

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:6125
ANSWERED ON:27.04.2001
MARKET INITIATIVE POLICY
ANANTA NAYAK

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

- (a) whether the Government propose to introduce a market initiative policy;
- (b) if so, whether the Planning Commission has suggested certain changes in that policy.
- (c) if so, the details thereof; and
- (d) the reaction of his Ministry thereto?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI OMAR ABDULLAH)

(a) : Yes, Sir.

(b) to (d) : Planning Commission has agreed to include the scheme in the Annual Plan 2001-02. They have, however, indicated that for the present, the outlay for the scheme during 2001-02 may be managed by reallocation within the approved outlay for the Department of Commerce and if necessary, Planning Commission can consider some additional allocation at the time of supplementary grants.

The Planning Commission has, inter-alia, suggested the following:

- (i) in order to ensure setting up of permanent showrooms and warehousing facilities abroad at locations which would be most appropriate for the exporters and ensure their effective utilisations, such showrooms may be set up by the industry. To start with, such facilities may be taken on lease instead of constructing or purchasing them. The Government may provide subsidy to meet a part of the recurring cost.
- (ii) Similarly, participation in International Departmental Stores Promotion Programme, intensive publicity campaigns and participation in International Trade Fairs would have to be by the concerned individual export houses/exporters. The Government could finance a part of the cost of such expenses.

The suggestions of the Planning Commission are being given due consideration while finalising the scheme for implementation.