



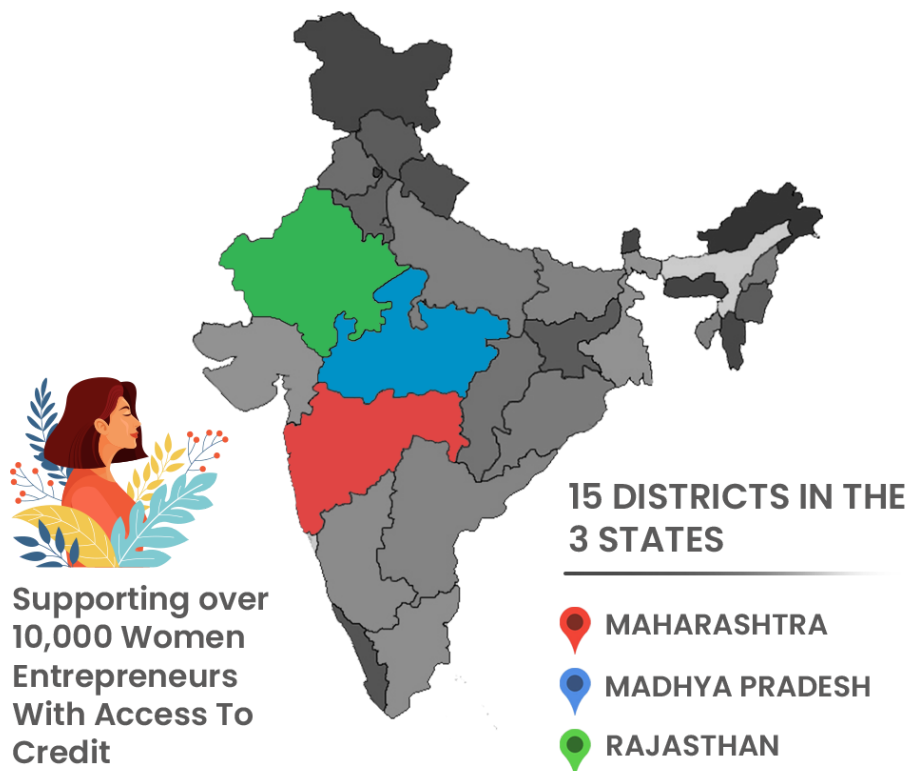
**Women Entrepreneurship**

**WEP**

**Access To Finance**

## **GAME to empower women entrepreneurs with access to formal credit**

Across 15 districts in the 3 states



GAME has launched its programme to build the capacity of women entrepreneurs (WEs) to access finance and strengthen their enterprises. In October 2022, GAME formally signed an MOU with National Rural Livelihood Mission (NRLM) to launch a Women Entrepreneur Empowerment Program in 3 States of Maharashtra, Madhya Pradesh, and Rajasthan to support over 10,000 women entrepreneurs with access to credit across 15 districts in the 3 states.

GAME collaborates with Haqdarshak to roll out this programme in the 3 States. The collaboration is for a year and aims to link 10,000 women entrepreneurs with formal credit.

### Take a closer look

- Supported by strengthening **National Rural Livelihood Mission (NRLM)** and **State Rural Livelihood Mission (SRLM)**
- Will Train 3,000 Vitta Sakhis To Monitor Women Entrepreneurs For Compliances And Securing Financial Linkages
- Will Unlock Formal Credit For The Identified Women Entrepreneurs In Rural Areas By Onboarding Financial Institutions Like Banks

## Features

This program will also enlarge the narrative to establish a comprehensive onboarding process for financial institutions such as Public Sector Banks and Regional Rural Banks to unlock formal credit for the identified women entrepreneurs in rural areas.



## Background

This comes on the back of the Government of India's Budget 2023, which has drawn up a seven-point blueprint to accelerate economic growth: **Inclusive Development**, **Reaching the last mile**, **Infrastructure and Investment**,

**Unleashing the potential**, **Green Growth**, **Youth Power** and **The Finance Sector**. GAME's hypothesis is also aligned with the seven pillars. We believe India is in the throes of an unemployment crisis, and Mass Entrepreneurship is the solution to drive wealth, wages and employment generation at scale.

This year's budget underlines a conscious effort to empower the MSME sector through the revamped Credit Guarantee Scheme and infusion of Rs 9,000 crore corpus, as well as offering collateral-free loans of Rs 2 lakh crore and 1% reduction in the cost of credit. The budget has also touched on women entrepreneurship by focusing on traditional artisans and craftsmen, offering solutions to help them improve the quality, scale and reach of their products, integrating them with the MSME value chain and creating the aspiration for a nation of women-led enterprises becoming unicorns. For more on GAME's take on Budget 2023, please check out: [\(link to Madan's budget article\)](#).

Co-Founder, GAME

## Madan Padaki



In his recent column, our Co-founder, Madan Padaki, emphasises that we should look at making mass entrepreneurship the Swadharma of our nation to encourage job creation and development. This means empowering every entrepreneur to unleash their infinite potential to create a world of good jobs—providing growth opportunities to our entrepreneurs, meaning to their lives as changemakers, and abundance to employees.

Swadharma Could Lead India's Entrepreneurial Surge



Women Entrepreneurship

WEP

Access To Finance

CONTACT US

# Have Questions?

CONTACT



## JUNIOR ACHIEVEMENT INDIA SERVICES

Game, 73/42, 41st Cross, Jayanagar 8th Block, Bangalore, India

Unsubscribe

[game@massentrepreneurship.org](mailto:game@massentrepreneurship.org)