

## ***Society***

### **Womaniya on GeM**

*Syllabus: Role Of Women And Women's Organization*

#### **In News**

- Government e Marketplace (GeM) has launched **Womaniya on GeM**, an initiative to enable women entrepreneurs and women self-help groups (WSHG) to sell different products on the platform.
- It would enable selling of handicrafts and handloom, jute and coir products, home décor and office furnishings, directly to various government ministries, departments and institutions.
- It seeks to develop women entrepreneurship on the margins of society to **achieve gender-inclusive economic growth**.
- Nearly 80 % women-owned establishments are self-financed and more than 60 % of 8 million units are owned and or led by women entrepreneurs from socially-challenged sections of the society.
- Since women tend to invest up to 90 percent of their earnings back in their families to provide better nutrition, health care and education to their children, economic empowerment of women is a step in the direction of poverty alleviation.
- The Womaniya homepage will inform procurement officers in various government ministries, departments and CPSEs about the drive to promote procurement of common use goods and services from women entrepreneurs.
- The initiative aligns with **government's initiatives for MSMEs, especially to reserve 3 per cent in government procurement from women entrepreneurs**.
- It will **spur hyper-local economic opportunities** for women entrepreneurs and address goals and objectives under United Nations Sustainable Development Goal 5: Achieve gender equality and empower all women and girls.
- **Set up in 2016, Government e Marketplace is a 100 per cent government owned company** setup under the aegis of Ministry of Commerce and Industry for procurement of common use goods and services by Government ministries, departments and CPSEs.

### **Women of India Organic Festival**

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#### **In News**

- The Ministry of Women and Child Development organised the three-day 6th **'Women of India Organic Festival' at Leisure Valley, Chandigarh**, to celebrate and promote women farmers and entrepreneurs in the organic sector from the remotest parts of India.

- The festival aims to encourage Indian women entrepreneurs and farmers to connect with more buyers and thus, **empower them through financial inclusion, while promoting organic culture in India.**
- Through this festival, the Ministry also aims to educate people about its various initiatives and schemes relating to women and children
- Over 200 women have come from all over India together at Leisure Valley, which has become the **epicentre of an organic extravaganza.** The Festival is showcasing over 1,000 varied organic products, including fabric, wellness, grains, seeds, jewellery, bakery items and a lot more.
- The festival stresses the need for adopting and strengthening organic farming for healthy, wealthy and environment-friendly lifestyle through a well- knit suitable marketing infrastructure with the backing of government, public and private partnership promoting entrepreneurship among women.

### **Pradhan Mantri Awas Yojana- Gramin**

*Syllabus: Poverty and Developmental Issues*

#### **In News**

- A study by the Rural Development Ministry shows that the Pradhan Mantri Awas Yojana- Gramin (PMAY-G) is in doldrums **with over 12 lakh pending houses and land being provided to only 12 per cent of the beneficiaries** even as the March 1 deadline for 1 crore houses fast approaches.
- Of the total 4.72 lakh beneficiaries identified across the country, only 56,694 have been allotted land. States like **Goa, Kerala and West Bengal have drawn a blank** in terms of allotment of land to beneficiaries.
- Among the best performing states in terms of land allotment are Sikkim, Madhya Pradesh and Uttar Pradesh.
- While Sikkim has a 100 per cent success rate in allotting lands to 15 beneficiaries, Madhya Pradesh has managed to achieve 90 per cent success rate with 4,083 beneficiaries. Uttar Pradesh, by virtue of allotting lands to 784 of 1023 beneficiaries, has a success rate of 77 per cent.

### **Pradhan Mantri Awas Yojana- Gramin**

- The Pradhan Mantri Awas Yojana- Gramin (PMAY-G) has been devised in line with government's commitment to **provide Housing for All by 2022 in the rural areas.**
- The scheme aims at providing a pucca house with basic amenities to all houseless householder living in kutcha and dilapidated houses by 2022.
- It selects beneficiaries using housing deprivation parameters in the Socio Economic and Caste Census (SECC) 2011 data. The SECC data captures specific deprivation related to housing among households.
- If the house is built in the plains the new sanctioned amount is Rs 1.2 lakh and if it is built in a hilly region then the amount stands as Rs 1.3 lakh. The financial assistance will be directly transferred to the Bank or the Post Account of the beneficiary.
- Along with financial assistance, the beneficiary is also offered 90 days of employment under the Mahatma Gandhi National Rural Employment Guarantee Act , (MGNREGA) which effectively to approximately Rs 18000. Another Rs 12000 will be offered to construct toilets.

**Global Housing Technology Challenge**

*Syllabus: Poverty and Developmental Issues*

**In News**

- The Housing and Urban Affairs Ministry has recently launched the Global Housing Technology Challenge to make the construction of houses **cost-effective and innovative**.
- The GHTC-India challenge is a well-conceptualised and designed programme to bring out the most innovative, simple, effective and appropriate solutions for making housing available and affordable to the common man.
- Under the challenge, **a grand expo-cum-conference will be organised in March** which will be a unique platform not only for the stakeholders but also for the States/Union Territories and technical institutions.
- Global firms will be invited to India to demonstrate construction techniques for housing that are affordable and take minimum time – as less as three months instead of the conventional three years for construction
- It will **address issues related to the housing shortage in a time-bound manner and focus on the need for emerging, cost-effective & speedy construction technologies**.
- The challenge will also focus on **identifying and mainstreaming proven demonstrable technologies** for lighthouse projects and spotting potential future technologies for incubation and acceleration support through ASHA (Affordable Sustainable Housing Accelerators) — India.
- The idea is to enable a paradigm shift in the country's construction sector and meet the target of building 1.2 crore houses by 2022 under the Pradhan Mantri Awas Yojana-Urban (PMAY-U).

**Pradhan Mantri Awas Yojana-Urban**

- PMAY (U), was launched by the Prime Minister in 2015 to ensure Housing for all by 2022 through financial assistance. Around 68.5 lakh houses have been approved so far for construction under the PMAY (U) and around 1.5 million houses have been handed over to beneficiaries.
- The PMAY-U mission has four verticals – In-situ Slum Redevelopment (ISSR), Affordable Housing in Partnership (AHP), Beneficiary-led Individual house construction or Enhancement (BLC), and Credit-Linked Subsidy Scheme (CLSS).
- Under the scheme, Economically Weaker Sections and Low Income Group beneficiaries can avail central assistance of up to Rs 2.67 lakh per house as provisioned under the different components of the scheme while benefits to Middle Income Group are restricted to CLSS only.

