

5. Sangathan Se Samridhhi Campaign

Why in News?

- The Ministry of Rural Development's Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) launched has recently a national campaign called "Sangathan Se Samridhhi- Leaving no Rural Woman Behind", aiming to mobilize a significant number of women into Self Help Groups (SHGs).

Highlights

- The campaign is a part of the Azadi Ka Amrit Mahotsav Samaveshi Vikaas and aims to mobilize 10 crore women from eligible rural households into SHGs.
- It aims to mobilize disadvantaged rural communities who are unaware of the benefits of the DAY-NRLM program.
- The campaign will be organized in all states and form more than 1.1 lakh SHGs through interventions
- India's rural population accounts for 65% of its total population, and it is crucial to accord women from these areas all possible opportunities to enable them to contribute significantly to making India a 5 trillion dollar economy.
- When women in such a big number become part of SHGs, it will automatically have a considerable effect on the country's GDP (Gross Domestic Product)