

Sangathan Se Samridhhi campaign of DAY-NRLM

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In news– The Ministry of Rural Development's Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) recently launched "Sangathan Se Samridhhi– Leaving no Rural Woman Behind", a national campaign under Azadi Ka Amrit Mahotsav Samaveshi Vikaas.

About the campaign-

- It aims at **mobilizing 10 crore women from eligible rural households.**
- This special drive will go on till June 30th 2023 and **aspires to bring all the vulnerable and marginalized rural households under the Self-Help Group (SHG) fold** to enable them to draw benefits provided under the programme.
- The campaign's primary objective is to mobilize disadvantaged rural communities unaware of the benefits of the DAY-NRLM program.
- The campaign **will be organized in all states**, with the expectation of forming more than 1.1 lakh SHGs during the period.

About DAY-NRLM-

- **The Ministry of Rural Development (MoRD), Government of India launched the National Rural Livelihood Mission (NRLM) by restructuring Swarnajayanti Gram Swarojgar Yojana (SGSY) in 2013.**
- **NRLM was renamed as DAY-NRLM in 2016** and is the flagship program of Govt. of India for promoting poverty reduction through building strong institutions of the poor, particularly women, and enabling these institutions to access a range of financial services and

livelihoods services.

- The Mission **aims at creating efficient and effective institutional platforms of the rural poor enabling them to increase household income** through sustainable livelihood enhancements and improved access to financial services.
- It adopts a **demand-driven approach**, enabling the States to formulate their own State-specific poverty reduction action plans.
- The blocks and districts in which all the components of DAY-NRLM would be implemented, either through the SRLMs or partner institutions or NGOs, would be the intensive blocks and districts, whereas the remaining would be non-intensive blocks and districts.