

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION No. 4112**  
**TO BE ANSWERED ON 19.12.2024**

**MANUFACTURING INDUSTRIES**

4112. SHRI DEVESH CHANDRA THAKUR:

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

- (a) whether the Government has launched any awareness campaign to set up manufacturing industries in rural areas;
- (b) if so, the details of the areas where such industries have been set up so far and the number of people got employment therein; and
- (c) the details of the assistance provided to entrepreneurs for setting up MSMEs in Bihar in each of the last three years?

**ANSWER**

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES  
(SUSHRI SHOBHA KARANDLAJE)

(a): Ministry of MSME, through Khadi and Village Industries Commission (KVIC), is implementing Prime Minister's Employment Generation Programme (PMEGP) for assisting entrepreneurs in setting up of new micro enterprises in the non-farm sector. Under PMEGP, General Category beneficiaries can avail of Margin Money (MM) subsidy of 25% of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to special categories such as Scheduled Castes, Scheduled Tribes, OBCs, Minorities, Women, Ex-servicemen, Physically Handicapped, transgenders, beneficiaries belonging to Aspirational Districts, Northeastern Region, Hill and Border areas, etc., the Margin Money subsidy is 35% in rural areas and 25% in urban area. The maximum cost of project is Rs.50 lakh in the manufacturing sector and Rs.20 lakh in the service sector.

Since 2018-19, existing PMEGP /MUDRA enterprises are also supported based on past good performances with 2<sup>nd</sup> loan for upgradation and expansion. Under 2<sup>nd</sup> Loan, maximum project cost admissible for Margin Money (MM) subsidy under Manufacturing sector is Rs. 1.00 crore and for Service sector is Rs. 25 Lakhs. Eligible subsidy on 2<sup>nd</sup> loan for all categories is 15% of project cost (20% for NER & Hill States).

The steps taken by Government to raise awareness for setting up of new micro enterprises, including manufacturing units under PMEGP among potential beneficiaries across the country including in rural areas include the following:

- i. Awareness programs in all the States/UTs including backward and under-performing areas, aspirational districts, Northeastern Region etc.
- ii. Publicity of PMEGP scheme through print and electronic media.

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- iii. Webinars are organized on various activities for setting up of micro-enterprises on every Sunday to create awareness among the youth and prospective entrepreneurs.
- iv. Radio jingles in regional languages have been made to create awareness of the scheme.
- v. PMEGP applications from prospective beneficiaries in 11 regional languages since January 2024.

(b): Details of number of units assisted and estimated employment generated under PMEGP since inception i.e. 2008-09 is given at Annexure-I.

(c): Details of assistance provided to entrepreneurs in the state of Bihar under PMEGP during the last three years is given below:

<b>Year</b>	<b>No. of Units Assisted</b>	<b>Margin Money Subsidy (Rs. Crore)</b>
FY 2021-22	2,477	81.70
FY 2022-23	4,459	121.23
FY 2023-24	6,837	191.76

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**Annexure-I**

**Annexure referred to in reply to part (b) of the Lok Sabha unstarred question no. 4112 for answer on 19.12.2024.**

Rural and Urban area-wise performance under PMEGP scheme during 2008-09 to 2024-25:

Year	No. of units assisted			Estimated employment generated		
	Rural	Urban	Total	Rural	Urban	Total
2008-09	15333	3833	19166	163798	40949	204747
2009-10	32734	8184	40918	339986	84996	424982
2010-11	39251	9813	49064	384490	96123	480613
2011-12	39437	15698	55135	361255	134269	495523
2012-13	42356	15477	57884	314982	113264	428246
2013-14	40786	9707	50493	314948	68773	378907
2014-15	40478	7690	48168	304132	53370	357502
2015-16	35658	8682	44340	261103	62259	323362
2016-17	42834	10078	52912	334408	73432	407840
2017-18	39543	8759	48398	316344	70072	387184
2018-19	60323	13104	73427	482584	104832	587416
2019-20	53714	12939	66653	429712	103512	533224
2020-21	60761	13654	74415	486091	109229	595320
2021-22	84696	18523	103219	677568	148184	825752
2022-23	68470	16697	85167	547760	133576	681336
2023-24	68939	20179	89118	551512	161432	712944
2024-25*	23155	5341	28496	185240	42728	227968
<b>Total</b>	<b>7,88,468</b>	<b>1,98,358</b>	<b>9,86,973</b>	<b>64,55,913</b>	<b>16,01,000</b>	<b>80,52,866</b>

\*(as on 12.12.2024)