

GOVERNMENT OF INDIA
MINISTRY OF PLANNING

LOK SABHA
UNSTARRED QUESTION NO. 279
TO BE ANSWERED ON 27.11.2024

SEHER PROGRAMME

279 SHRI G M HARISH BALAYOGI:

Will the Minister of PLANNING be pleased to state:

- (a) the details regarding the steps undertaken for imparting financial and credit education to women under SEHER Programme;
- (b) the details regarding the number of beneficiaries of the said programme, State-wise, especially Andhra Pradesh;
- (c) whether the said programme offers any specific benefits to women belonging to SC/ST/OBC and PwD community and if so, the details thereof;
- (d) whether the Government has undertaken any awareness initiatives for the promotion of the said programme and if so, the details thereof and if not, the reasons therefor; and
- (e) the details regarding the amount of funds allocated for the same?

ANSWER

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF STATISTICS AND PROGRAMME IMPLEMENTATION; MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF PLANNING AND MINISTER OF STATE IN THE MINISTRY OF CULTURE

(RAO INDERJIT SINGH)

- (a) to (e) The Women Entrepreneurship Program (WEP) is a public-private partnership platform that was incubated at NITI Aayog aimed at creating an enabling ecosystem for women entrepreneurs in India. SEHER is a credit education program launched by TransUnion CIBIL under the aegis of WEP to impart financial literacy to women relating to entrepreneurship. The program is inclusive and open to all women. The credit awareness modules under SEHER program are disseminated through physical and digital mode. As a public private partnership initiative, it endeavors to collaborate with Ministries/Departments of government and other

industry stakeholders. So far through collaborations with the Raising and Accelerating MSME Performance (RAMP) Scheme of the Ministry of Micro, Small and Medium Enterprises and SIDBI cluster-level knowledge sharing sessions are being delivered. There is no specific allocation for SEHER program from the Government of India.
