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.

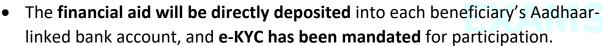


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- The Prime Minister also distributed the first instalment of assistance under the Pradhan Mantri Awas Yojana-Gramin to approximately 13 lakh beneficiaries across 14 states.
- Named after Goddess Subhadra, Lord Jagannath's sister, the scheme is significant 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.







- 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.





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.