

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 3420
TO BE ANSWERED ON 23.03.2026

INDUSTRIAL MOTIVATION CAMPAIGNS

3420. SHRI SANA SATHISH BABU:

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

- (a) district-wise number of industrial motivation camps, roadshows and investor outreach programmes conducted under the Industrial Motivation Campaigns (IMCs) in the State of Andhra Pradesh;
- (b) details of role of digital platforms, social media and online investor engagement tools in expanding the reach of industrial awareness initiatives in the State;
- (c) the initiatives undertaken under the entrepreneurship awareness & investment promotion outreach component of IMCs in the State; and
- (d) whether any data has been collected on the number of new enterprises registered or investment proposals received following such motivation campaigns, if so, the details thereof?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SUSHRI SHOBHA KARANDLAJE)

(a) to (d): Industrial Motivation Campaign was one of the component of the earlier Entrepreneurship and Skill Development Programmes (ESDP) scheme till FY 2020-21. This scheme was revised in FY 2021-22 for continuation under the fifteenth Finance Commission. It has now five components, viz. Entrepreneurship Awareness Programme (EAP), Entrepreneurship cum Skill Development Programme (E-SDP), Management Development Programme (MDP), Advanced E-SDP and Advanced MDP. The objective of the scheme is to motivate young persons representing different sections of the society to consider self-employment and entrepreneurship as one of the career options.
