



## **Secretary, Department of Rural Development launches 'National Campaign on Entrepreneurship - II' to accelerate rural women entrepreneurship**

**'National Campaign on Entrepreneurship- II' launched by Secretary, Department of Rural Development aimed to push efforts towards making of 6 cr Lakhpati Didis**

**'Sankalp Shakti', the Rural Enterprise Tech Bulletin of Deendayal Antyodaya Yojana - National Rural Livelihoods Mission released by Sh. Rohit Kansal, Secretary, Department of Rural Development**

**First edition of 'Sankalp Shakti' released by Secretary, Department of Rural Development. 'Sankalp Shakti' focusses on the empowerment of our Lakhpati Didis**

प्रविष्टि तिथि: 21 AUG 2026 6:29PM by PIB Delhi

Ministry of Rural Development launched the 'National Campaign on Entrepreneurship- II' under the Deendayal Antyodaya Yojana–National Rural Livelihoods Mission (DAY-NRLM) for another three months, from 21 August to 21 November 2026, with an expanded focus on both Farm, Non-Farm enterprises and marketing of SHG products.

**21st August is celebrated across the world as 'World Entrepreneurs Day'.**

The campaign has been designed to promote and focus intensively on promoting rural women entrepreneurship.

**Further, 'Sankalp Shakti', the first Rural Enterprise Technical Bulletin, was also released by the Secretary on the occasion. This Bulletin will be a monthly feature.**

This focussed approach will strengthen rural women's entrepreneurship and will contribute to the vision of making 6 crore Lakhpati Didis. The extended phase will build on the experience of the first phase and shift greater emphasis towards intensive enterprise handholding, formalisation, strengthening of producer institutions and simplification of implementation processes.

This campaign will focus on promoting entrepreneurship among SHG women across Farm and Non-Farm livelihoods, strengthening the community enterprise promotion cadre, promoting enterprise formalisation, expanding digital and e-commerce adoption, and strengthening producer groups and producer enterprises. **CRP-EPs and BDSPs will be recognised as ‘Udyam Sakhis’ to provide greater visibility to the community cadre supporting enterprise promotion.**

The campaign will also promote e-commerce through platforms such as ONDC, GeM and other digital platforms, besides facilitating buyer–seller meets and linkages with buyers, aggregators, retailers and institutional purchasers. States will undertake orientation of CLF leadership, exposure visits, entrepreneurship development training and support for business planning, financial literacy, product development, branding and digital marketing.

The Campaign has set ambitious outcomes, including orientation of 50,000 community cadres, entrepreneurship and livelihood training for 5 lakh SHG women, creation of a database of 5 lakh adolescent girls from SHG households, formalisation support for 50,000 enterprises, strengthening membership of Producer Groups and Producer Enterprises by 2 lakh members, promotion of agro-ecological practices among 20 lakh women, and onboarding of 25,000 SHG members on e-commerce platforms.

A key priority will be to strengthen the Farm and Non-Farm livelihood architecture by converting viable livelihood activities into sustainable women-led enterprises, rather than treating farm livelihoods only as training interventions. The campaign will complement the existing CRP-EP, EDP, SVEP and OSF architecture and support women to progress from livelihood activities to enterprise creation and growth.

The launch event was attended in person by the Secretaries/Principal Secretaries, Rural Development Departments of Bihar, Uttar Pradesh, Jammu & Kashmir, West Bengal and Goa, and virtually by the State Mission Directors/CEOs of 34 SRLMs.

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**RC/PU**

(रिलीज़ आईडी: 2302066) आगंतुक पटल : 716

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