

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 2085
TO BE ANSWERED ON 04.07.2019

PROMOTION OF TRADITIONAL RURAL INDUSTRIES

2085. SHRI SUKHBIR SINGH JAUNAPURIA:

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

- (a) whether the traditional rural professions like weaving and spinning, blacksmith, carpentry, oil extraction etc. are disappearing fast and the youth are migrating to cities and towns as a result of the same;
- (b) if so, the reaction of the Government thereto;
- (c) whether the Government proposes to check the migration of unemployed youths by creating additional employment opportunities in the MSME Sector; and
- (d) if so, the details thereof?

ANSWER

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI NITIN GADKARI)

(a): There is no such study conducted by the Ministry to prove that due to disappearing of rural professions, youth are migrating to cities and towns.

(b): Does not arise.

(c)&(d): Ministry of MSME is implementing the following schemes through Khadi and Village Industries Commission (KVIC) to arrest the migration of youth from villages to cities and towns in the country, including spinning and weaving of Khadi and other traditional Village Industries like carpentry, Black-smithy, oil extraction etc:

1) Prime Minister's Employment Generation Programme (PMEGP) is a credit linked subsidy scheme, for setting up of new micro-enterprises and to generate employment opportunities in rural as well as urban areas of the country through KVIC, State Khadi & Village Industries Board (KVIB) and District Industries Centre (DIC). General category beneficiaries can avail of margin money subsidy of 25% of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to special categories such as SC/ST/Women/PH/Minorities/Ex-Servicemen/NER, the margin money subsidy is 35% in rural areas and 25% in urban areas. The maximum cost of projects is Rs.25 lakh in the manufacturing sector and Rs.10 lakh in the service sector.

2) Scheme of Fund for Regeneration of Traditional Industries (SFURTI) has been under implementation since 2005-06 for making Traditional Industries more productive and competitive by organizing the Traditional Industries and artisans into clusters. The Scheme envisages providing need-based assistance for replacement of production equipment, setting up of common facility centres (CFC), product development, quality improvement, improved marketing, training and capacity building etc. The scheme was modified as revamped SFURTI scheme during 2016-17.

3) Khadi Programme: For the development and promotion of Khadi Programme, KVIC implements following Schemes:

- i) Market Promotion and Development Assistance (MPDA).
- ii) Interest Subsidy Eligibility Certificate (ISEC)
- iii) Artisans Welfare Fund Trust (AWFT)
- iv) Workshed Scheme for Khadi Artisans
- v) Strengthening of Infrastructure of Existing Weak Khadi Institutions and Assistance for Marketing Infrastructure.

4) Village Industries Programme is broadly classified under seven groups for the purpose of implementation of its programmes, which are as under:

- i) Agro Based and Food Processing Industry (ABFPI)
- ii) Forest Based Industry (FBI)
- iii) Hand Made Paper and Fibre Industry (HMPFI)
- iv) Mineral Based Industry (MBI)
- v) Polymer and Chemical Based Industry (PCBI)
- vi) Rural Engineering and Bio-Technology Industry (REBT)
- vii) Service & Textile Industry

In addition to above, KVIC is also implementing following programmes for promotion and development of traditional industries viz. Beekeeping (Honey Mission) and Pottery Development Programme (Kumhar Sashaktikaran Programme):

- i) Bee-Keeping (Honey Mission): KVIC launched Honey (Bee) Mission in July, 2017 for promoting Beekeeping and generating employment in the beekeeping potential States of the country.
- ii) Pottery Programme (Kumhar Sashaktikaran): Under this programme KVIC identify the areas where clusters of traditional pottery workers are available and provide them training and electric pottery wheels and other tools like blunger, Pug Mill, etc.

The above schemes are being implemented effectively to generate employment opportunities in the rural areas which will definitely check the migration of unemployed youth from rural to urban areas. During the last two years, KVIC has generated additional employment opportunities of 10.58 lakh persons under Khadi and Village Industries in the country which are as mentioned below:

(Employment in lakh persons)

Year	Cumulative Employment	New Employment
2017-18	140.36	3.96
2018-19 (provisional)	146.98	6.62