

Ministry of Minority Affairs Organises Advocacy Workshop to Promote and Strengthen the Jiyo Parsi Scheme

Jiyo Parsi initiative aimed at supporting the Parsi community in increasing its population through assisted childbirth and family welfare intervention

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Ministry of Minority Affairs (MoMA), Government of India, in collaboration with the Maharashtra State Minority Development Department, organised a comprehensive Advocacy and Outreach Workshop today at the Convocation Hall, Mumbai University, to promote and amplify the Jiyo Parsi Scheme—a flagship initiative aimed at supporting the Parsi community in increasing its population through assisted childbirth and family welfare interventions.



The event witnessed the presence of senior officials, including Shri Alok Verma, DDG, and Shri Ranjeet Kumar, Senior Director (NIC), MoMA, who engaged with beneficiaries, stakeholders, and community representatives on the ongoing efforts to make the scheme more accessible, efficient, and citizen-centric.

As part of the Ministry's broader commitment to minority welfare and economic empowerment, the National Minorities Development & Finance Corporation (NMDFC) also participated in the workshop. NMDFC representatives informed Parsi community members about easy and affordable loan schemes available for entrepreneurship, start-ups, and small businesses—encouraging them to avail financial support for their growth and livelihood needs.



The International Institute for Population Sciences (IIPS), engaged by the Ministry to conduct an in-depth study on the Jiyo Parsi Scheme, presented key findings and insights from its research, offering evidence-based perspectives on demographic trends, programme impact, and future recommendations.

Aligned with the Ministry's focus on citizen-centric governance and two-way communication, a special interactive session was conducted by Shri Harsh Ranjan, Senior Consultant – Media, Research & Outreach, MoMA, who highlighted the importance of direct engagement with beneficiaries for improving programme delivery and addressing on-ground challenges.

A significant highlight of the workshop was the emphasis on the digital transformation of the Jiyo Parsi Scheme. Beneficiaries can now complete key formalities—including biometric authentication—from the comfort of their homes via a dedicated mobile application, ensuring greater convenience, transparency, and ease of access. This advancement reflects the Government of India's commitment to leveraging technology for efficient last-mile delivery and empowering citizens through seamless digital services.

Ministry of Minority Affairs reiterates its dedication to supporting the Parsi community through robust schemes, informed policymaking, and continuous outreach. Through initiatives like Jiyo Parsi, the government remains firmly committed to preserving the rich cultural heritage of the Parsi community while ensuring their sustained socio-economic well-being.

AK/MR

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