

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

UNSTARRED QUESTION NO:6828  
ANSWERED ON:09.05.2003  
PROJECTS LAUNCHED BY ITC  
V. VETRISELVAN

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

- (a) whether Indian Tobacco Company plans to invest Rs.1000 crore in e-choupal and agri-business over the next seven to ten years;
- (b) if so, the details of projects being launched by ITC and in which States; and
- (c) the number of villages covered under these projects?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY(SHRI CH.VIDYASAGAR RAO)

(a) to (c): The Indian Tobacco Company Limited have informed that they propose to spend approximately Rs.1000 crore over the next 7 to 10 years in rural development initiatives. These initiatives will include rural connectivity (e-choupal), integrated watershed management, social and farm forestry, economic empowerment of women and primary education for children of rural communities. Currently these projects are spread across the states of Madhya Pradesh, Uttar Pradesh, Karnataka and Andhra Pradesh. These projects are also proposed to be eventually extended to about 15 States in India. Currently, the e-choupal network services approximately 11,000 villages and is proposed to be extended to 1,00,000 villages over the above mentioned period.