

Uttar Pradesh eyes 15 lakh new enterprises from rural regions

UP State Bureau

LUCKNOW

The Uttar Pradesh government has outlined an ambitious plan to strengthen the rural economy by promoting entrepreneurship at the village level, with a target of setting up 15 lakh new enterprises over the next five years. The initiative aims to prepare nearly one crore entrepreneurs from rural areas, primarily by linking self-help groups (SHGs) with enterprise development opportunities.

Officials said the programme will be implemented with the National Rural Livelihoods Mission (NRLM) as its core framework. Under the plan, at least one member or group from every self-help group will be encouraged and supported to take up entrepreneurial



NRLM to serve as backbone of large-scale rural employment initiative

activities. The objective is to expand income-generating opportunities in villages and reduce dependence on traditional wage-based employment. The state government believes that strengthening SHG-based enterprises will play a key role in building a sustainable rural economy.

Women-led self-help groups are expected to be major participants in the initiative, with several existing examples of rural women successfully running small businesses despite limited resources.

As part of the broader focus on rural livelihoods, around 14 lakh women identified as "Lakhpati Didis" are expected to be recognised at the national level. These women have reportedly achieved an annual household income of at least 1 lakh through self-employment and allied activities. Some of them are scheduled to participate as special guests at the Republic Day parade in New Delhi.

Officials said the initiative is aimed at creating self-reliant villages by combining skill development, financial inclusion, and institutional support.