

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:2653
ANSWERED ON:08.08.2003
EXPORT OF PRODUCTS OF DWCRA
SRINIVASULU KALAVA

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

- (a) whether there is any initiative on the part of the Government to export the products of Development of Women and Children in Rural Areas (DWCRA) self-help groups with common brand name with assistance from UNO;
- (b) if so, the details thereof;
- (c) if not, the steps the Government intends to take to make the self-help group movement more sustainable and to supplement efforts of State like Andhra Pradesh where DWCRA is a success story;
- (d) whether there is any proposal to rope in MNCs to market the DWCRA products; and
- (e) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI S.B. MOOKHERJEE)

- (a) No, sir.
- (b) Question does not arise.
- (c) Government has taken the following steps to make the self help groups more sustainable :-
 - i) Encouragement of women Self Help Groups under Swaranjayanti GramSwarojgar Yojana (SGSY) to play the role of both producers and sellers.
 - ii) Promotions of buyer-seller meets and establishing DWCRA Bazaars.
 - iii) Gruhamitra, a new concept for the sale of products through Public Distribution System outlets.
 - iv) Involvement of marketing chains like APNA BAZAAR (a non-profit organization promoting consumer awareness) for retail sale of the products made by DWCRA groups.
- (d) No, Sir.
- (e) Question does not arise.