

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

**STARRED QUESTION NO. 176.  
TO BE ANSWERED ON TUESDAY, THE 11<sup>TH</sup> MARCH, 2025.**

**PROMOTION OF VOCAL FOR LOCAL STARTUPS**

**\*176. SHRI BHARAT SINGH KUSHWAH:**

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

**वाणिज्य एवं उद्योग मंत्री**

- (a) the details of the efforts made by the Government to promote Vocal for Local;
- (b) the details of the startups launched in urban and rural areas in the country and the criteria for the selection of trainees in the said startups, State and UT-wise particularly in Madhya Pradesh;
- (c) the details of the candidates trained and engaged in economic activities in the year 2022-23 and 2023-24 under the startup schemes being run in Gwalior district; and
- (d) whether the Government proposes to increase the number of training centres at rural level in the country and if so, the details thereof?

**ANSWER**

**वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)**

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

**(a) to (d):** A Statement is laid on the Table of the House.

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**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF THE LOK SABHA STARRED QUESTION NO. 176 FOR ANSWER ON 11.03.2025**

**(a):** 'Make in India' Initiative was launched on 25th September, 2014 to facilitate Investment, foster Innovation, build best in class Infrastructure, and make India a hub for manufacturing, design, and innovation. It is one of the unique 'Vocal for Local' initiatives that promoted India's manufacturing domain to the world. Investment outreach is being done through Ministries, State Governments and Indian Missions abroad for enhancing International co-operation for promoting Domestic and Foreign Direct Investment (FDI) in the country. Presently, Make in India 2.0 focuses on 27 sectors implemented across various Ministries/ Departments and State Governments.

To further promote 'Make in India' as part of 'Vocal for Local', the Government has issued Public Procurement (Preference to Make in India) Order, 2017 as amended on 19.07.2024 to encourage Make in India and promote manufacturing and production of goods and services in India. Also, for recognised startups under the Startup India initiative, the Government has relaxed conditions of prior turnover, prior experience and submission of earnest money deposit in public procurement, subject to meeting quality and technical specifications. This is also enabled by Government e-Marketplace for startups to sell directly to government buyers.

Further, the One District One Product (ODOP) initiative also aims to promote products from each district of the country under "Vocal for Local". Under ODOP initiative, products are identified by the respective States/Union Territories (UTs) and various efforts are undertaken to enhance branding, promotion, efficient supply chain management, and marketing for these products by establishing recognition via exhibitions and trade fairs, developing a unique identity that highlights the cultural and traditional value of products, facilitating links between producers, buyers, and retailers, and utilizing digital platforms, and e-commerce to maximize visibility and sale of ODOP products.

The Government is also taking various steps to promote and help Geographical Indication (GI)-tagged product manufacturers access the global market as part of "Vocal for Local" such as marketing through Agricultural & Processed Food Products Export Development Authority (APEDA) and export promotion councils. Support is also extended to GI producers and artisans for participation in international trade fairs, promotion through short films and videos, and creation and dissemination of a digital catalogue featuring registered GI products for reaching out to global audiences.

**(b) & (c):** Startup India is an initiative by the Government of India. The Government, with an intent to build a strong ecosystem for nurturing innovation, startups and encouraging investments in the startup ecosystem of the country launched the Startup India initiative on 16th January 2016.

As per eligibility conditions prescribed under G.S.R. notification 127 (E) dated 19th February 2019, entities are recognized as 'startups' under the Startup

India initiative by the Department for Promotion of Industry and Internal Trade (DPIIT). As on 31<sup>st</sup> January 2025, 1,61,150 entities have been recognised as startups by DPIIT. Of these, 5,211 entities have been recognized as startups in the State of Madhya Pradesh, as on 31<sup>st</sup> January 2025.

The State/Union Territory (UT)-wise details of entities which have been recognised as startups by DPIIT as on 31<sup>st</sup> January 2025, including in the State of Madhya Pradesh, is placed as Annexure-I.

Under the Startup India initiative, the support is provided to the recognised startups. The training of employees or other stakeholders by startups is their respective business decision. Therefore, the criteria for the selection of trainees in the said startups and the details of the candidates trained and engaged in economic activities are not centrally maintained by the Government.

- (d):** The Ministry of Skill Development and Entrepreneurship (MSDE) is the nodal department for matters relating to Industrial Training Institutes (ITIs). As per MSDE, through autonomous Institutes namely the National Institute for Entrepreneurship and Small Business Development (NIESBUD), Noida, and the Indian Institute of Entrepreneurship (IIE), Guwahati, the Government has made efforts to promote Vocal for Local. These institutes organize and participate in regional and national fairs and exhibitions to promote local products. These events provide local artisans with platforms to showcase and sell their products to a broader audience. Some of the recent fairs include Manthan, Aadi Mahotsav, Advantage Assam, Purvottar Aadi Mahotsav, Assam Sahitya Sabha, Aatma Nirbhar Dhemaji, and Prakton Awasi Sammelan. These ongoing efforts demonstrate the Government's commitment to promoting local entrepreneurship and increasing the number of training centres, especially in rural areas, under the "Vocal for Local" initiative.

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**Annexure-I****ANNEXURE REFERRED TO IN REPLY TO PARTS (b) & (c) OF THE LOK SABHA  
STARRED QUESTION NO. 176 FOR ANSWER ON 11.03.2025**

State/UT-wise number of entities which have been recognised as startups by DPIIT as on 31<sup>st</sup> January 2025:

<b>States/UTs</b>	<b>Total</b>
Andaman and Nicobar Islands	71
Andhra Pradesh	2,639
Arunachal Pradesh	55
Assam	1,514
Bihar	3,286
Chandigarh	539
Chhattisgarh	1,776
Dadra and Nagar Haveli and Daman and Diu	66
Delhi	16,356
Goa	596
Gujarat	13,400
Haryana	8,400
Himachal Pradesh	578
Jammu and Kashmir	1,009
Jharkhand	1,515
Karnataka	16,954
Kerala	6,477
Ladakh	18
Lakshadweep	3
Madhya Pradesh	5,211
Maharashtra	28,511
Manipur	185
Meghalaya	63
Mizoram	44
Nagaland	88
Odisha	2,828
Puducherry	167
Punjab	1,775
Rajasthan	5,688
Sikkim	13
Tamil Nadu	10,814
Telangana	8,437
Tripura	147
Uttar Pradesh	15,360
Uttarakhand	1,300
West Bengal	5,267
<b>Total</b>	<b>1,61,150</b>

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