



Ministry of Rural Development  
Government of India



# Sangathan Se Samridhi Abhiyaan

## Leaving no rural woman behind

18<sup>th</sup> April to 30<sup>th</sup> June 2023

DAY-NRLM aims to mobilize 10 crore women from rural eligible households into SHGs and their federations, to provide financial support for taking up livelihoods and enhancing their quality of life.

### Joining the SHG movement 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



#SangathanSeSamridhi

#InclusiveDevelopment

#SamaveshiVikas

#amritMahotsav

#AKAM





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DAY-NRLM has launched a social mobilization campaign to bring 10 crore rural women into SHGs with special focus on marginalized and disadvantaged groups/communities

### Activities for Sangathan Se Samridhi Abhiyaan

- Activity 1 :** Information dissemination on DAY-NRLM objectives and features
- Activity 2 :** Mobilizing all eligible rural women from poor households as per SECC and PIP into SHGs and enter their data into NRLM-MIS
- Activity 3 :** Bringing all eligible women from PMAY- G beneficiary households into SHGs
- Activity 4 :** Entering data of SHGs promoted by other departments/NGOs into NRLM-MIS
- Activity 5 :** Focus on revival and nurturing of defunct SHGs
- Activity 6 :** Ensure 100% SHGs are federated into VOs and 100% VOs are federated into CLFs
- Activity 7 :** Opening of SB A/C of all left out SHGs

