



UNDP and DAY-NULM for Women Entrepreneurs

For Prelims: [United Nations Development Programme](#), DAY-NULM, Biz-Sakhis, Care economy

For Mains: [Women Entrepreneurs in India](#), Challenges Faced by Female Entrepreneurs in India, Facilitating Women Entrepreneurship in India

Why in News?

Recently, the [United Nations Development Programme \(UNDP\)](#) and the [Deendayal Antyodaya Yojana-National Urban Livelihoods Mission \(DAY-NULM\)](#) have joined hands to empower [women entrepreneurs](#) in India.

What are the Key Highlights of the Partnership?

- **Aim:**
 - The partnership aims to provide support for women looking to start or expand their **own enterprises in various sectors**, such as care economy, [digital economy](#), [electric mobility](#), [waste management](#), food packaging and more.
 - To enhance the implementation of national-level schemes for [urban poverty alleviation](#) and **livelihood promotion** by providing capacity building support to **DAY-NULM**.
 - To pilot innovative solutions, particularly in the care economy domain, to address the **challenges and opportunities faced by women entrepreneurs**.
- **Coverage and Time Span:**
 - The project will cover **eight cities in the initial phase** and will span over three years, with the possibility of extension beyond 2025.
- **Role of UNDP:**
 - UNDP will **offer national-level capacity building support** to DAY-NULM, focusing on knowledge generation and management, such as compiling compendiums of best practices related to urban poverty.
 - UNDP and DAY-NULM will jointly engage in on-ground mobilization activities that involve **identifying pockets of urban poverty** and **potential entrepreneurs**, as well as facilitating access to business development services.
 - UNDP will also contribute to the initiative by developing community business mentors called **Biz-Sakhis** in selected project locations.
 - These mentors can support new and existing enterprises and serve as a resource for DAY-NULM at a later stage.
- **Importance:**
 - Women entrepreneurship is a proven strategy for [poverty alleviation](#), financial independence, and reshaping gender norms.
 - Today, women account for **only 15% of the total entrepreneurs in India**. By increasing this number, the partnership **not only empowers women**, but also **accelerates economic growth** and ensures a happy and healthy society.
 - The partnership leverages UNDP's experience in linking over 200,000 women with better employment opportunities, and DAY-NULM's mandate of uplifting urban communities

through sustainable livelihood opportunities.

What is Deendayal Antyodaya Yojana-National Urban Livelihoods Mission?

- The mission was **launched in 2014** and is being implemented by the **Urban Ministry of Housing & Poverty Alleviation**.
- It aims to uplift urban poor by enhancing sustainable livelihood opportunities through skill development.
- It is **Centrally Sponsored Scheme**. Funding will be shared between the **Centre and the States in the ratio of 75:25. For North eastern and Special Category – the ratio will be 90:10.**
- DAY-NULM has mobilized more than 8.4 million urban poor women across India, forming over 8,31,000 Self-Help Groups (SHGs) in over 4,000 towns till 2023.

What Challenges do Women Entrepreneurs Face?

- Lack of female **mentors** and role models.
- Difficulty in **maximizing the value of business networks** traditionally dominated by men.
- **Gender stereotypes** and biases regarding logical and empathetic capabilities.
- Societal barriers imposed by **patriarchal constructs and familial constraints**.
- Challenges in raising **finance and lack of creditworthiness**.
- Limited avenues for financial management and reliance on others.

What are the Initiatives Related to Women Entrepreneurship in India?

- The Government of India and many state governments are running schemes to improve financial inclusivity for women. **Pradhan Mantri Mudra Yojana** is one such high-potential scheme for women because it **offers collateral free loans**.
- The **Dena Shakti Scheme** provides loans up to ₹20 lakh for women entrepreneurs in **agriculture, manufacturing, micro-credit, retail stores, or small enterprises**.
 - The scheme also provides a **concession of 0.25%** on the rate of interest.
- The Government of India also launched the **Stand Up India Scheme** to **leverage the institutional credit structure to reach out to the underserved sector** of people such as SCs, STs and **Women Entrepreneurs**.
- **Stree Shakti Yojana** and **Orient Mahila Vikas Yojana** support women who have majority of ownership in the business.
- Women who want to enroll themselves in **catering business** can attain loan via the **Annapurna Yojana**.

UPSC Civil Services Examination Previous Year Question (PYQ)

Mains

Q.1 “Empowering women is the key to control population growth”. Discuss. **(2019)**

Q.2 Discuss the positive and negative effects of globalization on women in India? **(2015)**

Q.3 Male membership needs to be encouraged in order to make women’s organization free from gender bias. Comment. **(2013)**

Source: PIB

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