

(b) whether Mother Dairy is also considering to establish around 6,000 distribution outlets in various Southern States within six to nine months and if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI MOHANBHAI KALYANJIBHAI KUNDARIYA): (a) and (b) Yes Sir. Mother Dairy, through its various product categories, is present in major towns in all the regions across the country. Although State-wise expansion plans have not been drawn up Mother Dairy is working towards strengthening its presence, which also includes southern region.

Availability of price-sensitive vegetables

2192. SHRI NARENDRA BUDANIA: Will the Minister of AGRICULTURE be pleased to state:

(a) whether it is a fact that Government is going to unveil a scheme with corporate support to end shortage of kitchen staples through green house cultivation on a large scale;

(b) whether it is also a fact that Government has roped in major corporate groups with NGOs chipping in with the marketing support to make price-sensitive vegetables available throughout the year; and

(c) whether this scheme is proposed to be rolled out in the States and if so, the names of States where it is going to be introduced first, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI MOHANBHAI KALYANJIBHAI KUNDARIYA): (a) to (c) No such proposal is under consideration of the Government. However, the Mission for Integrated Development of Horticulture (MIDH) is being implemented in all States/UTs during Twelfth Plan and provides assistance for protected cultivation of horticulture crops, including vegetables, through Green House Structure/poly houses.

The Vegetable Initiative for Urban Clusters (VIUC) also promotes open field cultivation and protected cultivation of vegetables in green houses and shadenet houses. The scheme also facilitates formation of Farmer Interest Groups (FIGs) and Farmer Producer Organizations (FPOs) and their tie up with market aggregation and financial institutions. VIUC scheme is being implemented in all states with focus on addressing supply chain issues of vegetables in cities having a population of more than one million. In case, where the city's population is less than one million, then the State capital is selected.