

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 2798
TO BE ANSWERED ON 05.12.2019

PROMOTION OF TRADITIONAL OCCUPATION

2798. DR. T.R. PAARIVENDHAR:

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

- (a) whether the Union Government is aware that traditional business/occupation of weaving of mats (a spread woven of reeds or grass) in the parts of Musiri, Kulithalai in Tamil Nadu is slowly getting destroyed/wiped out and if so, the details thereof;
- (b) whether the Union Government would take necessary steps to safeguard and improve the traditional occupation by extending financial assistance, subsidies, loan, setting up of industries along with export guidance to these mats producers;
- (c) if so, the details thereof; and
- (d) if not, the reasons therefor?

ANSWER

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

(a): No, Sir. Units set up under Prime Minister's Employment Generation Programme (PMEGP) scheme for weaving of mats (Pathamadai pai- Grass mat making) shows an increasing trend in Tamil Nadu as furnished in the following table:

Year-wise units set up under PMEGP for weaving of mats in Tamil Nadu

Year	Number of units established	Total loan amount disbursed by bank (Rs. in crore)	Total margin money subsidy availed (Rs. in crore)	Number of employment provided
2017-18	34	0.68	0.24	272
2018-19	79	0.74	0.27	632
2019-20 (upto 27.11.2019)	142	2.84	0.94	1136
Total	255	4.26	1.45	2040

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(b)& (c): The traditional occupation of grass mat producers is supported under Prime Minister's Employment Generation Programme (PMEGP) scheme. 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 through Khadi and Village Industries Commission (KVIC), State Khadi & Village Industries Boards (KVIB) and District Industries Centres (DICs). 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.

In addition to the above, Ministry of MSME is implementing the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) for making Traditional Industries more productive and competitive by organizing the Traditional Industries and artisans into clusters.

Regarding export, Government is providing assistance under the Market Promotion and Development Assistance (MPDA) Scheme to the eligible Khadi and Village Industries (KVI) Institutions for participation in International Exhibitions/ Trade Fairs held in foreign countries in order to showcase KVI products to foreign countries, access international buyers and sellers and forge business alliances, etc.

(d): Does not arise.

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