

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
UNSTARRED QUESTION NO. 1260
ANSWERED ON 03/12/2024

E-MARKETPLACE PORTAL

1260. THIRU ARUN NEHRU:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether it is a fact that Tamil Nadu is one of the pioneers of promoting and nurturing Self Help Groups (SHGs), usually women led and woman participating and they ensure livelihood and participation in the growth of the nation, if so, the details thereof;
- (b) whether the Government has any aid/assistance in providing a separate space in the Government e-marketplace portal to help SHG's with greater visibility and access to the marketplace; and
- (c) if so, the details thereof?

ANSWER

वाणिज्य और उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)
THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI JITIN PRASADA)

(a) to (c) SARAS collection, an initiative under the Government e-Marketplace (GeM) #vocalforlocal stores was launched in May 2020 to showcase daily utility products made by Rural Self Help Groups (SHGs) including those under the Deen Dayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development. It aims to provide SHGs in rural areas with market access to Central and State Ministries/ Departments, Public Sector Enterprises, Autonomous Bodies, other Government buyers and Co-operatives. Under this initiative, the SHG sellers are able to list their products in 5 product categories, namely (i) Handicrafts, (ii) Handloom and textiles, (iii) Office accessories, (iv) Grocery and pantry, and (v) Personal care and hygiene.

3,784 SHGs are registered on the SARAS Collection of GeM. Currently more than 340 product catalogues are listed in the SARAS Collection by the Foundation for Development of Rural Value Chains (FDRVC) who work with NRLM, Ministry of Rural Development as a support organisation. It is to mention that GeM is not maintaining state-wise data of SHGs.
