

GOVERNMENT OF INDIA  
MINISTRY OF RURAL DEVELOPMENT  
DEPARTMENT OF RURAL DEVELOPMENT

**LOK SABHA**  
**UNSTARRED QUESTION NO. 4794**  
TO BE ANSWERED ON 15.12.2016

**MARKETING OF ITEMS UNDER NRLM**

**4794. SHRI NAGAR RODMAL:**

Will the Minister of **RURAL DEVELOPMENT** be pleased to state:

- (a) whether the Union Government proposes to formulate a scheme for marketing of items manufactured by women Self-Help Groups (SHGs) being constituted under National Rural Livelihoods Mission (NRLM);
- (b) if so, the details thereof and the time frame for launching of the scheme; and
- (c) if not, the reasons therefor?

**ANSWER**  
**MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT**  
**(SHRI RAM KRIPAL YADAV)**

(a) to (c): No, Sir. However, the Ministry of Rural Development provides central financial assistance to the states to the tune of Rs 35 lakh for non-metropolitan and Rs 40 lakh for metropolitan cities for organising SARAS Fairs where opportunity is provided to Rural Self-Help Groups (SHGs) to showcase and market their products. The target group under the scheme consists mainly of rural poor families.

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