

**GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE  
RAJYA SABHA**

**UNSTARRED QUESTION NO. 1986.  
TO BE ANSWERED ON FRIDAY, THE 12<sup>TH</sup> MARCH, 2021.**

**'VOCAL FOR LOCAL' CAMPAIGN**

**1986. DR. KIRODI LAL MEENA:**

Will the Minister of **Commerce and Industry** be pleased to state:

- (a) whether Government has launched 'Vocal for Local' campaign to promote local brands and domestic manufacturing;
- (b) if so, the details thereof and the amount of funds allocated in this regard;
- (c) whether Government has estimated the extent of effect caused by COVID-19 pandemic on industry;
- (d) if so, the details thereof; and
- (e) whether an acute decline has been reported in the trade activities including exports during lockdown, if so, the details thereof?

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY  
(SHRI SOM PARKASH)**

- (a) & (b):** Sir, Government of India has issued the Public Procurement (Preference to Make in India) Order, 2017 (PPP-MII Order, 2017), as amended on 16.09.2020, to encourage participation of locally manufactured goods, services and works in government procurement.

Department of Expenditure (DoE) has also amended Rule 161(iv) of General Financial Rules, 2017 on 15.05.2020 mandating that Global Tender Enquiry (GTE) shall not be invited for tenders up to Rs. 200 Crores. However, in exceptional circumstances, where the Ministry feels that there are special reasons for GTE, prior approval of competent authority as notified by DoE shall be sought.

In order to enhance India's manufacturing capabilities and exports-Atmanirbhar Bharat, the Government has approved the introduction of Production Linked Incentive (PLI) Scheme in ten sectors i.e. Advance Chemistry Cell(ACC) Battery, Electronic /Technology Products, Automobiles & Auto Components, Pharmaceuticals drugs, Telecom & Networking Products, Textile Products: MMF segment and technical

textiles, Food Products, High Efficiency Solar PV Modules, White Goods(ACs and LED) and Specialty Steel.

Department for Promotion of Industry & Internal Trade (DPIIT) has identified 24 champion sectors in which India can truly become self-reliant by strengthening domestic manufacturing which will translate into more employability, greater potential for exports with a higher share in the global market and a sound manufacturing domestic base within the country to meet its own demands.

**(c) & (d):** Department for Promotion of Industry & Internal Trade (DPIIT) has been regularly monitoring and analyzing the impact of Covid-19 pandemic on Indian industry. Various sectors were affected due to the nation-wide lockdown. However, after the lockdown was relaxed, we see significant improvement in several sectors of the economy.

**(e):** There was decline in export recorded during the lockdown. The details of export as under:

Month of Year 2020	Export (In US \$ Million)	% Growth over the previous month
Jan-2020	25853	
Feb-2020	27743	7.31
Mar-2020	21491	-22.54
Apr-2020	10168	-52.68
May-2020	19242	89.23
Jun - 2020	22029	14.48
Jul -2020	23773	7.92
Aug-2020	22837	-3.93
Sept- 2020	27559	20.68
Oct- 2020	24927	-9.55
Nov-2020	23568	-5.45
Dec-2020	27175	15.31

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