



# drishti

## Women SHGs Fight Against Covid-19

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### Why in News

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Women members of around 63 lakh **Self Help Groups** (SHGs) across the country formed under the **Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM)**, **Ministry of Rural Development** are contributing in every possible way to contain the spread of **Covid-19**.

### Key Points

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- All **State Rural Livelihoods Missions (SRLMs)** have been made aware of the various aspects of the disease including the need to maintain personal hygiene, social distancing etc. through **Audio Visual (AV) Information, Education and Communication (IEC) material and advisories**.
- SRLMs are using all the information to ensure that the correct message is communicated to the community by various means like telephone calls, wall writings, pamphlets/fliers, social media, etc.

- **Important Interventions by SRLMs:**

- **Bihar SRLM (JEEViKA):**

- Utilizing **Mobile Vaani Platform** to spread awareness among the community through voice messages and answering queries on Covid-19.
- **Mobile Vaani (MV)** is a mobile-based voice media platform for underserved areas in India whereby users generate content in their own local dialect through an **Interactive Voice Response System (IVRS)**.

- **Uttar Pradesh SRLM (Prerna):**

- Use of **rangolis** and markings such as lines and circles to re-emphasise the need for '**social distancing**'.
- Wall paintings to spread key messages about Covid prevention.

- **Jharkhand SRML:**

Initiated **Didi helpline**, which helps migrant labourers by providing them verified information 24 hours.

- **Kerala SRML:**

Dispelling the widespread fake news causing panic through its **WhatsApp groups** and propagating only the right information.

## Deendayal Antyodaya Yojana-National Rural Livelihoods Mission

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- It was launched by the **Ministry of Rural Development** in **2011**.
- It **aims** at creating **efficient and effective institutional platforms** for the rural poor enabling them to increase household income through sustainable livelihood enhancements and improved access to financial services.
- NRLM has set out with an agenda to cover 7 crore rural poor households, across 600 districts, 6000 blocks, 2.5 lakh Gram Panchayats and 6 lakh villages in the country **through self-managed SHGs and institutions and support** them for livelihoods collectives in a period of 8-10 years.
- **Salient Features:**
  - It lays **special emphasis on targeting the poorest of the poor and the most vulnerable communities (i.e. Antyodaya)** and their financial inclusion.
  - Innovative projects under **National Rural Economic Transformation Project (NRETP)** to pilot alternate channels of financial inclusion, creating value chains around rural products, introduce innovative models in livelihoods promotion and access to finance and scale-up initiatives on digital finance and livelihood interventions.
  - DAY-NRLM provides for mutually beneficial working relationships and formal platforms for consultations between **Panchayati Raj Institutions (PRIs)** and **Community Based Organizations (CBOs)**.
  - NRLM has also **developed an activity map to facilitate convergence in different areas of interventions** where NRLM institutions and PRIs could work together which has been disseminated to all SRLMs.

**Source: PIB**