

**GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:2702
ANSWERED ON:17.03.2006
MARKETING OF PRODUCTS PRODUCED BY SELF HELP GROUPS
Ahir Shri Hansraj Gangaram

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether the Union Government has drawn up any plan to help the self help groups in marketing of their products;
- (b) if so, the details thereof;
- (c) whether the Union Government has received any proposal from State Governments particularly Maharashtra seeking subsidy for organising exhibition to market the products produced by the self help groups; and
- (d) if so, the details thereof along with the action taken in this regard, State-wise ?

Answer

MINISTER OF RURAL DEVELOPMENT (DR. RAGHUVANSH PRASAD SINGH)

- (a) Yes, Sir.
- (b) Ministry of Rural Development help the Self Help Groups in marketing of their products by –
 - (i) Organising national level (IITF SARAS) and regional SARAS fairs in various States of India
 - (ii) By improvisation of design of their products under Special Projects of SGSY i.e. National Institute of Fashion Technology etc.
 - (iii) By helping in creating marketing infrastructure like the village haats in 8 States under SGSY Special Projects.
 - (iv) By providing suitable training in accounts, marketing etc.
 - (v) By helping them in e-commerce of their products.
 - (vi) By providing Rs.5.00 lakh per DRDA annually under SGSY infrastructure fund.

However, all these efforts are executed and implemented by the State Governments and District Rural Development Agencies (DRDAs) with help from the Ministry.

- (c) Yes, Sir.
- (d) A proposal from the Government of Maharashtra for organising additional Fairs in Pune, Aurangabad and Nagpur has been received. However, as per the present policy of the Government, the Ministry of Rural Development grants financial assistance to State Governments for organising only one SARAS Fair in each State annually.