

Promoting labour intensive manufacturing for job opportunities

424. SHRI VIJAY PAL SINGH TOMAR:

SHRI HARNATH SINGH YADAV:

Will the Minister of LABOUR AND EMPLOYMENT be pleased to state:

(a) whether Government has decided to promote labour-intensive manufacturing strategically and to enhance job opportunities in the agriculture and tourism, based industries by promoting these sectors;

(b) if so, the details thereof; and

(c) the State-wise plan to set up/promote the industries based on agriculture and tourism in the current year and coming three years, and the State-wise number of persons proposed to be employed in these sectors?

THE MINISTER OF STATE OF THE MINISTRY OF LABOUR AND EMPLOYMENT (SHRI SANTOSH KUMAR GANGWAR): (a) to (c): Government is strategically promoting labour-intensive manufacturing and expanding employment opportunities in tourism and agro-based industries.

The Government has launched various schemes aiming to increase production and productivity which make agriculture sector more viable. Besides, Government has taken various steps for generating employment in the country like encouraging private sector of economy, fast-tracking various projects involving substantial investment and increasing public expenditure on schemes like Prime Minister's Employment Generation Programme (PMEGP), Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), Pt. Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) and Deendyal Antodaya Yojana-National Urban Livelihoods Mission (DAY-NULM).

ASPIRE (A Scheme for Promotion of Innovation, Rural Industry and Entrepreneurship) was launched to set up a network of technology centres and to set up incubation centres to accelerate entrepreneurship in agro-industry. The individuals trained under the ASPIRE scheme of Ministry of Micro, Small and Medium Enterprises (M/o MSME) can become agri-entrepreneurs/ entrepreneurs and can seek financial support under different schemes of the Government including Prime Minister's Employment Generation Programme (PMEGP) under which loans are provided by banks

and subsidy to the extent of 15-35% is given by the Government of India. Individuals can also seek employment in the related industry or can seek further higher skills/training.

The Ministry of Tourism, Government of India has two schemes for the promotion of Tourism These are:

- (i) Domestic Promotion and Publicity including Hospitality for promotion of Domestic Tourism.
- (ii) Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance to promote Indian tourism in Overseas Markets.

Under these schemes, the Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country. Promotions are also undertaken through the Social Media accounts and website of the Ministry. In addition, the India tourism Offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country.

The Ministry of Tourism has also launched the Swadesh Darshan Scheme for Integrated Development of theme-based Tourist Circuits for development of tourism infrastructure including last mile connectivity in the country. Recognising the potential of rural tourism in the country, the Ministry has identified Rural Circuit as one of the thematic circuits identified for development under this scheme and is aimed at leveraging tourism as a force multiplier for revitalizing the rural economy and for giving both domestic and international tourists a glimpse of the rural aspect of the country.

The National Manufacturing Policy identifies employment intensive industries like textiles and garments, leather and footwear, gems and jewellery and food processing, etc. as special focus attention sectors. The policy provides special attention for Small Scale Industries as they offer employment opportunities both for self-employment and jobs across diverse geographies.