

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP
RAJYA SABHA
UNSTARRED QUESTION NO. – 1866
ANSWERED ON 11/12/2024

SUPPORT FOR WOMEN ENTREPRENEURS IN ODISHA

1866. SHRI MUZIBULLA KHAN:

Will the Minister of SKILL DEVELOPMENT AND ENTREPRENEURSHIP be pleased to state:

- (a) the number of women in Odisha who have benefited from entrepreneurship schemes during the last five years;
- (b) the specific programs targeting women entrepreneurs in the State of Odisha; and
- (c) whether Government has plan to introduce additional support measures for women in rural and tribal areas to start small businesses?

ANSWER

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

(SHRI JAYANT CHAUDHARY)

(a) to (c) Government of India has taken various initiatives to build entrepreneurial mindsets and capabilities among women, support the growth of women-led enterprises, and provide mentoring and handholding support for entrepreneurship development among women.

The Ministry of Skill Development and Entrepreneurship (MSDE) through its autonomous organizations, namely National Institute for Entrepreneurship and Small Business Development (NIESBUD) and Indian Institute of Entrepreneurship (IIE) has taken various initiatives to promote entrepreneurship development amongst all sections of the society, including women across the country, including the state of Odisha. The details of few such initiatives undertaken during the last five years are placed at **Annexure I**.

Further, there are various schemes/ programmes being implemented by Ministries/ Departments of Government of India with the objective of skilling entrepreneurs, including female entrepreneurs. The details of some of the key initiatives implemented by other Ministries/ Departments in the state of Odisha are at **Annexure II**.

ANNEXURES REFERRED TO IN REPLY OF PART (a) to (c) OF RAJYA SABHA UNSTARRED QUESTION NO.1866 ANSWERED ON 11.12.2024 REGARDING “SUPPORT FOR WOMEN ENTREPRENEURS IN ODISHA”

The details of various initiatives being implemented by the Ministry of Skill Development and Entrepreneurship for women entrepreneurs during the last five years are as under:

- 1. Strengthening Entrepreneurial Climate through Capacity Building, Incubation Support, Mentoring, and Handholding under SANKALP Scheme** – MSDE through NIESBUD implemented a project for strengthening the entrepreneurship ecosystem of different marginalized sections of the society and women with the support of the Skills Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Scheme of MSDE, since December 2022. The project aimed at creating, fostering and promoting the spirit of entrepreneurship among the various target groups through Capacity Building, Incubation Support, Mentoring and Handholding. SANKALP has been implemented in three phases. Under SANKALP 1, a total of 23825 beneficiaries have been trained during F.Y. 2022-23 to 2024-25, out of which 13861 are women, which includes 2029 women beneficiaries in Odisha. Under SANKALP 2, a total of 23841 beneficiaries have been trained during F.Y. 2022-23 to 2024-25, out of which 18270 are women, which includes 919 women beneficiaries in Odisha. Under SANKALP 3, a total of 4274 beneficiaries have been trained during F.Y. 2024-25, out of which 2970 are women, including 315 women beneficiaries in Odisha.
- 2. Skill Strengthening for Industrial Value Enhancement (STRIVE)** - Under the Skill Strengthening for Industrial Value Enhancement (STRIVE) of MSDE, NIESBUD has conducted awareness and sensitization programmes at National Skill Training Institutes (NSTIs) and Industrial Training Institutes (ITIs) between October 2023 to May 2024. These activities were followed by the selection of prospective entrepreneurs to undergo the Entrepreneurship Development Programme (EDP). The Institute has successfully conducted EDP training for the target groups and is providing mentoring and handholding support to help trainees establish their enterprises. A total of 45339 beneficiaries have been trained under the project during F.Y. 2023-24 to 2024-25, out of which 12437 are women, which includes 680 women beneficiaries in Odisha.
- 3. Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyan (PM JANMAN)** - MSDE through its autonomous institute, NIESBUD is implementing the skilling and entrepreneurship component of Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyan (PM JANMAN) – a scheme of Ministry of Tribal Affairs for upliftment of Particularly Vulnerable Tribal Groups (PVTGs), since March 2024. The project is being implemented with support of Tribal Cooperative Marketing Development Federation of India (TRIFED) in 18 States across the country under which a total of 500 VDKs are to be set up. A total of 38433 beneficiaries have been trained under the project till November 2024, out of which 32628 are women, including 3410 women beneficiaries in Odisha.
- 4. Rashtriya Udyamita Vikas Pariyojana on Pilot Basis for PM Svanidhi Beneficiaries** - MSDE, in collaboration with the Ministry of Housing and Urban Affairs (MoHUA), launched the Rashtriya Udyamita Vikas Pariyojana (RUVPP) on a pilot basis in February

2024 for PM SVANidhi beneficiaries, with NIESBUD as one of the implementing partners. Through the project, entrepreneurship training was provided to 2,050 PM-SVANidhi beneficiaries across 10 cities, with more than 40% participation from women. The program included one week of classroom training followed by 21 weeks of mentoring and hand-holding support. A total of 719 beneficiaries have been trained under the project during F.Y. 2023-24, out of which 428 are women, including 92 women beneficiaries in Odisha.

5. **Entrepreneurial Climate through Training of Trainers (ToTs) and Entrepreneurship Development Programme (EDP) in Jan Shikshan Sansthans (JSSs)** - NIESBUD has implemented a project for creating entrepreneurial climate through the Training of Trainers (ToTs) and the Entrepreneurship Development Programme (EDP) in Jan Shikshan Sansthans (JSSs) from October 2022 to September 2023. The project aimed at creating, fostering and promoting the spirit of entrepreneurship among the various target groups through Capacity Building, Mentoring and Handholding. A total of 6315 beneficiaries have been trained under the project during F.Y. 2022-23 to 2023-24, out of which 4771 are women, including 564 women beneficiaries in Odisha.
6. **Pilot Project for Entrepreneurship Development Program (EDP)** - NIESBUD implemented a Pilot Project for Entrepreneurship Development Program in 10 States supported by the Ministry of Skill Development and Entrepreneurship, from January 2020 to March 2023, which aimed at creating, fostering and promoting the spirit of entrepreneurship among the target groups through Entrepreneurship Development Programme, Mentoring and Handholding support. A total of 5000 beneficiaries have been trained under the project during F.Y. 2019-20 to 2022-23, out of which 3089 are women, including 418 women beneficiaries in Odisha.
7. **Digital Marketing and Entrepreneurship Development for Women Self Help Groups** - NIESBUD implemented a project on Digital Marketing and Entrepreneurship Development for Women Self Help Groups (WSHGs) in Odisha supported by Odisha Skill Development Authority from March 2022 to July 2022 for capacity building and to enable them to access the market through e-commerce platforms. The project has been piloted in 10 Aspirational districts of Odisha namely Bolangir, Dhenkanal, Rayagada, Malkangiri, Nabarangpur, Kalahandi, Gajapati, Kandhamal, Nuapada and Koraput. A total number of 1993 WSHG members have been imparted training in Odisha under the project during F.Y. 2021-22 to 2022-23.
8. **Pilot Project on Entrepreneurship Development in the Holy City** - MSDE implemented a Pilot Project on Entrepreneurship Promotion and Mentoring of Micro and Small Businesses in six temple towns, namely Bodh Gaya, Haridwar, Kollur, Pandharpur, Puri, and Varanasi from December 2021 to July 2023. IIE implemented the project in three Holy Cities i.e. Bodh Gaya, Kollur and Puri. A total of 1318 women participants have benefited in the state of Odisha through the project during F.Y. 2021-22 to 2022-23.

The details of various initiatives being implemented by other Ministries/ Departments of Government of India for women entrepreneurs are as under:

- Ministry of Rural Development (MoRD)** - MoRD is implementing Rural Self Employment Training Institutes (RSETIs) program under the umbrella scheme of Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM) with the objective of skilling entrepreneurs, including women entrepreneurs. RSETI is a Bank lead- MoRD funded training institution established by the Sponsor Banks in their 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 RSETI. Some of the trained candidates may also seek regular salaried jobs/ wage employment. The details of women candidates benefited under the scheme in Odisha during the last five years and current year are given as under:

Financial Year	No. of women candidates trained	No. of women candidates settled
2019-20	17269	12953
2020-21	14249	10487
2021-22	14788	13088
2022-23	18611	16317
2023-24	20046	18288
2024-25 (up to 31.10.2024)	13860	7617

Further, there are nine training programmes being run by MoRD, specific for women candidates viz; Women Tailoring, Jute Bag Manufacturing, Vastra Chitrakala Udyami, Beauty Parlour, Agarbathi Manufacturing, Soft Toys Making, House Aaya, Papad Pickle and Masala Powder, and Costume Jewellery Udyami.

2. Ministry of Micro, Small & Medium Enterprises

2.1 Ministry of MSME, through **Khadi and Village Industries Commission (KVIC)**, is implementing Prime Minister's Employment Generation Programme (PMEGP) for assisting entrepreneurs in setting up new enterprises in the non-farm sector. It aims to provide employment opportunities to traditional artisans/ rural and urban unemployed youth at their doorstep.

PMEGP being a Central Sector Scheme assists beneficiaries belonging to Special Categories such as Women beneficiaries belonging to North Eastern Region, Hill and Border areas, and Aspirational Districts, the Margin Money subsidy is 35% in rural areas and 25% in urban areas.

S. No.	Financial Year	No. of Units Assisted	Estimated Employment Generated	Margin Money Subsidy (Rs. Lakh)
1	2019-20	1,160	9,280	3589.19
2	2020-21	1,319	10,552	4120.39
3	2021-22	1,874	14,992	5459.98
4	2022-23	1,757	14,056	5421.26
5	2023-24	1,430	11,440	4687.78
6	2024-25*	352	2,816	924.72
Total		7,892	63,136	24,203.35

Details of Women beneficiaries under PMEGP Scheme in Odisha for the last 5 years, i.e., from FY201920 till current year FY 2024-25 (till 04.12.2024) is given below.

Under PMEGP, women are considered under special categories and are eligible for higher Margin Money subsidy and lower personal contribution. Major steps taken by the Government throughout the country including Odisha to assist in setting up of micro enterprises and generation of employment opportunities under PMEGP include:

- i. Enhancement of maximum project cost from Rs. 25 lakhs to Rs. 50 lakhs for manufacturing sector and from Rs. 10 lakhs to Rs. 20 lakhs for service sector.
- ii. Awareness programmes in all the States/UTs including backward and under-performing areas, Aspirational districts, North Eastern Region, etc.
- iii. Exclusion of COVID years i.e., FY2020-21 and FY2021-22 while considering profitability of existing PMEGP/ MUDRA units applying for 2nd loan tranche.
- iv. Conduct of two-days free online Entrepreneurship Development Programme (EDP) for prospective entrepreneurs.
- v. Acceptance of PMEGP applications from prospective beneficiaries in 11 regional languages since January 2024.
- vi. Inclusion of applicants from Aspirational districts and transgenders under Special Category eligible for higher subsidy.

2.2 In accordance with the **Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012**, an annual procurement of 25% has to be made from MSEs by Central Ministries/ Departments/ Central Public Sector Enterprises (CPSEs), including a procurement of 4% from MSEs owned by Scheduled Castes/ Scheduled Tribes and **3% from MSEs owned by Women entrepreneurs**.

A number of steps have been taken to enhance the level of procurement from Women Entrepreneurs and are given below:

- i. Special Vendor Development Programmes/ Buyer-Seller Meets are being conducted by Departments/ CPSUs for Women.
- ii. The Ministry of MSME launched MSME SAMBANDH Portal on 8th December, 2017, to monitor the implementation of Public Procurement Policy for Micro and Small Enterprises.
- iii. Ministry of MSME is actively engaged with the Department of Public Enterprises (DPE) for better coordination with Central Public Sector Enterprises (Government procuring entities).

- iv. In order to provide an easy access to procurement demands from Government Buyers, an on-line portal Government e-marketplace (GeM) has been made. Follow up with GeM for supporting SC, ST and Women entrepreneurs is done on a regular basis.
- v. The annual procurement of goods and services from MSEs owned by Women during the year 2023-24 and its percentage to the total procurement is as given below:

Financial Year	Total Procurement (Rs. In Crores)	Procurement from MSEs (Rs. In Crores)	Procurement from MSEs owned by Women (Rs. In Crores)
2020-21 (161 CPSEs)	139419.81	40,717.67 (29.21%) (No. of MSEs Benefited-1,77,594)	749.20 (0.54%) (No. of MSEs Benefited-5,140)
2021-22 (162 CPSEs)	165383.04	53,778.58 (32.52%) (No. of MSEs Benefited-2,27,049)	1,713.27 (1.04%) (No. of MSEs Benefited-11,383)
2022-23 (166 CPSEs and Departments s)	174316.3	64,721.65 (37.13%) (No. of MSEs Benefited-2,36,433)	2,318.99 (1.33%) (No. of MSEs Benefited-16,725)
2023-24 (151 CPSEs and Department 1)	169887.4	73,980.51 (43.55%) (No. of MSEs Benefited-2,56,712)	3,058.73 (1.80%) (No. of MSEs Benefited-21,128)
2024-25 (126 CPSEs)	96883.87	37,198.55 (38.39%) (No. of MSEs Benefited-1,15,523)	37,198.55 (38.39%) (No. of MSEs Benefited-1,15,523)

(Source: MSME Sambandh Portal as on 06.12.2024)

3. **Ministry of Agriculture & Farmers' Welfare:** The Government of India is committed to promote Agri-startups by providing financial and technical support to agri-startups in agriculture and allied sectors. Ministry of Agriculture & Farmers' Welfare (MoA & FW) is implementing "Innovation and Agri- Entrepreneurship Development" programme under Rashtriya Krishi Vikas Yojana (RKVY) from 2018-19 with an objective to promote innovation and Agri- entrepreneurship by providing financial and technical support for nurturing startups ecosystem in the country. So far, 5 Knowledge Partners (KPs) and 24 RKVY Agribusiness Incubators (R-ABIs) have been appointed for training and Incubation of agri-startup and implementation of this programme. Under the programme, the financial support up to Rs. 5.00 lakh is provided at the idea/ pre-seed stage and up to Rs.25 lakh at the seed stage to entrepreneurs, including women entrepreneurs and startups in the field of agriculture and allied sector to launch their products, services, business platforms, etc. into the market and facilitate them to scale up their products and operations. Startups are trained and incubated by these Knowledge Partners (KPs) and RKVY Agribusiness Incubators (R-ABIs) appointed under the Programme.
4. **Ministry of Textiles** is implementing Samarth (Scheme for Capacity Building in Textiles Sector) with the objective to provide demand driven, placement-oriented skilling programmes to supplement the efforts of the industry in creating jobs in the

organized textile and related sectors, covering the entire value chain of textiles, excluding Spinning and Weaving in organized sector. Samarth is implemented on demand driven basis across the country and preference is given to marginalized social groups such as women, SC/ ST etc. under the scheme. As on 05.12.2024, 3,43,275 beneficiaries have been trained (passed) and of these 3,07,323 are women and 6,899 are women beneficiaries in Odisha.

5. **Ministry of Science and Technology** has launched and implemented the Innovation based Science and Technology Entrepreneurship Training Programme as central sector scheme. The scheme focusses on Innovation and Entrepreneurship (I&E) training for participants. The scheme encourages participants to take entrepreneurship as a career from all over the country, including the women from the rural and tribal area of state of Odisha. Under the scheme following Science and Technology based Innovation and Entrepreneurship (I&E) training programmes are conducted by the Institute of higher learning, Incubators, S&T parks, Non-Governmental Organizations, etc. for the participants, including the specific programme on Women Entrepreneurship Development Programme (WEDP):

- i. Women Entrepreneurship Development Programme (WEDP): Duration- 4 Weeks
Objective: To motivate and encourage potential women entrepreneurs having S&T background.
- ii. Technology based Entrepreneurship Development Programme (TEDP): Duration- 6 Weeks, Objective: Training programme for potential entrepreneurs having S&T background to promote technology led/ R & D based enterprises.
- iii. Faculty Development Programme (FDP): Duration- 2 Weeks
Objective: To train and enhance the supply of competent faculty / resource persons for teaching and training entrepreneurship on PAN India basis.

A total of around 314 women have been trained under the Ministry of Science and Technology scheme of Innovation and Entrepreneurship training programme during the last five years in the State of Odisha.

6. **Ministry of Minority Affairs** - Pradhan Mantri Virasat Ka Samvardhan (PM VIKAS) is a flagship Scheme of the Ministry of Minority Affairs which converges five erstwhile schemes and focuses on upliftment of six notified minorities through skill development; entrepreneurship and leadership of minority women; and education support school dropouts. No target allocation has been made under the scheme so far. The leadership and entrepreneurship component has the following three sub-components:

- I. Leadership and basic Entrepreneurship Development
- II. Entrepreneurship Development
- III. Business mentors/Business Correspondents (Bix Sakhis/ Udyami mitra)

7. **Ministry of Food Processing Industries (MoFPI)** – Under MoFPI, **Pradhan Mantri Formalization of Micro Food Processing Enterprises (PMFME)** scheme launched in 2020 is providing training as well as financial assistance to women apart from general public. This scheme provides Credit-Linked Subsidy for individual & Group women entrepreneurs. SHG members can receive seed capital of ₹40,000 per member for working capital and the purchase of small tools. The scheme provides a 50% financial grant for branding and marketing support to groups of FPOs, SHGs, Cooperatives, or a Special Purpose Vehicle (SPV) of micro food processing

enterprises. Under the PMFME Scheme, in Odisha, a total of 7995 women have benefitted under PMFME, out of which 457 are District Level Committee (DLC) recommended trainees and 7538 are Self-Help Group members. Under PMFME scheme, one common incubation center “College of Fisheries, Odisha University of Agriculture and Technology, Ganjam” is approved for specific crop processing and value addition for the state of Odisha with an outlay of Rs.185 Lakhs.

8. Department for Promotion of Industry and Internal Trade (DPIIT) under Ministry of Commerce and Industry - The Government with an intent to build a strong ecosystem for nurturing innovation and encouraging investments launched the Startup India initiative on 16th January 2016.

As per eligibility conditions prescribed under G.S.R. notification 127 (E) dated 19th February 2019, entities are recognized as ‘startups’ under the Startup India initiative by the Department for Promotion of Industry and Internal Trade (DPIIT). As on 31st October 2024, a total of 1,52,139 entities have been recognised as startups, of which, 73,151 startups have at least one-woman director. Details of number of entities recognised as startups in Odisha with at least one-woman director in the last five years are 90(in 2019), 125 (in 2020), 196 (in 2021), 230 (in 2022), and 329 (in 2023).

Further, under the Startup India initiative, the Government is implementing three flagship Schemes, namely, Fund of Funds for Startups (FFS), Startup India Seed Fund Scheme (SISFS) and Credit Guarantee Scheme for Startups (CGSS) to support startups across categories and sectors at various stages of their business cycle. SISFS provides financial assistance to seed stage startups through incubators. SISFS is implemented from 1st April 2021. As on 31st October 2024, supported incubators under the Scheme have approved funds of Rs 227.12 crore to 1,278 women-led startups. The total of Rs.4.25 Crore has been approved for 34 women-led startups by selected incubators under SISFS in Odisha as on 31st October 2024.

To strengthen the ecosystem for women-led startups, the Government is implementing certain specific schemes/programmes under the Startup India initiative which are facilitating women-led startups to access finance, technology, and market opportunities. The details of such Government initiatives are as under:

- i. To promote flow of both equity and debt to women led startups, 10% of the fund in the Fund of Funds for Startups Scheme operated by Small Industries Development Bank of India (SIDBI) is reserved for women-led startups.
- ii. Alternative Investment Funds (AIFs) led by women are eligible to be considered for a higher level of management fee (0.1% p.a.). The same benefit is also extended to AIFs which are focused on women led startups.
- iii. 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 serve as a platform for emerging women entrepreneurs and other stakeholders to discuss the key challenges facing women entrepreneurs. WING workshops create 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.

- iv. A Virtual Incubation Program for Women Entrepreneurs was conducted in collaboration with Zone Startups to support women-led tech startups with pro-bono acceleration support.
- v. Startup India Hub: 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.
- vi. ASCEND Startup Workshop Series and Women for Startups Workshops: The Government organized a series of startup workshops - ASCEND (Accelerating Startup Calibre & Entrepreneurial Drive), for the entrepreneurs, aspiring entrepreneurs, and students from North-eastern region. In addition, the workshops are conducted with a specific focus on women entrepreneurs across the north-eastern states. The workshops have witnessed participation from ecosystem stakeholders such as government officials, startups, aspiring entrepreneurs, investors, academic institutions, etc.
- vii. SuperStree Podcast: With a vision to inspire a greater number of women across all regions in India to become entrepreneurs, the SuperStree video podcast series has been launched on women in the Indian Startup Ecosystem. The podcast spreads awareness related to innovations from women and to further strengthen women entrepreneurship in the country.
- viii. Through 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.
- ix. Women For Startups: State Workshops for Women Entrepreneurs were held across States to build the capacity of aspiring and existing women entrepreneurs. The workshops focused on government scheme awareness, mock pitching, and finance-related training.
- x. The States' Startup Ranking on support to startup ecosystems is primarily an exercise to identify good practices across all the Indian states. The evaluation includes a specific provision to gauge the formulation and implementation of policies and special incentives to promote women-led startups in each state. The particular action point has witnessed active engagement and thereon reporting of measures undertaken by participating States and UTs.
- xi. To identify the depth, quality and spread of innovation, inclusivity and diversity, and entrepreneurship in country, the Government instituted the National Startup Awards (NSA). NSA recognizes and promotes startups across 20 sectors and special categories. All four editions of the NSA (2020, 2021, 2022 and 2023) have featured a special category and award for women-led startups.
