

National Campaign on Entrepreneurship-II

Prelims: Current events of national and international relations | Economy

Why in news?

Recently National Campaign on Entrepreneurship-II has been launched.

- **Launched by** - Ministry of Rural Development.
- **Campaign duration** - 3 months
- **Aim** - To promote rural women entrepreneurship and support the goal of creating 6 crore Lakhpati Didis.
- **Focuses on** - Both ***farm and non-farm enterprises*** and better marketing of Self-Help Group (SHG) products.
- **Priority areas**
 - promoting entrepreneurship among SHG women across Farm and Non-Farm livelihoods,
 - strengthening the community enterprise promotion cadre, promoting enterprise formalisation,
 - expanding digital and e-commerce adoption, and strengthening producer groups and producer enterprises.
- **Sankalp Shakti initiative** - It is the first Rural Enterprise Technical Bulletin.
 - It will be published monthly.
- It focuses on the empowerment and entrepreneurship of Lakhpati Didis.
- **Udyam Sakhis**
 - CRP-EPs (Community Resource Persons-Enterprise Promotion) and BDSPs (Business Development Service Providers) will be recognised as 'Udyam Sakhis'.
 - They will support SHG women in promoting and developing enterprises.
- **Digital market linkages** - SHG products will be promoted through platforms such as ONDC and GeM.
- Buyer-seller meetings and linkages with retailers and institutional buyers will also be encouraged.
- **Important targets**
 - Training for 5 lakh SHG women.
 - Formalisation support for 50,000 enterprises.
 - 25,000 SHG members to be onboarded on e-commerce platforms.
 - 20 lakh women to be encouraged towards agro-ecological practices.

GeM (Government e-Marketplace)

- **Purpose** – A dedicated online marketplace for public procurement.
- **Function** – It allows government departments, ministries, and public sector undertakings to buy goods and services from registered private sellers, MSMEs, and women entrepreneurs.
- **Focus** – Business-to-Government (B2G) transactions to ensure transparency, speed, and efficiency in government buying

ONDC (Open Network for Digital Commerce)

- **Purpose** – An open, decentralized network to build an open digital commerce ecosystem
- **Function** – Instead of a single app or website like Amazon, ONDC connects various buyer apps, seller apps, and logistics providers on a single open protocol
- **Focus** – Business-to-Consumer (B2C) and Business-to-Business (B2B) open commerce, giving equal visibility to small local retailers, artisans, and large brands alike.

Reference

[PIB| National Campaign on Entrepreneurship - II](#)

