

GOVERNMENT OF INDIA
MINISTRY OF PLANNING

RAJYA SABHA
UNSTARRED QUESTION NO. 783
TO BE ANSWERED ON 10.02.2025

VOCAL FOR LOCAL INITIATIVE

783 SMT. SAGARIKA GHOSE:

Will the Minister of PLANNING be pleased to state:

- (a) the importance of the 'Vocal for Local' initiative and the details of the manner in which it shall function and be supervised;
- (b) whether Government's spending is required for the said initiative; and
- (c) its impact at the national level during the next five years?

ANSWER

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF STATISTICS AND PROGRAMME IMPLEMENTATION; MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF PLANNING AND MINISTER OF STATE IN THE MINISTRY OF CULTURE

(RAO INDERJIT SINGH)

(a) to (c):

- (i) Department for Promotion of Industry and Internal Trade (DPIIT) is the nodal department for the "Vocal for Local" initiative. The 'Make in India' initiative was launched by the Ministry of Commerce and Industry to facilitate investment, foster innovation, build infrastructure, and make India a hub for manufacturing, design, and innovation. 'Make in India' initiative made significant achievements and focused on various sectors under 'Make in India 2.0'. The DPIIT is coordinating action plans for the manufacturing sectors, while the Department of Commerce is coordinating for service sectors.
- (ii) The Government of India has introduced several initiatives to uplift startups and promote "Vocal for Local". These include relaxations on prior experience, turnover, and earnest money deposit to ease public procurement from startups. Additionally, the **Fund of Funds for Startups (FFS) Scheme and Startup India Seed Fund Scheme (SISFS)** have also been launched to support innovation driven entrepreneurship, business creation, and provide financial assistance to startups. for proof of concept, prototype development, and market entry.

- (iii) The **Government e-Marketplace (GeM)** offers an online platform for government procurement, allowing DPIIT-recognized startups to register and sell directly to government entities. Additionally, **Startup Runway**, developed by GeM in collaboration with DPIIT, provides a dedicated platform for startups to list their products and services for government procurement with relaxed procurement norms and regulations.
- (iv) To enhance India's manufacturing capabilities and exports under Atmanirbhar Bharat, the Government has approved the **Production Linked Incentive (PLI) Scheme** across various sectors. DPIIT has also identified several champion sectors where India can achieve self-reliance by strengthening domestic manufacturing, boosting employability, exports, and market share in the global economy.
- (v) The Aspirational Blocks Programme monitors the progress of Aspirational Blocks on 40 Key Performance Indicators (KPIs) across sectors including one indicator on "Vocal for Local".
