

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
LOK SABHA**

**UNSTARRED QUESTION NO. 626.
TO BE ANSWERED ON WEDNESDAY, THE 16TH SEPTEMBER, 2020.**

VOCAL FOR LOCAL

**626. DR. JAYANTA KUMAR ROY:
SHRI VINOD KUMAR SONKAR:
SHRI BHOLA SINGH:
SHRIMATI SANGEETA KUMARI SINGH DEO:
SHRI RAJA AMARESHWARA NAIK:
DR. SUKANTA MAJUMDAR:**

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) whether Government has launched campaign, "Vocal for Local" for promotion of local brands and domestic manufacturing;
- (b) if so, the details thereof including the allocation of funds in this regard;
- (c) whether the Government has assessed the impact of COVID-19 Pandemic on the Industry;
- (d) if so, the details thereof; and
- (e) whether trade including export has significantly reduced during the lockdown and if so, the details thereto?

ANSWER

वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)

**THE MINISTER OF COMMERCE & INDUSTRY
(SHRI PIYUSH GOYAL)**

- (a) & (b):** Yes. Local brands and domestic manufacturing are being encouraged via marketing initiatives and customized incentives by the different Ministries. Phased Manufacturing Programme and Performance Linked Incentives have been introduced for certain specified products. DPIIT is also promoting the sale and manufacturing of Indian toys and other Indian products.
- (c) & (d):** Department for Promotion of Industry & Internal Trade (DPIIT) has been regularly monitoring and analyzing the impact of Covid-19 pandemic on Indian industry. Various sectors were affected due to the

nation-wide lockdown. However, after the lockdown was relaxed, we see significant improvement in several sectors of the economy.

- (e):** Both exports and imports declined during the lockdown period. The trade balance too declined and turned into a trade surplus during June, 2020. The global disruption of supply chains and the overall decrease in demand led to the decline in exports. However, exports are now picking up and have almost reached the pre-covid levels.
