

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 2492
TO BE ANSWERED ON 10.08.2026

COMPETITIVENESS OF TRADITIONAL INDUSTRIES

2492. SHRI JOSE K. MANI:

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

- (a) whether Government has undertaken any assessment of the competitiveness of traditional industries such as coir, handloom, handicrafts, bamboo and rural enterprises in the country ?
- (b) if so, the details thereof;
- (c) the schemes implemented to modernize these sectors during the last three years; and
- (d) the funds allocated and utilized under each scheme ?

ANSWER

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

(a) and (b): The Ministry of MSME conducted a third-party evaluation study of Coir Vikas Yojana (CVY) in 2025 which assessed various factors influencing the competitiveness of the coir sector and found that it has been effective in maintaining production growth, stabilizing exports and increasing demand for environmentally sustainable coir goods.

Further, Ministry of MSME also conducted a third-party evaluation study of the Prime Minister's Employment Generation Programme (PMEGP) in 2025 covering beneficiary units across all States/UTs. The evaluation study assessed the performance of PMEGP units, including enterprises established in rural areas, and found that a majority of the units reported an increase in average annual income and positive profitability across sectors over the years.

(c) and (d): The Government implements several schemes for the development and promotion of traditional industries. These include Coir Vikas Yojana (CVY), Prime Minister's Employment Generation Programme (PMEGP), National Handloom Development Programme (NHDP), Raw Material Supply Scheme (RMSS), and the National Bamboo Mission (NBM). The details of the funds allocated and utilized under the above mentioned schemes are as under:

Scheme	2023-24		2024-25		2025-26	
	Funds allocated	Funds utilized	Funds allocated	Funds utilized	Funds allocated	Funds utilized
Coir Vikas Yojana	92.15	92.15	75.10	74.48	95.00	86.43
PMEGP	3093.88	3093.88	2202.00	2202.00	2457.34	2457.34
National Handloom Development Programme	190.00	186.36	195.84	195.51	234.84	234.32
Raw Material Supply Scheme	160.00	159.72	172.17	172.16	219.00	218.96
National Bamboo Mission	95.00	53.38	105.51	70.89	107.37	84.10
