

Sangathan Se Samridhhi Abhiyaan

18th April - 30th June, 2023



DAY-NRLM works towards mobilizing rural eligible households to form their own institutions and thus help them in accessing voice, space, resources, and other socio-economic benefits. Till now, around 9 crore rural women have been mobilised and brought into SHGs and other federations. The Mission is providing credit linkage to rural poor and it has supported over 2.5 crore women SHG members to get engaged in gainful livelihood activities.

Being a part of the SHG community provides:

- Self-respect, dignity and empowerment
- Financial independence
- Strong network to voice their opinion and influence pro-poor policies
- Address social issues
- Access to
 - financial and technical resources
 - sustainable livelihoods
 - rights and entitlements
 - knowledge, skills and information related to markets and Govt schemes
 - financial and digital literacy

With the aim to reach out to every unprivileged household in rural areas; DAY-NRLM has launched the **Sangathan Se Samridhhi Abhiyaan** and is putting efforts to bring 10 crore households under the DAY-NRLM umbrella through special focus on marginalized and disadvantaged groups/communities.

This is an opportunity for

- All left out rural women to join SHGs
- The women from all eligible PMAY-G HHs to join SHGs
- Creation of a common SHG database promoted by various stakeholders

Attention

- Village Organisations, not part of any CLF, join CLFs for sustainable growth and better income
- Defunct SHGs, reactivate your SHGs
- Opening SHG bank account