

**GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS**

**LOK SABHA
UNSTARRED QUESTION NO. 2437
ANSWERED ON MONDAY, THE 13th DECEMBER, 2021
AGRAHAYANA 22, 1943 (SAKA)**

**PROTECTION OF SMALL INVESTORS IN RURAL AREAS
QUESTION**

2437. SHRI BHAGWANT MANN:

**Will the Minister of CORPORATE AFFAIRS
be pleased to state:**

- (a) whether it is fact that the Government has a special plan to increase investment in rural areas in the Punjab including Sri Ganganagar district of Rajasthan and if so, the details thereof;**
- (b) whether the Government has taken any measures to spread awareness and protect small investors in the country including Sri Ganganagar district of Rajasthan; and**
- (c) if so, the details thereof and if not, the reasons therefor?**

ANSWER

**MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF
STATISTICS AND PROGRAMME IMPLEMENTATION; MINISTER OF STATE
(INDEPENDENT CHARGE) OF THE MINISTRY OF PLANNING AND MINISTER OF
STATE IN THE MINISTRY OF CORPORATE AFFAIRS**

[RAOINDERJIT SINGH]

(a) to (c):- Ministry of Rural Development, Department of Rural Development, Policy, Planning and Monitoring Division vide OM dated 09.02.21 has stated that the Ministry of Rural Development is implementing a number of welfare schemes for rural areas of the country viz., Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), Pradhan Mantri Awaas Yojana – Gramin (PMAY-G), Pradhan Mantri Gram Sadak Yojana (PMGSY), Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM), Deen Dayal Upadhyay – Gramin Kaushalya Yojana (DDU-GKY), Rural Self Employment and Training Institutes (RSETIs), National Social Assistance Programme (NSAP) and Shyama Prasad Mukherji Rurban Mission (SPMRM) to bring about overall development of rural areas, providing basic amenities and facilities like providing pucca house, all weather road connectivity,

strengthening of livelihood opportunities, providing minimum guaranteed rural employment, promoting self-employment, skilling of rural youths in various useful trades and entrepreneurship qualities, infrastructure development and provision of social assistance.

The Government of India as a part of poverty reduction strategy launched Pradhan Mantri Gram Sadak Yojana (PMGSY) to improve rural connectivity to provide access to economic and social services to rural population. A total of 8,333 Km road length has been constructed under various interventions of PMGSY in the State of Punjab as on 9th December, 2021. In the State of Rajasthan, a total of 71,274 Km road length has been constructed. In Sri Ganganagar district of Rajasthan, 1,012 Km road length has been constructed as on 9th December, 2021. The construction/upgradation of roads under PMGSY in these areas under various interventions/verticals of PMGSY has, among others, led to opening the door for economic opportunities in these areas.

Under Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Schedule I, Para 4(1), IV. Category D, rural infrastructure works permissible such as works related to rural sanitation, Anganwadi toilets either independently or in convergence with schemes of other Government Departments, construction of play fields, construction of pucca internal roads or streets including side drains and culverts within a villages, construction of buildings for Gram Panchayats, cyclone shelters, Anganwadi centres, village haats and crematoria at the village or block level, construction of Food Grain Storage are done.

The Ministry of Rural Development is implementing Pradhan Mantri Awaas Yojana- Gramin (PMAY-G) with effect from 1st April, 2016 to provide assistance to eligible rural households for construction of 2.95 crore Pucca houses with basic amenities to achieve the objective of "Housing for All". Under PMAY-G, the beneficiaries are provided unit assistance of Rs. 1.20 lakhs in plain areas and Rs. 1.30 lakhs in difficult areas, IP districts and Hilly areas for construction of house. The scheme is being implemented in all the States and UTs of India except in Chandigarh, Delhi, Puducherry and Telangana (including Punjab and Rajasthan). At present there is no such proposal under consideration to increase the investment.

One of the Rural Development schemes under implementation in the State of Rajasthan and Punjab is Shyama Prasad Mukherji Rurban Mission (SPMRM).

SPMRM is a unique programme, designed to deliver catalytic interventions to rural areas experiencing rapid growth. SPMRM is based on the understanding that in rural areas, a cluster of villages showing growth potential and urbanizing characteristics can be treated as an integrated unit leading to opportunities for growth and economic development far beyond that of individual villages.

The main objectives of Shyama Prasad Mukherji Rurban Mission (SPMRM) are to stimulate local economic development, enhance basic services, and create well planned Rurban clusters.

Under SPMRM, the State of Punjab has total eight Rurban clusters. There is no Rurban cluster in the district Sri Ganganagar in Rajasthan.

2. Ministry of Finance, Department of Economic Affairs vide their OM dated 09.12.2021 has stated that SEBI undertakes various investor education and awareness activities to create awareness on relevant issues in securities market and to protect the interests of investors in securities market. Investor awareness programs/ workshops are conducted by SEBI in association with Stock Exchanges, Commodity Derivatives Exchanges and Depositories. Further, SEBI recognized Investor Associations and Commodities Derivatives Trainers also conduct investor awareness programs across the country. During such programs investor are made aware of basic aspects of securities market, precautions to be taken while investing in securities market, Rights and obligations of investors, Dos and Don'ts of investing, grievance redressal mechanism in the securities market, etc.

During F.Y. 2020-21, SEBI launched a new program "Securities Market Trainers (SMARTs)" for enhancing SEBI's Investor Education activities. SEBI has empanelled 168 number of SMARTs and till November 30, 2021, these SMARTs have conducted 1,024 investor awareness programs.

SEBI's programs are conducted for various sections of society across the country including Punjab and Rajasthan. All the education and awareness programs are free for the participants. Due to ongoing COVID-19 pandemic all the investor awareness programs have been conducted through webinars since March 2020.

3. In order to increase investor awareness among larger number of people, SEBI also carries out mass media campaign giving relevant messages to investors through popular media (TV/ Radio/Print/bulk SMSs/Digital media/cinema). Recently, a mass media campaign on unsolicited investment

tips was conducted during January-March 2021. The campaign was undertaken to caution investors about unsolicited investment tips received through SMS so as to safeguard investors from getting lured into promise of unrealistic returns. The campaign was carried out through TV, Print, Radio and Digital modes including SMS.

Considering the increase in number of new investors in the securities market, SEBI has enhanced the investor awareness initiatives along with the Market Infrastructure Institutions (MIIs) targeting new investors.

4. Further, Investor Education and Protection Fund Authority (IEPFA) of this Ministry is mandated to take steps for promotion of Investors' education, awareness and protection under section 125(3)(b) of Companies Act, 2013. IEPFA in collaboration with Partner institutes organizes Investor Awareness Programmes across the country in rural areas through Common Service Centers, Semi-Urban Areas through Nehru Yuva Kendra & India Post Payments Bank including Post Offices and Urban areas through Professional Institutes viz. ICAI, ICSI, ICoAI etc. Till date more than 61, 857 such programs have been conducted across 599 Districts of 30 States & Union territories to make the participants aware of Do's and Don't while making any investment and to sensitize them about various fraudulent and Ponzi Schemes. The programme material is provided through handbook and audio visual means in various languages. In addition, various awareness campaigns are run on Doordarshan and All India Radio including awareness scroll messages, jingles, talk shows etc. from time to time.
