

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
STARRED QUESTION NO. *220
TO BE ANSWERED ON 13.03.2025

EMPLOYMENT GENERATION THROUGH MSME SECTOR

*220. SHRI CHHATRAPAL SINGH GANGWAR:

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

- (a) the schemes being implemented to promote the traditional flute industry and handicraft sector in Bareilly; and
- (b) the efforts being made for employment generation through MSME sector in Bareilly?

ANSWER

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI JITAN RAM MANJHI)

(a) and (b): A statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO THE PARTS (a) and (b) of LOK SABHA
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(a): The Government of India for promotion and support to Handicraft sector is implementing the following schemes:-

- (i) National Handicraft Development Programme (NHDP): The objective of the programme is to foster growth and sustainability of handicrafts and empower artisans by providing them end to end support from skill development to market access.
- (ii) Comprehensive Handicrafts Cluster Development Scheme (CHCDS): The main objective of the scheme is to assist the artisans and entrepreneurs to set up world-class units with modern infrastructure, latest technology and adequate training coupled with market linkage and production diversification.

There is no specific scheme to promote the traditional flute industry.

(b): 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. It aims to provide employment opportunities to artisans and youth in rural and urban areas.

The following steps have been taken by Government for employment generation through PMEGP Scheme across the country including Bareilly:

- i. Beneficiaries under Special Category including SC, ST, OBC, minorities, women etc. are provided with higher subsidy of 25% and 35% of the project cost in urban and rural areas respectively as compared to 15% and 25% of the project cost for general category beneficiaries.
- ii. Enhancement of maximum project cost from Rs. 25 lakh to Rs. 50 lakh for manufacturing sector and from Rs. 10 lakh to Rs. 20 lakh for service sector.
- iii. Industries related to animal husbandry like dairy, poultry, aquaculture, insects (bees, sericulture, etc.) have been included under the scheme.
- iv. Inclusion of applicants from Aspirational districts and transgenders under Special Category eligible for higher subsidy.
- v. Awareness programmes and free online Entrepreneurship Development Programme (EDP) for prospective entrepreneurs in States/UTs including backward and under-performing areas, Aspirational districts, Northeastern Region, etc.

Also, through National Handicraft Development Programme (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) Schemes, requisite support/linkages in terms of adequate infrastructure, technology, product diversification, design development and adequate training is provided to artisans to make them employable and self-reliant.
