

Achievement of Target under Deendayal Antyodaya Yojana – National Rural Livelihoods Mission

Posted On: 08 AUG 2025 5:31PM by PIB Delhi

Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY - NRLM) is being implemented in all States and UTs (except Delhi and Chandigarh) with one of the objectives of increasing household income.

The Government had set a target of mobilising 10 crore rural households into SHGs under the DeendayalAntyodayaYojana-National Rural Livelihood Mission (DAY–NRLM). As of June 2025, a total of 10.05 crore women have been mobilised into 90.90 lakh Women Self-Help Groups (SHGs) in the country.

Farm livelihoods component under DAY-NRLM works with the MahilaKisan (SHG members) to promote Agro-Ecological Practices, including better livestock management practices, to help them reduce the cultivation costs, enhance production and build resilience to climate challenges. To strengthen the livelihoods basket of the MahilaKisan households, Integrated Farming Clusters are allocated. The MahilaKisan are further supported to be mobilised into producer collectives for better market access for their produce.

As of June 2025, 4.62 crore MahilaKisans have been covered. The community institutions have deployed more than 3 lakh trained livelihood community resource persons to support the MahilaKisans. Additionally, 1,285 women-owned producer companies and 1.95 lakh producer groups have been promoted to support the MahilaKisans in gaining market access. To strengthen the livelihoods basket of MahilaKisan households 6,000 Integrated Farming Clusters have been allocated to states.

Under DAY-NRLM, the Non-farm livelihoods component supports the SHG members and their family members to set up micro enterprises in the non-farm sector for various income-generating activities. The scheme aims to develop an ecosystem for enterprise development in rural areas, focusing on SHG households, which includes a cadre of Community Resource Persons for Enterprise Promotion (CRP-EP) to provide business support services. These services include identifying business ideas, preparing business plans, providing training, accessing bank loans, maintaining accounts, and marketing. As of June 2025, 4.87 lakhs enterprises have been supported under non-farm livelihoods.

This information was given by the Minister of State for Rural Development Dr. Chandra Sekhar Pemmasani in a written reply in Rajya Sabha today.

RC/KSR/AR/2386

(Release ID: 2154249)