

Gramodyam for Rural Entrepreneurship

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Why in News?

Recently, NABARD has launched an entrepreneurship development programme.

- **Gramodyam** - An entrepreneurship development programme designed to unlock the entrepreneurial potential of rural India.
- **Implemented by** - National Skill Development Corporation (NSDC) under the aegis of the Union Ministry of Skill Development and Entrepreneurship (MSDE).
- **Implemented through** - Institute for Industrial Development.
- **Aim** - Transform local opportunities into engines of sustainable rural growth and jobs by creating about **4,000 entrepreneurs in 3 years** through a scalable delivery system.
- **Hybrid model** - Uses a **digital-first, hybrid delivery model** through a combination of digital platforms, social media engagement, community outreach and on-ground mobilisation.
- To reach all States/UTs, guiding entrepreneurs through counselling, training, mentoring, and enterprise support.
- **Integrated support framework** - Covers opportunity identification, business planning, enterprise management, credit facilitation, market linkages, mentorship, and post-establishment handholding.
- **Verification** - All beneficiaries undergo e-KYC via NSDC to ensure authenticity.
- **Financial assistance** - Provides digital loan application help and guides participants on government schemes and incentives to improve access to formal finance.
- **Digital monitoring** - Programme delivery linked with NSDC's digital platform enabling **real-time tracking of participant progress at every stage**.

Reference

[The Hindu Businessline | Gramodyam](#)

