

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION No. 715.**  
**TO BE ANSWERED ON 04.12.2025**

**SUPPORT FOR SHG ENTERPRISES IN ANDHRA PRADESH**

715. SHRI PRABHAKAR REDDY VEMIREDDY:  
SHRI PUTTA MAHESH KUMAR:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) the total number of Self-Help Group (SHG)-linked micro-enterprises registered across Andhra Pradesh, district wise, especially in Nellore and Eluru districts;
- (b) whether the Government has conducted any assessments on market linkages for SHG-produced goods across Andhra Pradesh and if so, the details thereof, district-wise, especially in Nellore and Eluru districts;
- (c) the details of the funds allocated, released and utilized to support for SHG-led enterprises under schemes like the Prime Minister's Employment Generation Programme (PMEGP) and the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) in Andhra Pradesh, year and district-wise especially in Nellore and Eluru districts;
- (d) whether SHGs in Andhra Pradesh receive digital and financial literacy training and if so, the details thereof; and
- (e) the details of the funds allocated, released and utilized for digital and financial literacy training of SHGs in Andhra Pradesh during each of the last five years, district-wise?

**ANSWER**

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES  
(SUSHRI SHOBHA KARANDLAJE)

- (a): Udyam Registration Portal was launched on 01.07.2020. As on 30.11.2025 the total number of micro enterprises run by SHG registered under Udyam MSME registration across Andhra Pradesh, district wise, especially in Nellore and Eluru districts are given at Annexure- I.
- (b): As informed by Ministry of Rural Development, the Society for Elimination of Rural Poverty (SERP) has conducted extensive field studies under Deendayal Antyodaya Yojana -National Rural Livelihood Mission and identified potential sellers along with products for promoting sales through e-Commerce, SARAS Exhibitions and Other Marketing Channels. The particulars of the sellers registered, products registered and the no. of sellers onboarded on ONDC e-Commerce Platform are given at Annexure- II.
- (c): Ministry of MSME, through Khadi and Village Industries Commission (KVIC), is implementing Prime Minister's Employment Generation Programme (PMEGP). It is central sector scheme generating employment opportunities primarily in rural areas by assisting prospective entrepreneurs in setting up new micro enterprises in the non-farm sector. Margin Money (MM) subsidy of 25% of the project cost in rural areas and 15% in urban areas is provided under PMEGP with enhanced provision for special category for maximum cost of project Rs. 50 lakhs in the manufacturing sector and Rs. 20 lakhs in the service sector.

Scheme of fund for Regeneration of Traditional industries (SFRUTI) is a scheme to organize traditional artisans into collectives for manufacturing value-added products at scale, with the objective of ensuring a sustainable increase in artisan incomes. The Scheme does not include a separate provision specifically for SHG-led enterprises.

(d) & (e): Ministry of MSME through its field offices organize a number of awareness campaigns on benefits of Government Schemes/programmes /financial awareness etc. in coordination with MSME/Industry Departments of States/UTs concerned, Banks and other MSME stakeholders through physical workshops, social media, print media & electronic media for creating wide publicity for increasing participation from all stake holders, including women. Awareness measures taken by RBI include conducting of camps by Financial Literacy Centres and Rural branches of banks and Centre for Financial Literacy (CFL) project.

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Annexure referred to in reply to part (a) of Lok Sabha Unstarred Question No. 715 for answer on 04.12.2025.

<b>District Wise Total Micro Enterprises Registered Under Udyam Since 01/07/2020 to 30/11/2025 for Self Help Group</b>		
<b>Sl. No.</b>	<b>District</b>	<b>Micro</b>
1	Alluri sitharama raju	216
2	Anakapalli	998
3	Ananthapur	6,417
4	Annamayya	6,261
5	Bapatla	2,659
6	Chittoor	9,106
7	East godavari	4,033
<b>8</b>	<b>Eluru</b>	<b>3,867</b>
9	Guntur	9,407
10	Kakinada	6,770
11	Konaseema	1,222
12	Krishna	6,706
13	Kurnool	6,880
14	Nandyal	1,988
15	Ntr	10,204
16	Palnadu	3,985
17	Parvathipuram manyam	440
18	Prakasam	4,175
<b>19</b>	<b>Spsr nellore</b>	<b>5,198</b>
20	Sri sathya sai	1,821
21	Srikakulam	3,447
22	Tirupati	6,643
23	Visakhapatnam	10,120
24	Vizianagaram	2,389
25	West godavari	7,331
26	Y.S.R	7,888
	<b>Total:-</b>	<b>130,171</b>

Annexure referred to in reply to part (b) of Lok Sabha Unstarred Question No. 715 for answer on 04.12.2025.

Sl. No	District Name	Total No of Sellers Registered	No. of Products Registered	No. of Sellers Onboarded
1	Alluri Sitha Ramaraju	41	139	15
2	Anakapalli	761	1383	374
3	Anantapur	476	1514	476
4	Annamayya	81	707	45
5	Bapatla	526	683	526
6	Chittoor	484	1981	477
7	East Godavari	380	1178	156
<b>8</b>	<b>Eluru</b>	<b>549</b>	<b>2518</b>	<b>291</b>
9	Guntur	252	1250	86
10	Kakinada	524	1390	151
11	Konaseema	1195	1314	419
12	Krishna	1031	1099	747
13	Kurnool	171	831	53
14	Nandyal	413	601	125
15	NTR	764	1382	327
16	Palnadu	165	759	56
17	Parvathipuram Manyam	213	418	112
18	Prakasam	710	1211	306
<b>19</b>	<b>SPSR Nellore</b>	<b>541</b>	<b>1427</b>	<b>260</b>
20	SriSathyaSai	332	1935	332
21	Srikakulam	451	1347	359
22	Tirupati	543	1879	356
23	Visakhapatnam	140	215	73
24	Vizianagaram	917	1506	268
25	WestGodavari	291	1812	291
26	YSR Kadapa	913	987	433
<b>GrandTotal</b>		<b>12864</b>	<b>31466</b>	<b>7114</b>