

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

**LOK SABHA
UNSTARRED QUESTION NO. 1490
ANSWERED ON 28/07/2026**

WOMEN PRODUCT MARKETING AND TRAINING CENTRE

1490. Smt. Sandhya Ray:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether a large number of rural women are unable to become financially self-reliant due to the lack of marketing and sustainable income opportunities for their products despite joining Self-Help Groups;**
- (b) whether the Government is contemplating setting up of Women Product Marketing and Training Centres at every block level;**
- (c) whether it is proposed to include Bhind and Datia districts of Madhya Pradesh under such a scheme; and**
- (d) if so, the details thereof and if not, the reasons therefor?**

ANSWER

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

(a): Under the Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM), the Government is implementing a comprehensive strategy to promote sustainable livelihoods and strengthen market access for Self Help Group (SHG) women. The Mission supports SHGs through enterprise development, capacity building, branding, packaging, logistics, digital marketing, participation in SARAS Melas, institutional marketing, and linkages with various e-commerce platforms. These interventions are aimed at enhancing market access and creating sustainable income opportunities for SHG members. The Mission continuously works with States/UTs to strengthen the marketing ecosystem for SHG products.

(b) to (d): Under DAY-NRLM, the Government is actively promoting enterprise development and market access for women Self Help Groups through a robust network of existing institutional platforms, including State Rural Livelihoods Missions, Cluster Level Federations, Producer Collectives and partnerships with technical and marketing institutions. The Mission also supports marketing infrastructure and ecosystem through initiatives such as State Aggregators, SARAS Aajeevika Melas, Common Managed Training Centres and other market linkage interventions. These initiatives are aimed at strengthening the marketing capabilities and sustainable livelihoods of rural women across the country.
