

**GOVERNMENT OF INDIA  
RURAL DEVELOPMENT  
LOK SABHA**

UNSTARRED QUESTION NO:2623  
ANSWERED ON:18.08.2006  
EXHIBITIONS OF PRODUCTS MADE BY SHGS .  
Barman Shri Hiten

**Will the Minister of RURAL DEVELOPMENT be pleased to state:**

- (a) Whether the Government proposes to bring about holistic development and overall improvements in the quality of life in rural areas;
- (b) If so, whether the Government has identified that marketing is a major bottleneck in rural artisans' upliftment and has decided to hold an exhibition of products made by self-help groups at regional and national level; and
- (c) If so, the extent to which it has been helpful in improving the situation?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT(SHRIMATI SURYAKANTA PATIL)

(a) The Swarnajayanti Gram Swarozgar Yojana (SGSY) is a flagship programme covering all aspects of self employment i.e. organization of the rural poor into Self Help Groups (SHGs), training and capacity building, planning of activity clusters, credit, technology, infrastructure and marketing. The programme aims at establishing a large number of micro enterprises activities in rural areas and building upon the potentials of the rural poor.

(b) & (c) Marketing has been one of the main concerns of the Ministry of Rural Development implementing all self employment programmes especially those under the SGSY, as the target group under SGSY consists mainly of below poverty line families. To provide a forum to sell their wares, large number of exhibitions under the brand name `SARAS` has been organized by the Ministry in different parts of the country. Marketing linkages have also been established with private sector and business houses i.e. in Madhya Pradesh Hindustan Lever Limited has helped to develop Vindhya Valley Brand of Masala. In Orissa ORMAS has been able to establish market linkage with SGSY beneficiaries. These linkages have considerably benefited the rural artisans.