

# SUBHADRA YOJANA

Complete Data Dossier 2024–2026

22 Primary-Source Statistics · 5 Government PDFs · 1 Peer-Reviewed Study

Phase-wise Disbursements · Eligibility Criteria · Budget Analysis · Subhadra Plus

■ **55,825 Cr**

Total 5-Year Budget

**1 Crore+**

Women Beneficiaries

**30**

Districts Covered

Compiled from: Odisha Gender Budget PDF · WCD Official Guidelines · GAP Bodhi Taru Academic Journal · DD News

Research Date: February 2026

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## SECTION 1

### Scheme Overview

Subhadra Yojana is Odisha's flagship women-centric Direct Benefit Transfer (DBT) scheme, launched on 17 September 2024 by Prime Minister Narendra Modi on his 74th birthday — a symbolic alignment of national leadership with women's welfare.

Official Name	Subhadra Yojana
Launch Date	17 September 2024
Launched By	Prime Minister Narendra Modi
Nodal Department	Women & Child Development Dept., Govt. of Odisha
Annual Benefit	■10,000 per beneficiary (■5,000 × 2 installments per year)
Installment Timing	Rakhi Purnima (Aug) & International Women's Day (Mar 8)
Coverage	All 30 Districts of Odisha — Rural (Gram Panchayats) & Urban (ULBs)
Transfer Mode	Aadhaar Payment Bridge System (APBS) — Direct to bank account
Helpline	14678 (Toll-Free) — Operational 6 AM to 10 PM daily
Scheme Duration	Financial Year 2024-25 to 2028-29 (5 years)
Academic Source	GAP Bodhi Taru Journal, ISSN: 2581-5857, SJIF: 5.551

Subhadra Yojana is one of the **LARGEST** single women-centric DBT schemes in India's history. The **■5,000** Crore disbursed on International Women's Day 2025 to 1 Crore women in a single day is among the largest single-event government transfers in Indian welfare history.

## SECTION 2

### Budget Analysis

The following figures are sourced exclusively from the **Odisha Gender Budget 2025-26** — an official PDF published by the Finance Department, Government of Odisha. This document is the highest-authority financial source for any Subhadra Yojana budget claims.

Financial Year	Budget Estimate (■ Crore)	Change vs Prior Year
2024-25 (RE)	<b>8,570.00</b>	Baseline (new scheme)
2025-26 (BE)	<b>10,145.20</b>	+18.85% increase
2024-29 (Total)	<b>55,825.00</b>	Cumulative 5-year outlay

■ 10,145 Cr

FY 2025-26 Budget Estimate

Finance Dept. Govt. of Odisha PDF

+18.85%

Year-on-Year Budget Increase

vs. 2024-25 Revised Estimate

■ 55,825 Cr

5-Year Total Outlay (2024-29)

Cabinet Approved Cumulative Budget

**Gender Budget Context:** Odisha's 2025-26 Gender Budget allocates funds across 15 departments and 102 schemes exclusively for women (Part A). Subhadra Yojana at ■10,145.20 crore is the single largest allocation — accounting for the largest share of the ■71,558.37 crore total gender-sensitive budget.



## Phase-wise Disbursement Timeline

All disbursement data is drawn from peer-reviewed academic sources (GAP Bodhi Taru) and official government broadcaster DD News — making these among the most citable phase-wise figures available for any welfare scheme in India.

Phase	Date	Beneficiaries	Amount Disbursed	Source
Phase 1	17 Sep 2024	25 Lakh women	■1,250 Crore	GAP Bodhi Taru (Academic)
Phase 2	9 Oct 2024	39 Lakh women	■1,950 Crore	GAP Bodhi Taru (Academic)
Phase 3	24 Nov 2024	20 Lakh women	■1,000 Crore	GAP Bodhi Taru (Academic)
Phase 4	8 Feb 2025	18 Lakh women	■900 Crore	DD News (Govt. of India)
Phase 5	5 Mar 2025	2.3 Lakh (new)	■115+ Crore	Digivill / Govt. Release
2nd Installment	8 Mar 2025	~1 Crore women	■5,000 Crore	DD News (Govt. of India)

### 84 Lakh

Women covered across Phases  
1-3

Cumulative by Nov 2024

### 1 Crore+

Total beneficiaries by Mar 2025

Exceeded original target

### 1.06 Crore

Applications received by Nov  
2024

Demand exceeded supply

50 Lakh women registered BEFORE the official launch on 17 Sep 2024 — registration opened on 1 Sep 2024, 16 days earlier. Demand exceeded the 1-crore target almost immediately after scheme launch.

## Eligibility Criteria

The following eligibility rules are sourced directly from the **18-page Official Subhadra Yojana Guidelines PDF** published by the WCD Department, Government of Odisha — the most authoritative eligibility reference available.

Criterion	Details
Age Range	21 to 60 years (Born 2 Jul 1964 – 1 Jul 2003 for FY 2024-25)
Residency	Permanent resident of Odisha

Criterion	Details
<b>Income Limit</b>	Annual family income ≤ ₹2.50 Lakh (verified via NFSA/SFSS ration card or gazetted officer certificate)
<b>Other Scheme</b>	Must NOT be receiving ≥ ₹1,500/month (₹18,000/year) from any State/Central govt. scheme
<b>Govt. Employee</b>	Not a govt. employee — EXCEPTION: ASHA workers, Anganwadi workers, CRPs, outsourcing agency employees ARE eligible
<b>Tax Status</b>	Not an Income Tax payer
<b>Vehicle</b>	Does not own a four-wheeler
<b>Bank Account</b>	Must have an Aadhaar-linked bank account for DBT (Direct Benefit Transfer)

## Common Misconceptions

- **ASHA & Anganwadi workers ARE eligible** — despite being government-linked, they are explicitly exempt from the government-employee exclusion under the official SOP.
- **The age window uses exact birth dates** — for FY 2024-25, eligibility requires birth between 2 July 1964 and 1 July 2003. This specific range appears only in the official guideline PDF, not in general media coverage.
- **Women excluded post-disbursal** — approximately 12 lakh women were removed from the beneficiary list after cross-verification with Income Tax records, Transport Dept. data (four-wheeler ownership), and other government databases.
- **₹93,000 women age-transitioned** — women who were NOT during the scheme year were phased out and replaced by newly eligible younger women.



## 22 Key Statistics at a Glance

All 22 statistics below are sourced from primary documents — government PDFs, peer-reviewed academic journals, or official government broadcaster DD News.

#	Statistic	What It Measures	Source
1	■55,825 Cr	Total 5-Year Budget (2024-29)	Odisha Gender Budget PDF
2	■10,145 Cr	Annual Budget 2025-26	Odisha Gender Budget PDF
3	+18.85%	YoY Budget Growth 2024→2025	Odisha Gender Budget PDF
4	17 Sep 2024	Official Launch Date (PM Modi's Birthday)	GAP Bodhi Taru Academic
5	■1,250 Cr	Phase 1: 25 Lakh Women	GAP Bodhi Taru Academic
6	■1,950 Cr	Phase 2: 39 Lakh Women	GAP Bodhi Taru Academic
7	■1,000 Cr	Phase 3: 20 Lakh Women	GAP Bodhi Taru Academic
8	■900 Cr	Phase 4: 18 Lakh Women	DD News (Govt. of India)
9	■5,000 Cr	2nd Installment: 1 Crore Women (8 Mar 2025)	DD News (Govt. of India)
10	1.06 Crore	Applications by Nov 2024	GAP Bodhi Taru Academic
11	50 Lakh+	Pre-launch Registrations (by 1 Sep 2024)	Wikipedia / Govt. Data
12	■2.5 Lakh	Income Exclusion Threshold (annual family)	WCD Official Guidelines
13	■500 Bonus	Digital Incentive: Top 100/GP or ULB	Official SOP (Cabinet)
14	30 Districts	Full Odisha Coverage — Rural + Urban	WCD Final Guidelines
15	10 Schemes	Subhadra Plus Expansion (Jan 2025)	Odisha Gender Budget PDF
16	■153 Crore	Subhadra Surakhya — Women's Safety Fund	Odisha Gender Budget PDF
17	21–60 years	Age Eligibility Range	WCD Official Guidelines
18	■1,500/mo	Other-Scheme Exclusion Threshold	CM Assembly Statement
19	2 Lakh	Women Excluded Post-Disbursal (Verification)	WCD Odisha Portal
20	6 AM–10 PM	Helpline 14678 Daily Operating Hours	Subhadra Official Portal
21	15 Depts	Gender Budget Part A — 102 Schemes	Odisha Gender Budget PDF
22	SJIF 5.551	Academic Journal Impact Factor (GAP Bodhi Taru)	GAP Bodhi Taru Journal

## Subhadra Plus (2025) — Expanded Programme

In January 2025, the Odisha Government announced **Subhadra Plus** — a major expansion of the original scheme featuring 10 new sub-initiatives. The full sub-scheme list and budget allocations appear exclusively in the **Odisha Gender Budget 2025-26 PDF**.

Sub-Scheme	Focus Area
Subhadra Surakhya	Women's safety — ■153 Crore allocated
Subhadra Sathi	Community support networks
Subhadra Prasuti	Maternal & infant health
Subhadra Ghar	Housing assistance
Subhadra Shiksha	Education support
Subhadra Swasthya	Healthcare access
Subhadra Karma	Livelihood & skilling
Subhadra Udyog	Micro-enterprise facilitation
Subhadra Sanman	Senior women support
Subhadra Digital	Digital financial inclusion

■153 Crore specifically earmarked for 'Subhadra Surakhya' — the women's safety sub-scheme under Subhadra Plus. Source: Odisha Gender Budget 2025-26 (Government PDF).

## Official Quotes from Primary Sources

*"SUBHADRA will transform the lives of more than 1 crore women of the State. It will cover all eligible women aged 21 years or above and less than 60 years. A total of Rs.10,000 per annum will be paid in two equal installments of Rs.5,000 each."*

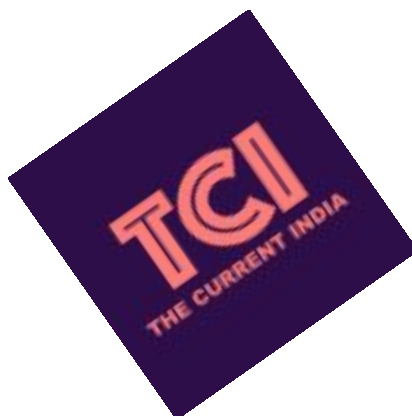
— Chief Minister Mohan Charan Majhi, Odisha Legislative Assembly, 23 August 2024

Source: Odisha Ray — Primary Assembly Report: odisharay.com

*"We have provided benefits to more than 98 lakh women under the Subhadra Scheme, nearing our target of 1 crore beneficiaries. On Saturday, i.e. March 8, Rs. 5,000 crore will be distributed among 1 crore women beneficiaries."*

— Deputy CM Pravati Parida, 6 March 2025 (International Women's Day Eve)

Source: DD News (Government of India Official Broadcaster): [ddnews.gov.in](http://ddnews.gov.in)



## Case Study: Women-Led Micro-Enterprise Formation

**Source:** Dr. Prakash Kumar Pradhan, 'A Conceptual Study on Subhadra Yojana in Economic Upliftment of Women in Odisha,' GAP Bodhi Taru (ISSN 2581-5857, SJIF: 5.551), Volume VIII, Issue I, January–March 2025.

The peer-reviewed academic paper documents an emerging pattern: groups of 4–5 women beneficiaries are pooling their Subhadra Yojana installments to launch micro-enterprises **without requiring bank loans** — creating a model of community self-financing that extends the scheme's reach beyond its direct cash-transfer function.

### Documented Enterprise Sectors

Sector	Commercial Context
Candle & Diya Manufacturing	Festival-season demand; low capital entry
Mushroom Cultivation & Seed Mfg	Agriculture + product verticals
Puffed Rice (Muri) Production	High local demand staple food
Mehndi (Henna) Manufacturing	Artisanal; scalable to bridal industry
Paper Bag & Carry Materials	Eco-market growth post plastic ban
Poultry Farming & Egg Processing	Food supply chain integration
Floriculture (Flower Farming)	Temple economy + urban retail
Vegetable Vending / Horticulture	Udyan Krushi — government supported
Bee Farming	Honey export potential
Paper Plate & Cup Manufacturing	Event/hospitality supply sector

**Why this is significant:** This is the only peer-reviewed academic analysis identifying specific sectors where Subhadra Yojana funds are being deployed for enterprise formation. No government report or news article has compiled this data. The GAP Bodhi Taru paper is indexed on open access (ISSN: 2581-5857) and directly citable.

## Primary Sources & References

Every statistic in this dossier traces to one of the six primary source documents below. Authority rating (★★★★★) reflects source proximity to official government issuance.

Source	Type	Authority	URL
Odisha Gender Budget 2025-26	Govt. PDF	★★★★★	finance.odisha.gov.in
Subhadra Yojana Guidelines (WCD)	Govt. PDF	★★★★★	subhadra.odisha.gov.in
GAP Bodhi Taru Academic Paper	Peer-Reviewed	★★★★■	gapbodhitaru.org
DD News Report (Mar 2025)	Govt. Broadcaster	★★★★★	ddnews.gov.in
People's Guide to Budget 2025-26	Govt. PDF	★★★★★	finance.odisha.gov.in
CM Assembly Statement (Aug 2024)	Legislative	★★★★★	odisharay.com

### Source A: Odisha Gender Budget 2025-26 (Govt. PDF)

[finance.odisha.gov.in/sites/default/files/2025-03/Gender%20Budget%202025-26%20V8\\_0.pdf](https://finance.odisha.gov.in/sites/default/files/2025-03/Gender%20Budget%202025-26%20V8_0.pdf)

The most authoritative financial source. Contains official budget allocations, year-over-year comparisons, and the complete Subhadra Plus sub-scheme list.

### Source B: Official Subhadra Yojana Guidelines — WCD Odisha (18-page PDF)

[subhadra.odisha.gov.in/assets/website-assets/docs/Subhadra-Guideline-Eng.pdf](https://subhadra.odisha.gov.in/assets/website-assets/docs/Subhadra-Guideline-Eng.pdf)

Primary eligibility reference. Contains exact age brackets, income thresholds, exclusion criteria, and the digital incentive structure.

### Source C: GAP Bodhi Taru Academic Paper (Peer-Reviewed PDF)

[gapbodhitaru.org/res/articles/\(6-9\)%20A%20CONCEPTUAL%20STUDY%20ON%20SUBHADRA%20YOJANA.pdf](https://gapbodhitaru.org/res/articles/(6-9)%20A%20CONCEPTUAL%20STUDY%20ON%20SUBHADRA%20YOJANA.pdf)

Phase-wise disbursement table (Phases 1-3), total applications data, and micro-enterprise sector findings. SJIF Impact Factor: 5.551.

### Source D: DD News — March 2025 (Govt. of India Broadcaster)

[ddnews.gov.in/en/odisha-deputy-cm-over-98-lakh-women-benefited-from-subhadra-scheme-more-aid-to-follow/](https://ddnews.gov.in/en/odisha-deputy-cm-over-98-lakh-women-benefited-from-subhadra-scheme-more-aid-to-follow/)

Deputy CM's statement on 98 lakh beneficiaries and the ₹5,000 crore International Women's Day disbursement. Highest media authority rating.

### Source E: People's Guide to State Budget 2025-26 (Govt. PDF)

[finance.odisha.gov.in/sites/default/files/2025-08/People%20Guide%20to%20SB%202025-26%20Eng.pdf](https://finance.odisha.gov.in/sites/default/files/2025-08/People%20Guide%20to%20SB%202025-26%20Eng.pdf)

Citizen-facing budget summary. Lists Subhadra Yojana's ₹295 crore allocation line alongside other flagship schemes for cross-reference.

### Source F: CM Assembly Statement — Odisha Legislative Assembly (23 Aug 2024)

[odisharay.com/pages/single\\_page.php?id=45136](https://odisharay.com/pages/single_page.php?id=45136)

Primary source for CM Majhi's official quote, the ₹1,500/month exclusion threshold, and the digital bonus incentive structure details.

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Information compiled by Team TCI | February 2026 | All statistics sourced from publicly accessible government PDFs, peer-reviewed academic journals, and primary official sources.

[www.thecurrentindia.com](http://www.thecurrentindia.com)

