

and need immediate renovation and whether there is any proposal to increase the number of outlets, if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI GIRIRAJ SINGH): (a) The domestic market for coir and coir products is large enough to consume the entire coir production, on an annual basis.

(b) and (c) Coir Board under the Ministry of MSME, Government of India, is having 29 showroom and sales depots throughout the country, for selling coir products. Some of the Board's showrooms are in need of interior decoration/renovation. The renovation of the showrooms is taken up in a phased manner. Coir Board has recently renovated the showrooms at Navi Mumbai, Lucknow and Indore. The Board has also taken steps to renovate the outlets located at Patna and Trivandrum. Other outlets which are due for renovation will be done. The Board has also taken steps for opening new outlets at Varanasi and Tirupur. In order to enhance the marketing avenues and to increase the reach of the products to the customers, Coir Board is also working on setting up outlets on Franchisee basis throughout the country.

#### **Objectives of Make in India programme in MSME sector**

3147. SHRIMATI RANEE NARAH: Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) the objectives of Make in India programme in regards to MSME sector;
- (b) the names of the implementing agencies; and
- (c) the progress of the scheme/programme?

THE MINISTER OF STATE IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI HARIBHAI PARTHIBHAI CHAUDHARY): (a) The Make in India initiative aims at promoting India as a important investment destination and a global hub for manufacturing, design and innovation. The initiative is aimed at creating a conducive environment for investment, foster innovation, enhance skill development, development of modern and efficient infrastructure, opening up new sectors for foreign investments and forging a partnership between Government and industry through a positive mindset.

(b) and (c) 25 sectors have been identified under Make in India initiative. Department of Industrial Policy and Promotion (DIPP) coordinates Make in India initiative with concerned Departments/Ministries. As per the information of Press Information Bureau (PIB), Ministry of Commerce and Industry dated March 16, 2016, the 'Make in India' programme has received a very positive response. FDI inflow has

increased 29% during the period October, 2014 to December, 2015 (15 months after 'Make in India') compared to the 15 months period prior to the launch of 'Make in India'. There is an improvement in business environment with the initiatives taken to improve Ease of Doing Business under the 'Make in India' programme.

**Assistance to small scale industries in villages**

3148. SHRIMATI JAYA BACHCHAN: Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether Government has taken note of the poor state of small scale industries in villages;

(b) whether Government has taken any initiative to provide support and assistance to them; and

(c) if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI GIRIRAJ SINGH): (a) to (c) In order to provide support and assistance to small scale industries in villages, Ministry of MSME is implementing a major credit-linked subsidy scheme named Prime Minister's Employment Generation Programme (PMEGP) for generating employment through setting up micro enterprises in rural non-farm sector by providing financial assistance to traditional artisans and unemployed youth so as to help restrict migration of rural youth to urban areas. Under PMEGP, general category beneficiaries can avail of margin money subsidy of 25% of the project cost in rural areas and 15% in urban areas, personal contribution is 10%. For beneficiaries belonging to special categories such as SC/ST/OBC/minorities/women, ex-serviceman, physically handicapped, NER, Hill and Border areas etc. the margin money subsidy is 35% in rural areas and 25% in urban areas, personal contribution is 5%. The maximum cost of projects is ₹ 25 lakh in the manufacturing sector and ₹ 10 lakh in the service sector.

Since inception and upto 30.11.2016, the PMEGP Scheme has been able to provide employment opportunities to about 33.40 lakh persons through setting up 3.97 lakh enterprises and utilized margin money subsidy of ₹ 8041.45 crore.

Ministry is also implementing a 'Scheme of Fund for Regeneration of Traditional Industries' (SFURTI) for taking up clusters and developing their competitiveness, sustainability and cluster governance. The cluster would enhance marketability of products by providing support for new products, design intervention and improved packaging and also the improvement of marketing infrastructure.