

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

**LOK SABHA  
UNSTARRED QUESTION NO. 410  
ANSWERED ON 02/12/2025**

**RURAL ENTREPRENEURSHIP MISSION**

**410. Shri Manish Jaiswal:**

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

- (a) whether the Ministry is aware that women Self-Help Groups (SHGs) in Hazaribagh and surrounding blocks in Jharkhand State are interested in operating livelihood-based enterprises such as honey processing, mushroom production and dairy units under the "Rural Entrepreneurship Mission", if so, the details thereof;**
- (b) whether the Ministry is considering any specific scheme to provide such groups with special funding, training and technical support and market linkage facilities, if not, the reasons therefor; and**
- (c) whether the Government proposes to launch a new pilot project in this direction to create small-scale, sustainable employment in villages, if so, the details thereof?**

**ANSWER**

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

**(a): Under the DeendayalAntyodayaYojana – National Rural Livelihoods Mission (DAY-NRLM), the Jharkhand State Livelihoods Mission, in coordination with the National Horticulture Mission (NHM), provides assistance to Women SHGs in Hazaribagh and nearby blocks for livelihood-based enterprises such as honey processing, mushroom production and dairy units. Details regarding these activities as submitted by State Govt of Jharkhand are at Annexure.**

**(b) & (c): Under DAY-NRLM, the Ministry provides special funding, capacity-building, technical support and market linkage interventions for Self Help Groups (SHGs). DAY-NRLM covers 7156**

**blocks across 745 districts in 28 States and 6 Union Territories (UTs) and mobilizes 10.05 crore rural households into 90.90 lakh SHGs. To strengthen outcomes, the Mission also provides additional instalments to better-performing States based on demand.**

**The Mission supports livelihood diversification for 4.80 crore Mahila Kisans through agro-ecological practices, improved livestock management and scientific Non-Timber Forest Produce (NTFP) cultivation. A cadre of 3.98 lakh Krishi, Pashu, Van, Matsya and Udyog Sakhis ensures last-mile technical support, while Custom Hiring Centres (CHCs) improve access to agricultural machinery. Key value chains such as Bamboo, Honey, Fisheries, Spices and Moringa receive focused development, and Natural Farming expands through trained Krishi Sakhis.**

**For non-farm livelihoods, the Start-up Village Entrepreneurship Programme (SVEP) enables women and their households to establish and expand micro-enterprises in the non-farm sector. SVEP operates at the block level, supports 3.95 lakh enterprises and is functional in 491 blocks across 31 States and UTs.**

**DAY-NRLM) places strong emphasis on structured and need-based training for Self Help Group (SHG) members, community cadres, Panchayati Raj Institution (PRI) members and State Rural Livelihoods Mission (SRLM) staff across Institution Building, Financial Inclusion, enterprise development, and farm and non-farm livelihoods. These capacity-building efforts strengthen Self Help Groups (SHGs), Village Organisations (VOs), Cluster Level Federations (CLFs), Producer Groups (PGs) and Producer Enterprises (PEs), enabling them to evolve into robust, market-linked organisations.**

**For market access, DAY-NRLM strengthens opportunities for SHG women by promoting robust, market-linked organisations and enhancing branding, digital enablement, and the outreach of national trademarks such as *Saras* and *Aajeevika* Melas. More than 50 SARAS Melas, including 5 national-level events, are organised with innovations like Knowledge, Experiential and Convergence Pavilions and a digital Mela App.**

**States develop over 25 dedicated SHG product brands and operate retail outlets such as the *Saras Aajeevika Gallery*, along with regional and district-level exhibitions.**

**Digital marketing expands through e-SARAS and major e-commerce platforms, Institutional strengthening, capacity-building on packaging and logistics, and targeted communication campaigns enhance market visibility.**

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**ANNEXURE**

**ANNEXURE REFERRED TO IN REPLY OF PART (a) OF LOK SABHA UNSTARRED QUESTION NO. 410 TO BE ANSWERED ON 02.12.2025 REGARDING “Rural Entrepreneurship Mission”.**

<b>Honey Bee Beneficiary FY 2024 - 25</b>					
<b>S.no</b>	<b>Block</b>	<b>No, of Form Submitted</b>	<b>No. of Beneficiary</b>	<b>Training Completed</b>	<b>No. of Box Received</b>
<b>1</b>	<b>Barkagaon</b>	<b>10</b>	<b>6</b>	<b>6</b>	<b>20 boxes</b>
<b>2</b>	<b>Daru</b>	<b>16</b>	<b>9</b>	<b>9</b>	<b>20 boxes</b>
<b>3</b>	<b>Katkamdag</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>20 boxes</b>
<b>Total</b>		<b>28</b>	<b>17</b>	<b>17</b>	
<b>Honey Bee Beneficiary FY 2025 - 26</b>					
<b>S.no</b>	<b>Block</b>	<b>No of Form Submitted</b>	<b>No of Beneficiary</b>	<b>Training Completed</b>	<b>No. of Box Received</b>
<b>1</b>	<b>Barhi</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>20 boxes</b>
<b>2</b>	<b>Bishnugarh</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>20 boxes</b>
<b>3</b>	<b>Chouparan</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>4</b>	<b>Daru</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>20 boxes</b>
<b>5</b>	<b>Ichak</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>20 boxes</b>
<b>6</b>	<b>Sadar</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>7</b>	<b>Katkamsandi</b>	<b>16</b>	<b>8</b>	<b>8</b>	<b>20 boxes</b>
<b>Total</b>		<b>39</b>	<b>24</b>	<b>24</b>	
<b>Mushroom Beneficiary FY 2025 - 26</b>					
<b>S.no</b>	<b>Block</b>	<b>No. of Form Submitted</b>	<b>No. of Beneficiary</b>	<b>Training Completed</b>	<b>Kit Received</b>
<b>1</b>	<b>Dadi</b>	<b>10</b>	<b>10</b>	<b>0</b>	<b>0</b>
<b>2</b>	<b>Barkagaon</b>	<b>240</b>	<b>240</b>	<b>0</b>	<b>0</b>

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