

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 1230
TO BE ANSWERED ON 13.02.2023

MANUFACTURING INDUSTRIES IN RURAL AREAS

1230. SHRI S. SELVAGANABATHY:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether Government is running any awareness campaign for setting up of manufacturing industries in the rural areas;
- (b) if so, the details of such areas and the number of persons employed in it;
- (c) whether Government has set up any system for technology, quality upgradation and marketing and if so, the details thereof; and
- (d) the details of the assistance provided to the entrepreneurs for setting up of MSMEs in Puducherry during the last three years, year-wise?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI BHANU PRATAP SINGH VERMA)

(a) to (c): Ministry of MSME, through Khadi and Village Industries Commission (KVIC), is implementing Prime Minister's Employment Generation Programme (PMEGP) for assisting entrepreneurs in setting up of new units in the non-farm sector. Under PMEGP, General Category beneficiaries can avail of Margin Money (MM) subsidy of 25% of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to special categories such as Scheduled Castes, Scheduled Tribes, OBCs, Minorities, Women, Ex-servicemen, Physically Handicapped, beneficiaries belonging to Northeastern Region, Hill and Border areas, etc., the Margin Money subsidy is 35% in rural areas and 25% in urban area.

The maximum cost of project is Rs.50 lakh in the manufacturing sector and Rs.20 lakh in the service sector.

KVIC organizes various types of awareness campaigns for setting up of manufacturing units across the country including rural areas. These include Awareness camps, Webinars, Zonal/State/District level exhibitions and fairs to ensure greater uptake of the scheme.

The detail of these campaigns during last three years and current year is given below:

Detail	Achievement			
	2019-20	2020-21	2021-22	2022-23 (as on 09.02.2023)
District Level Awareness Programme/Camp	310	72	699	273
Exhibitions/Fairs	51	04	24	19
Webinars	-	29	47	45

Besides, KVIC also undertakes following initiatives to increase the awareness of the scheme along with technology and quality upgradation:

- i. Online/offline Entrepreneurship Development Programme (EDP) training is provided to all PMEGP beneficiaries on managerial, operational, marketing and financial aspects of running a unit.
- ii. Existing PMEGP/MUDRA enterprises are supported based on past good performances with 2nd loan for upgradation and expansion of their units.
- iii. Regular handholding through experts is provided to the existing entrepreneurs on various financial, marketing and operational aspects for scaling up their units.
- iv. Webinars are organized on various activities for setting up of micro-enterprises on every Sunday for the awareness of youth and prospective entrepreneurs.
- v. Time to time publicity via Local Newspapers, Print and Electronic Media Broadcasting, publicity via social media.

(d): The details of the assistance provided to the entrepreneurs for setting up of units under PMEGP in Puducherry during the last three years and current year is given below:

Year	Units Assisted	Margin Money Disbursed (Rs. in lakh)	Estimated Employment Generated (Nos.)
2019-20	64	117.26	512
2020-21	44	116.81	352
2021-22	66	144.30	528
2022-23 (as on 9.02.2023)	23	61.80	184
