dr. Manna LalRawat:

Shri Vishnu Dayal Ram:

Shri Bhojraj Nag:

Shri Janardan Mishra:

MsKangnaRanaut:

Dr. LataWankhede:

Smt. MahimaKumariMewar:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the initiatives taken by the Government to improve the Ease of Doing Business for enterprises run by Self-Help Groups (SHGs) members under the DeendayalAntyodayaYojana National Rural Livelihoods Mission (DAY-NRLM), particularly in Chhattisgarh, State-wise;**
- (b) the details of the partnerships made with the private sector entities and e-commerce platforms to provide market access and mentorship to the Self-Help Group members;**
- (c) the specific steps taken by the Government to impart advanced training and marketing skills to Self-Help Group members particularly women; and**
- (d) the number of Self-Help Groups that have been benefited under the said Day-NRL Mission along with the details of their membership numbers in Rajasthan including the rural districts like Bhilwara, Udaipur, Salumber, Dungarpur, Pratapgarh and Jaipur, district-wise?**

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

(a) & (b): The Ministry have entered into Memoranda of Understanding (MoUs) with Flipkart Internet Pvt. Ltd., Amazon, and Fashnear Technologies Pvt. Ltd. (Meesho) respectively to allow the Self Help Groups (SHGs) producers including the artisans, weavers and craftsmen, to access national markets. AnMoU has also been signed by the Ministry with Patanjali 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. Further, some States have also developed their e-Commerce platform to support the marketing of products of SHGs. The Ministry has converged with ONDC for the promotion and sales of rural women SHG products on the ONDC platform.

In Chhattisgarh, SHG members are supported to establish their enterprises through Start-up Village Entrepreneurship Programme (SVEP). One Stop Facility Centre (OSF). Micro Enterprises Development (MED). Food Processing Enterprises are supported through Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme in which SHG members are provided with seed capital and training support. SHGs members are provided marketing support through organising SARAS Aajeevika fairs.

(c): Under DAY-NRLM, regular training programmes on various aspects, including on marketing skills, are imparted to SHG Members. Under the Mission, National and State level SARAS Aajeevika Mela are organised every year, in which SHG Members are given specialised training programmes inter alia for marketing skills. National Institute of Rural Development and Panchayati Raj (NIRD&PR) conducts the Training of Trainers (ToTs) on Marketing Skills for capacity building of SHG members/entrepreneurs of rural areas supported under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM). NIRD&PR conducted 44 training cum capacity building programmes on Branding, Designing, Packaging, Value Chain Development, e-Marketing, Social Media Marketing, Export Marketing, Sales Communication, etc. in the last three years.

(d): DAY- NRLM has mobilised 3128761 SHG members under 319296 SHGs in Rajasthan. The number of SHG members and SHGs formed in the districts of Bhilwara, Udaipur, Salumber, Dungarpur, Pratapgarh, and Jaipur in Rajasthan is as under:-

Districts	Total Self-Help Groups	Total Self-Help Groups members
Bhilwara	13397	128046
Udaipur	15788	172966
Salumber	5438	61697
Dungarpur	13319	138451
Pratapgarh	7748	77668
Jaipur	10726	98301
