

Subhadra Scheme

Largest Women Centric Scheme

Why In News

- Prime Minister Narendra Modi the **Subhadra Yojana in Odisha**, a scheme focused on empowering women. PM also virtually launched several infrastructure projects in the state, including **Rs 2,871 crore worth** of railway initiatives and Rs 1,000 crore for national highways.



What is the Subhadra Yojana in Odisha

- Officials confirmed that **over 25 lakh women** received an initial payment of Rs **5,000 under the Subhadra Yojana**. The program intends to support one crore women aged **21 to 60 years** by offering financial aid totalling **Rs 50,000 over a five-year period**.



- The Prime Minister also distributed the first instalment of assistance under the Pradhan Mantri Awas Yojana-Gramin to **approximately 13 lakh beneficiaries across 14 states.**
- Named after Goddess Subhadra, Lord Jagannath's sister, the scheme is significant in Odisha, where Jagannath is venerated. The initiative will provide more than one crore women with an annual financial **benefit of Rs 10,000 through two instalments of Rs 5,000**, issued on **Raksha Bandhan** and **International Women's Day** each year, until 2028-29.



- The **financial aid will be directly deposited** into each beneficiary's Aadhaar-linked bank account, and **e-KYC has been mandated** for participation.
- Women will also receive a **Subhadra Debit Card**, and those who perform the most digital transactions in their area will earn an **additional incentive of Rs 500.**
- Women from affluent families, government employees, and income-tax payers will not be eligible for the scheme. Additionally, those **receiving over Rs 1,500 a month** from other government programs will also be excluded.
- Many women have been rushing to banks and common service centres to register or update **their Aadhaar information.** Registration remains open, with no set deadline, ensuring all eligible participants can enroll.



Outlay For The Scheme

- The scheme has been allocated a **budget of Rs 55,825 crore over five years**, from FY25 to FY29. For the current financial year (2024-25), **Rs 10,000 crore has been set aside**. Officials from the finance department assured that the government will **prioritise the scheme without** facing financial hurdles, several media outlets reported.



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What Is The Political Significance

- **Subhadra Yojana** was a central promise in the BJP's electoral manifesto, which helped the party secure a major victory in Odisha's Assembly elections, ending **24 years of BJD rule**.
- To counter the BJD's long-standing Mission Shakti program, which had built a strong support base among women, the BJP introduced the direct benefit transfer scheme, **promising vouchers worth Rs 50,000 for women beneficiaries**. This pledge resonated with voters during the election campaign, contributing to the BJP's success.