

GOVERNMENT OF INDIA  
MINISTRY OF RURAL DEVELOPMENT  
DEPARTMENT OF RURAL DEVELOPMENT

**LOK SABHA**  
**UNSTARRED QUESTION NO. 3270**  
ANSWERED ON 21/03/2023

**ACHIEVING OF TARGET FOR SELF HELP GROUP MEMBERS**

3270. SHRI MANICKAM TAGORE B.:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether it is a fact that the Government is well on its way to reach the target of 10 crore Self Help Group members by 2024 and if so, the details thereof;
- (b) whether it is also true that the number of members had now touched 9 crore as of now and if so, the details thereof; and
- (c) whether it is also true that the Government had entered into agreements with an e-commerce platform for marketing of products made by Self Help Groups and if so, the details thereof?

**ANSWER**

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT  
(SADHVI NIRANJAN JYOTI)

(a) & (b) Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM) is being implemented since 2011 with the objective of organizing the rural poor women into Self Help Groups (SHGs). The Mission aims to reach out to 10 crore women from rural households by Financial Year 2023-24. The Mission has mobilised 8.93 crore women from rural households into 82.61 lakh SHGs as on 28<sup>th</sup> February, 2023. The State-wise details of the households mobilised and Self Help Groups (SHGs) formed are placed at Annexure.

(c) Yes Sir, The Ministry has entered into Memorandum of Understandings (MOUs) with various e-commerce platform for marketing of products made by SHGs under DAY-NRLM. The details of MOUs are as below:

- i. The Ministry in collaboration with Government e-Marketplace (GeM) has created “SARAS Collection” as a Store Front at GeM e-Commerce portal for the marketing of SHGs products to Government Departments .
- ii. The Ministry has signed MOUs with Flipkart Internet Pvt. Ltd., Amazon & Fashnear Technologies Pvt. Ltd. (Meesho) for marketing of SHGs products.
- iii. The Ministry has also signed MoU with Patanjali for collaboration in various fields including online marketing of SHGs products.

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**Annexure referred in part (a) & (b) of the Lok Sabha Unstarred Question number 3270 to be answered on 21.03.2023**

**State-wise details of the households mobilised & Self Help Groups (SHGs) formed under DAY-NRLM cumulatively**

SI No	State	SHGs formed	Households mobilised
1	Andhra Pradesh	853122	8929363
2	Assam	332315	3707450
3	Bihar	1054925	12200889
4	Chhatisgarh	253030	2727056
5	Gujarat	270672	2694386
6	Jharkhand	277850	3446912
7	Karnataka	252285	2989060
8	Kerala	254191	3644669
9	Madhya Pradesh	427281	4797967
10	Maharashtra	597697	5950619
11	Odisha	528056	5442834
12	Rajasthan	252952	2793620
13	Tamil Nadu	318137	3675989
14	Telangana	439019	4603338
15	Uttar Pradesh	693324	7265721
16	West Bengal	1047555	10771352
17	Haryana	56053	576813
18	Himachal Pradesh	41775	338103
19	Jammu & Kashmir	77346	620421
20	Punjab	39145	393040
21	Uttarakhand	54201	403868
22	Arunachal	5849	47848
23	Manipur	6442	68186
24	Meghalaya	43656	424208
25	Mizoram	9214	73765
26	Nagaland	13487	116365
27	Sikim	5441	50779
28	Tripura	45357	407996
29	Andaman	1128	10997
30	Goa	3640	46906
31	Ladakh	519	4315
32	Lakshadweep	325	3704
33	Puducherry	4188	53349
34	Daman DIU and Nagar Haveli	914	9510
	<b>Total:</b>	<b>8261091</b>	<b>89291398</b>