

GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 338
TO BE ANSWERED ON 19.07.2018

SELF EMPLOYMENT IN RURAL AREAS OF RAJASTHAN

338. SHRI DUSHYANT SINGH:

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

- (a) whether the Government proposes to improve the buyer-seller interactions in the rural areas of Rajasthan and make them capable of self employment;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) whether the Government proposes to take any steps in order to provide exposure of the vast market and supplement growth, products and services in rural Rajasthan; and
- (d) if so, the details thereof and if not, the reasons therefor?

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

- (a) : Yes, Madam.
- (b) : The measures taken in this direction are as follows:
 - 15,005 enterprises engaged in sales have been supported in past two years in 5 districts.
 - 3 shops were promoted under Rural Haat Scheme allotted to Self Help Group (SHG) members in Ajmer district.
 - Weekly, monthly and seasonal Rural Haats are being conducted under Micro Enterprise Consultant (MEC) /Start-up Village Entrepreneurship Programme (SVEP) project.
 - Rajasthan Grameen Aajeevika VikasParishad (RGAVP) supported SHG products from two clusters and leather products are being sold online.A E-marketing website set up by state IT Department,by name of E-Bazar, has provided a platform for improved sales of such products.

Ministry of Micro, Small & Medium Enterprises (MSME) is also implementing Prime Minister's Employment Generation Programme (PMEGP), which is a major credit-linked subsidy programme aimed at generating self-employment opportunities through establishment of micro-enterprises in the non-farm sector by helping traditional artisans and unemployed youth.

(c) : Yes, Madam.

(d) : The following efforts have been made towards expanding markets and facilitating sale of rural products-

- Weekly, monthly and seasonal haats are being conducted under Micro Enterprise Consultant(MEC) project to promote marketing of Self Help Group (SHG) products.
- Seasonal Haats are also being held in SVEP Blocks.
- Two Saras fairs are conducted annually by State Rural Livelihood Mission (SRLM), Rajasthan in which SHGs display and market their products. There is a provision of setting up 193 rural haats during 2018-19 through convergence with Mahatma Gandhi National Rural Employment Guarantee Scheme.
- The markets available to the products at cluster level are also tapped by advertising and selling the products at Cluster Level Federation meetings.
- The Ministry also provides a platform to the SHGs of all the States including Rajasthan to display and sale of their products at the fairs organised by the Ministry at the National Level.
