

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 3168
TO BE ANSWERED ON 04.08.2022

SAMBHAV/SVAVLAMBAN INITIATIVES

3168. SHRI RODMAL NAGAR:

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

- (a) whether the Government has started two special initiatives 'Sambhav' and 'Svavlamban' for promoting the entrepreneurship among youths especially of aspirational districts of the country;
- (b) if so, the details thereof and the main features of the said initiatives;
- (c) whether the Government proposes to conduct various programmes to create awareness in MSMEs in various States about plastic waste management and recycling technologies, if so, the details thereof;
- (d) whether the Government is working on generating employment opportunities in plastic industry under the 'Make in India' programme; and
- (e) if so, the details thereof and the steps taken by the Government in this regard so far?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI BHANU PRATAP SINGH VERMA)

(a) to (b): Yes, Ministry of MSME has launched two special initiatives i.e. 'Sambhav' and 'Svavlamban' to promote entrepreneurship amongst youth, especially in Aspirational Districts across the country. 'Sambhav' e-National level Awareness Programme and 'Svavlamban' were organised by the Ministry to promote entrepreneurship culture and create awareness about schemes/initiatives of the Ministry amongst students & youth through Audio/Video film presentations and through Nukkad Nataks. 'Sambhav' was launched on 27.10.2021, under the mass outreach programme, students of different colleges from all parts of the country have been encouraged to take up entrepreneurship. 'Svavlamban' was launched on 04.03.2022 with the objective of showing Nukkad Nataks in Aspirational Districts of Nine States on taking up Entrepreneurship and spreading awareness on schemes/initiatives of the Ministry. In SAMBHAV, more than 70,000 students from around 1200 colleges Pan India have participated in the program with the help of 130 field offices of the Ministry.

(c): Ministry is implementing Comprehensive Action Plan(CAP) for providing support to the elimination of notified Single Use Plastic items across the MSMEs. The CAP included various actions, which are related to technology up-gradation, Innovation, creating awareness, marketing, infrastructural and support for adoption of alternatives to Single Use Plastic items through the various schemes of this Ministry. In order to create awareness on the Implementation of Plastic waste Management Rules including elimination of notified Single Use Plastic items across the MSMEs, MSME-DFO under administrative control of this office, conducted 51 Nos. of awareness programmes /webinar on Plastic waste Management Rules/Single Use Plastic. Besides, a core committee has been constituted by CPCB, Ministry of Environment, Forest and Climate Change for Conducting Training Programmes / Workshop for MSMEs on Alternative to Single Use Plastic. The committee comprises members from Ministry of MSME, CPCB and CIPET and 14 workshops for MSMEs in collaboration with CPCB & CIPET and MSME-DFO have been organized across the county.

Mega Summit on plastic recycling and waste management at New Delhi was organized to bring all the stakeholders and experts together to discuss the impact and possible solutions for MSMEs on Plastic Waste Management in India.

(d) & (e): The Ministry of Micro, Small and Medium Enterprises (MSMEs) implements various schemes to boost employment generation in the country. These include Prime Minister's Employment Generation Programme (PMEGP), Micro and Small Enterprises-Cluster Development Programme (MSE-CDP), Interest Subsidy Eligibility Certificate (ISEC), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Procurement and Marketing Support Scheme(P&MS), Entrepreneurship Skill Development Programme (ESDP), Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTMSE), a Scheme for Promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE), ZED Scheme, MSME CHAMPION Scheme, RAMP, National SC/ST Hub Scheme etc.
