

**GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA**

STARRED QUESTION NO:385
ANSWERED ON:22.08.2006
MARKETING OF RURAL PRODUCTS
Bellarmin Shri A.V.

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

- (a): the steps taken/being taken by the Government for marketing the products produced by rural industries at national level;
- (b): whether the rebate allowed on such products is being disbursed promptly to the eligible beneficiaries;
- (c): if not, the reasons therefor;
- (d): whether the Government has received any complaints on the alleged irregularities committed in determining the rebate and distributing the same;
- (e): if so, the details thereof alongwith the action taken against guilty persons;
- (f): whether the Government has conducted any inquiry into this matter;
- (g): if so, the details thereof alongwith the outcome of the inquiry; and
- (h): the action taken by the Government to check such irregularities in future?

Answer

MINISTER OF SMALL SCALE INDUSTRIES & AGRO AND RURAL INDUSTRIES (SHRI MAHABIR PRASAD)

(a)to(h): A statement is placed on the Table of the Sabha.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (h) OF LOK SABHA STARRED QUESTION NO. 385 TO BE ANSWERED ON 22.08.2006.

(a): The steps taken by the Government (in the Ministry of Agro and Rural Industries) through the Khadi and Village Industries Commission (KVIC) for marketing of products of khadi and rural industries include grant of rebate on sale of khadi products and polyvastra, organising exhibitions at national and sub-national levels, setting up Confederation for Promotion of Khadi and Village Industries (CPKVI) for strengthening the marketing networks of the khadi and village industry (KVI) products, modernisation of selected sales outlets of KVIC, implementation of schemes for brand promotion, quality assurance and technology upgradation, assistance to institutions/village industry units for product development, improved design and packaging, etc., launching 'Mission Khadi' for promoting marketing of ready-to-wear garments of latest designs, etc.

(b): Yes, Sir.

(c): Does not arise, in view of (b) above.

(d): No, Sir.

(e)to(h): Do not arise, in view of (d) above.