

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

**UNSTARRED QUESTION NO. 1805.
TO BE ANSWERED ON WEDNESDAY, THE 13TH DECEMBER, 2023.**

PROMOTION OF ENTREPRENEURSHIP IN UTTAR PRADESH

1805. SHRI RAMSHIROMANI VERMA:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) the district-wise steps being taken by the Government to promote entrepreneurship in Uttar Pradesh;
- (b) whether the Government has any plans for marketing of the products produced in Uttar Pradesh, particularly of Shravasti and Balrampur through 'e-commerce' platform; and
- (c) if so, the details thereto?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री सोम प्रकाश)

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

- (a):** Setting up of Industry is primarily the domain of State Governments. However, Government of India through Department for Promotion of Industry and Internal Trade provides enabling ecosystems of overall Industrial Development in the country through appropriate policy interventions.

The Government of Uttar Pradesh has informed that to increase entrepreneurship in the state several employment oriented schemes are run by the Government like - Prime Minister Employment Generation Program Scheme, Chief

Minister Youth Self-Employment Scheme, One District One Product(ODOP) Financing Scheme. Further, entrepreneurship is promoted by providing training under scheme such as- Vishwakarma Shram Samman Yojana, ODOP Training and Toolkit Scheme, Training Scheme for other Backward Class Persons, Scheme for Training of Scheduled Caste/Tribe Persons and Entrepreneur Development Training. In addition to the above, MSME Policy-2022 has been promulgated by the state government on 28.09.2022.

- (b) & (c):** Government has taken several initiative for marketing of products produced in different districts in India including Sharvasti and Balrampur districts in Uttar Pradesh through e-commerce platform.

- I. Department for Promotion of Industry & Internal Trade (DPIIT) has actively engaged with various large e-commerce platforms to onboard artisans and handicraftsmen, including those engaged in manufacture of Geographical Indication (GI) goods and toys. Further, under the One District One Products (ODOP) initiative, drives have been conducted across various States, facilitating on-boarding of seller of identified products on e-Commerce platforms to provide greater visibility for small businesses from rural sector.
- II. Under One District One Product (ODOP) initiative which aims to foster balanced regional development across all districts of the country, at least one product has been identified from each district of Uttar Pradesh. The products namely, Pulses of Balrampur district and Tribal Craft and Furniture of Shravasti district have been facilitated under ODOP scheme.
- III. A dedicated storefront has been created on Government e-Market place (GeM) for ODOP. The purpose of the storefront is to enable direct procurement of ODOP products for gifting/ office use by various line ministries, government bodies, and foreign missions abroad. 280+ ODOP categories are currently live on the marketplace that includes several products from Uttar Pradesh.
- IV. Ministry of Micro, Small & medium Enterprises (MSME) has taken multiple initiative for enhancing participation of small business in e-commerce which include:
 - **Procurement and Marketing Support (PMS) Scheme:** Under this Scheme the sub-component of “Adoption of e-commerce by Micro Enterprises” has been introduced. This new component includes providing financial assistance for selling products or services by Micro Enterprises (up to 10 new products) through e-commerce portals.
 - **Portals of National Small Industries Corporation (NSIC):** NSIC is operating MSME Global Mart portal. This is a non-transactional B2B Portal which facilitates e-marketing support to MSMEs.
 - **E-commerce portal of Khadi and Village Industries Commission (KVIC):** KVIC has development an online portal <https://www.kviconline.gov.in> for selling Khadi products added by Khadi Gramodyog Bhavan, New Delhi.
- V. Ministry of Tribal Affairs has launched an e-market place www.tribesindia.com portal through Tribal Cooperative Marketing Development Federation of India Limited (TRIFED). It has forged tie ups with various leading e-Commerce platforms and is on-boarding tribal artisans with their products for online sales.
