

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

**LOK SABHA
UNSTARRED QUESTION NO. 4070
ANSWERED ON 17/03/2026**

NATIONAL CAMPAIGN ON ENTREPRENEURSHIP

4070. Shri Magunta Sreenivasulu Reddy:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether the Government has undertaken any campaign/activity to boost entrepreneurship skills of Self-Help Groups and community resource persons in the country;**
- (b) if so, the details regarding the aim, targets and steps undertaken to implement such a program in the country, State-wise including Andhra Pradesh;**
- (c) the details regarding the intended beneficiaries and targeted programs under the said initiatives for women led SHGs in the country, State-wise including Andhra Pradesh;**
- (d) the details regarding the funding allocated, released and utilised for implementation of the said campaign/activity in the country; and**
- (e) whether the Government has undertaken any steps to increase awareness regarding a national campaign on entrepreneurship, if so, the details thereof?**

ANSWER

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

(a) & (b): Yes, the National Entrepreneurship Campaign was launched on 12th January 2026 to impart enterprise development training to 50 lakh SHG members and build capacity and certify existing CRPs on Entrepreneurship Development Programme (EDP) across the States including Andhra Pradesh.

(c) & (e): Details of intended beneficiaries under the National Entrepreneurship Campaign, State-wise including Andhra Pradesh are given at Annexure-I.

The Ministry has issued detailed note to the States/UTs to plan various activities to increase the awareness of SHG members towards non-farm enterprises, various Govt. schemes and entrepreneurship under the National entrepreneurship campaign. States have started the following targeted activities to increase awareness among stakeholders and Self-Help Group (SHG) members:

- I. One-day State-level workshop on the National Entrepreneurship Campaign including District Mission Management Unit (DMMU) and Block Mission Management Unit (BMMU) teams.**
- II. Awareness events for Self-Help Groups (SHGs) / Village Organisations (VOs) / Cluster Level Federations (CLFs).**
- III. Training on business appraisal of Cluster Level Federation (CLF) Committees.**
- IV. Training of Trainers (ToT) of Master Trainers / Block and Community Trainers.**

(d): There is no separate budget/fund allocation for this campaign. States/UTs utilise the funds approved under the Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM) Annual Action Plan (AAP) for implementation in the States.

ANNEXURE-I**ANNEXURE REFERRED TO IN REPLY OF PART (c) and (e) OF LOK SABHA UNSTARRED QUESTION NO. 4070 ANSWERED ON 17.03.2026 REGARDING “National Campaign on Entrepreneurship”**

| Sl. No. | State/ UT | No. of SHG members to be covered |
|----------------|----------------------|---|
| 1 | Andhra Pradesh | 3,70,000 |
| 2 | Arunachal Pradesh | 8,500 |
| 3 | Assam | 2,90,500 |
| 4 | Bihar | 4,50,000 |
| 5 | Chhattisgarh | 3,00,000 |
| 6 | Goa | 28,000 |
| 7 | Gujarat | 79,000 |
| 8 | Haryana | 1,30,000 |
| 9 | Himachal Pradesh | 14,000 |
| 10 | Jammu & Kashmir (UT) | 72,000 |
| 11 | Jharkhand | 4,30,000 |
| 12 | Karnataka | 48,000 |
| 13 | Kerala | 5,40,000 |
| 14 | Madhya Pradesh | 3,95,000 |
| 15 | Maharashtra | 1,50,000 |
| 16 | Manipur | 32,000 |
| 17 | Meghalaya | 19,000 |
| 18 | Mizoram | 32,000 |
| 19 | Nagaland | 60,000 |
| 20 | Odisha | 2,25,000 |
| 21 | Punjab | 50,000 |
| 22 | Rajasthan | 1,50,000 |
| 23 | Sikkim | 12,000 |
| 24 | Tamil Nadu | 70,000 |
| 25 | Telangana | 2,50,000 |
| 26 | Tripura | 25,000 |
| 27 | Uttar Pradesh | 4,00,000 |
| 28 | Uttarakhand | 50,000 |
| 29 | West Bengal | 3,20,000 |
| | Total | 50,00,000 |
