

DAY-NRLM and PCI India Convene National Workshop on Scaling Women-Led Enterprises through Public Procurement

Microsite and Sectoral Playbooks Launched to Strengthen SHG Integration into Government Procurement Systems

Women's economic empowerment is not welfare-it is a strategic investment in India's growth, resilience and social stability: Secretary, Ministry of Rural Development

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The Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development (MoRD), Government of India, in collaboration with PCI India, organised a National Learning Dissemination Workshop on “Scaling Women Enterprises through Public Procurement” in New Delhi on 17th February 2026.

The workshop brought together State Rural Livelihood Missions (SRLMs), key Ministries, development partners, CSR leaders, and industry stakeholders to showcase successful models of Self-Help Group (SHG) enterprises engaging with public procurement systems. The event focused on strengthening institutional pathways for Women-Led Enterprises (WLEs) to participate in government supply chains at scale.



Delivering the Special Address, Shri Shailesh Kumar Singh, Secretary, Ministry of Rural Development, said that the women's economic empowerment is not welfare -it is a strategic investment in India's growth, resilience and social stability. Speaking on "Advancing Women's Economic Empowerment under Viksit Bharat: Policy Direction for WLEs and SHGs," he underscored that as the world's fastest-growing major economy, India's development reflects deeper social transformation powered by women. He highlighted public procurement as a powerful lever that enables the State to use its purchasing power transparently and inclusively, while strengthening quality and accountability through women-led enterprises.

Shri T.K. Anil Kumar, Additional Secretary, DAY-NRLM, MoRD, emphasized that linking SHG products and services to public procurement systems is now a strategic priority. He noted that coordinated efforts across Ministries, States, and partners will be undertaken to ensure systematic integration of SHG enterprises into procurement processes.



On the occasion, the Secretary, Rural Development launched a dedicated microsite designed to serve as a roadmap for WLEs in establishing and operationalising enterprises across India. Three sector-specific playbooks - focusing on housekeeping & laundry, food processing, and apparel enterprises - were also unveiled, along with a coffee table book documenting enterprise journeys and institutional learnings.

The event was attended by senior officials including Smt. Swati Sharma, Joint Secretary, DAY-NRLM; Smt. Rajeshwari S.M., Director, DAY-NRLM; Shri Charanjeet Singh, Former Additional Secretary, DAY-NRLM; and Smt. Neha Giri (IAS), State Mission Director, Rajasthan SRLM. Development partners such as the World Bank and the Gates Foundation were also represented.

SHG entrepreneurs from Rajasthan, Karnataka, and Bihar shared their experiences of engaging with public procurement systems, highlighting pathways for scale, quality assurance, and sustainability.



The workshop aimed to catalyse collaborative action, accelerate women's economic empowerment, and position SHG enterprises as credible suppliers within government procurement ecosystems - contributing to inclusive and gender-responsive rural development under the Viksit Bharat vision.

Background

Launched in 2011, DAY-NRLM has mobilised over 10.05 crore rural women into more than 90.90 lakh Self-Help Groups (SHGs), creating one of the world's largest women-led community institution networks. Since inception, banks have extended cumulative credit of over Rs. 11,10,945 crore to women SHGs, significantly enhancing livelihoods, income security, and social empowerment across rural India.

Recognising the transformative potential of public procurement, the workshop will deliberate on leveraging government purchasing systems to promote Women-Led Enterprises (WLEs). Globally, public procurement accounts for 13–20% of GDP, presenting significant opportunities for inclusive economic growth. In India, government policies mandate that 25% of annual procurement be sourced from Micro and Small Enterprises, with 3% earmarked for women-led enterprises, creating a structured pathway for SHG enterprises to scale sustainably.

PCI India, supported by the Gates Foundation, provides technical assistance to DAY-NRLM to strengthen planning, budgeting, capacity building, and competitive readiness of women-led SHG enterprises, ensuring long-term sustainability and institutional integration into public procurement systems. PCI India has been working in India since 1998 to transform the lives of communities at scale by solving complex social issues – partnering with governments, private sectors, and development organizations.

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