

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP
LOK SABHA
UNSTARRED QUESTION NO. 2953
ANSWERED ON 07.08.2023

WOMEN ENTREPRENEURSHIP IN ODISHA

2953. SHRIMATI RAJASHREE MALLICK:

Will the Minister of Skill Development and Entrepreneurship be pleased to state:

- (a) the details of the programmes launched by the Government to promote women entrepreneurship in Odisha;
- (b) the details of the schemes/programmes implemented in Jagatsinghpur;
- (c) the details of the capacity building programmes started by various Self Help Groups in Jagatsinghpur district; and
- (d) the details of the assistance provided to the Startups established and run by women in Jagatsinghpur districts?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

(SHRI RAJEEV CHANDRASEKHAR)

(a) to (d) :

(I) Ministry of Skill Development and Entrepreneurship (MSDE) is implementing various schemes/programmes through its autonomous Institutes National Institute of Entrepreneurship and Small Business Development (NIESBUD), Noida and Indian Institute of Entrepreneurship (IIE), Guwahati to promote entrepreneurship, across the country including the State of Odisha. The details of the various initiatives taken by the MSDE are as under:

(i) **Entrepreneurship Development in Six Holy Cities** aimed to catalyse local entrepreneurial activities through involvement of potential and existing entrepreneurs, unemployed youth, college dropouts, youth from backward community etc. The project was implemented in Bodh Gaya, Kollur, Haridwar, Puri, Pandharpur, and Varanasi. The total number of women participants trained under the project is 7,881 out of which 1,288 are from Odisha.

(ii) **SANKALP Project:** NIESBUD with the support of Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Programme of MSDE, is undertaking a project for strengthening the entrepreneurship ecosystem to different marginalized sections of the society. The project aims at creating, fostering and promoting the spirit of entrepreneurship among the various target groups through Capacity Building, Incubation Support, Mentoring and Handholding. The number of women beneficiaries under the project in the State of Odisha is as under:

Sl. No.	Activity	Number of Women Participants Trained
1.	Entrepreneurship Development Programme	250
2.	Entrepreneurship cum Skill Development Programme for Tribal Community	430
3.	Entrepreneurship Awareness Programme for Migratory Population	85
4.	Entrepreneurship Development Programme for Migratory Population	46
5.	Master Trainers Training Programme for Biz Sakhi	40
	Total	851

(iii) Creating Entrepreneurial Climate through Training of Trainers and Entrepreneurship Development Programme in Jan Shikshan Sansthan (JSS): NIESBUD is implementing a project for Creating Entrepreneurial Climate through Training of Trainers and Entrepreneurship Development Programme in JSSs at pan India Level. The project has two components (i) Trainers Training Programme for 2000 trainers of JSS in residential mode, and (ii) Entrepreneurship Development Programme to impart training among 4000 JSS Trainees. A total of 98 women beneficiaries have been imparted training under the programme in the state of Odisha.

(II) Further, the details of the various initiatives taken by other Ministries/Departments to promote women entrepreneurship across the country, including in the State of Odisha are as under:

(i) Ministry of Micro, Small and Medium Enterprises (MSME), through Khadi and Village Industries Commission (KVIC), is implementing Prime Minister's Employment Generation Programme (PMEGP) for assisting entrepreneurs across the country including Odisha State in setting up of new units in the non-farm sector. It aims to provide employment opportunities to traditional artisans/rural and urban unemployed youth at their doorstep.

Under PMEGP, General Category beneficiaries can avail Margin Money subsidy of 25% of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to Special Categories, such as Scheduled Castes, Scheduled Tribes, OBCs, Minorities, Women, Transgenders, Ex-servicemen, Differently Abled, beneficiaries belonging to North Eastern Region, Aspirational Districts, Hill and Border areas, etc., the Margin Money subsidy is 35% in rural areas and 25% in urban areas. The maximum cost of project is Rs.50 lakh in the manufacturing sector and Rs.20 lakh in the service sector. Also, own contribution for beneficiaries belonging to Special Categories which includes Women is 5% of project cost as compared to 10% for General Category beneficiaries.

Since its inception, upto 18.07.2023, about 8.91 lakh micro units have been assisted utilizing margin money subsidy of Rs. 22,770 cr. generating estimated employment opportunities for around 72 lakh persons. Out of all the units, 80% of the units are in rural areas (7.13 Lakh units), nearly 50% (4.45 Lakh units) are owned by SC, ST and Women enterprises, nearly 14% (1.25 Lakh units) are in aspirational districts.

The details on units assisted in Jagatsinghpur district in Odisha State under PMEGP during last 3 years is given below:

Year	Margin Money disbursed (Rs. in Lakhs)	Units assisted	Estimated employment generated
2020-21	200.45	78	624
2021-22	179.1	64	512
2022-23	156.22	62	496

(ii) Pradhan Mantri Mudra Yojana (PMMY) of Department of Financial Services, Ministry of Finance, was launched on 08.04.2015 to extend collateral free loans up to Rs.10 lakh to individuals to enable them to set up or expand their business activities. The Scheme facilitates loans in three categories namely Shishu (up to Rs. 50,000/-), Kishore (above Rs. 50,000/- and up to Rs. 5 lakh) and Tarun (above Rs. 5 lakh and up to Rs. 10 lakh) for income generating activities in manufacturing, trading, service sectors and also for the activities allied to agriculture. As on 30.06.2023, 2,23,21,547 number of loans have been sanctioned to women entrepreneurs in the state of Odisha out of which 5,85,706 are from Jagatsinghpur.

(iii) Stand-Up India Scheme (SUPI) of Department of Financial Services, Ministry of Finance, was launched on 05.04.2016 and has been extended up to the year 2025. The objective of the Scheme is to facilitate loans from Scheduled Commercial Banks (SCBs) of value between Rs.10 lakh and Rs.1 crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower and one-women borrower per bank branch for setting up green field enterprise in manufacturing, services or trading sector, and also for the activities allied to agriculture. As on 30.06.2023, 4,998 number of loans have been sanctioned to women entrepreneurs in the state of Odisha out of which 138 are from Jagatsinghpur.

(iv) Rural Skills Division of Ministry of Rural Development (MoRD) is implementing Rural Self Employment Training Institutes (RSETI) scheme for rural poor youth with a view to eradicate poverty under the umbrella scheme of Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM). RSETIs are bank lead- MoRD funded training institutes established by the Sponsor Banks in various districts to provide training for skill and entrepreneurship development. MoRD extends financial support for the construction of RSETI building and also bears the cost of training the rural poor candidates. Any unemployed youth in the age group of 18-45 years having an aptitude to take up self-employment or wage employment and having some basic knowledge in the related field can undergo training at RSETIs. There are 30 RSETIs functioning across the State of Odisha. The details of candidates trained and settled including women in the District of Jagatsinghpur of Odisha State during 2020-21 to 2023-24 as on 30.06.2023 are as under:

Financial Year	Total Trained	Total Settled	Women Trained	Women Settled
2020-21	505	357	497	357
2021-22	557	525	542	519
2022-23	413	317	406	313
2023-24	56	31	56	31

(v) The Government of India has launched 'Mission Shakti' – an integrated women empowerment programme as umbrella scheme for the safety, security and empowerment of women for implementation during the 15th Finance Commission period across the country. 'Mission Shakti' comprises of two sub-schemes 'Sambal' and 'Samarthya' for safety and security of women and empowerment of women respectively. A new component of Hub for Empowerment of Women has been included in 'Samarthya' sub-scheme, under which the Central Government provides financial assistance to States/ UTs for setting up of Hub at State and District levels.

Hub for Empowerment of Women aims to facilitate inter-sectoral convergence of schemes and programs meant for women both at the central (NHEW), State/ UT level (SHEW) and district level (DHEW) with the mandate to create an environment in which women realize their full potential. The support under the HEW would be for guiding, linking and handholding women to various institutional and schematic set ups for their empowerment and development including equal access to healthcare, quality education, career and vocational counseling/training, financial inclusion, entrepreneurship, backward and forward linkages, health and safety for workers, social security and digital literacy at districts/ Blocks/ Gram Panchayats level across the country.

(vi) The Government launched Startup India initiative with an aim to build a stronger and inclusive ecosystem for nurturing India's startup culture that would further drive our economic growth, support entrepreneurship, and enable large-scale employment opportunities. It, inter alia, assists in strengthening women entrepreneurship, through policies and initiatives, and creation of enabling networks. As on 30th April 2023, out of the 98,119 total recognised startups under DPIIT, 46,028, i.e., approximately 47% of the total recognised startups have at least one-woman director. The following specific measures have been taken by the Government to promote women entrepreneurship across the country:

- To promote flow of both equity and debt to women led startups, 10% of the fund (Rs. 1000 crore) in the Fund of Funds for Startups Scheme operated by SIDBI is reserved for women led startups.
- Women Capacity Development Programme (WING) is a unique Capacity Development Program for women-led startups, to identify and support both aspiring and established women entrepreneurs in their startup journeys. The workshops are open to variety of business sectors including Tech, Construction, Product, Machine, Food, Agriculture, Education, etc. The workshops served as a platform for emerging women entrepreneurs and other stakeholders to discuss the key challenges facing women entrepreneurs. WING workshops have created a conducive environment to share best practices and experiences in overcoming challenges and to gain insights learned from the business models adopted in the Indian context. A total of 24 workshops were conducted across 9 States, benefiting more than 1,300 women entrepreneurs.

- Virtual Incubation Program for Women Entrepreneurs were conducted in collaboration with Zone Startups to support 20 women-led tech startups with pro-bono acceleration support for 3 months.
- A webpage dedicated to women entrepreneurs has been designed on the Startup India portal. The page includes various policy measures for women entrepreneurs by both Central and State Governments.
- Through its various awareness programmes and capacity building programmes organized by the Government, and through print media and social media platforms, the Government also creates awareness about the existing schemes which support micro, small and medium entrepreneurs, including women entrepreneurs.
- Furthermore, assisted by the States' Startup Rankings on Support to Startup Ecosystems, which is primarily an exercise to identify good practices including support to women entrepreneurs, learning from each other and helping each other in formulating and implementing policies in true spirit of cooperative federalism, 31States and UTs have notified policies to support startups.
- To identify the depth, quality and spread of innovation, inclusivity and diversity, and entrepreneurship in country, the Government instituted the National Startup Awards (NSA). The winners of NSA have emerged from Bengaluru, Delhi, Hyderabad, Chennai, Mumbai Mysuru, Bhopal, Ernakulam, Gurugram, Kochi, Lucknow, Margao, Sonipat, Thiruvananthapuram etc. All three editions (2020, 2021 and 2022) of NSA had a special award category for Women-led Startups.
- The Government has also launched the Women Entrepreneurship Platform (WEP) in 2018 as an aggregator platform with the aim to overcome information asymmetry in the women entrepreneurial ecosystem. By showcasing all existing initiatives and providing domain knowledge it works towards empowering both prospective and present women entrepreneurs.
