

**GOVERNMENT OF INDIA
TRIBAL AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:267
ANSWERED ON:25.07.2000
URBAN RURAL DIVIDE
VILAS BABURAO MUTTEMWAR

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) whether the Union Government have called for the participation and assistance of the confederation of Indian Industry in bridging the ever-growing urban-rural divide;
- (b) if so, the action proposed to be taken by the Government to bring the rural and tribal population into the economic mainstream;
- (c) whether a three day seminar on Rural India Marketing and Industrialization was organized by the Confederation of Indian Industry in December, 1999;
- (d) if so, the details of suggestions made in the seminar; and
- (e) the steps being taken by the Government to implement these suggestions?

Answer

MINISTER OF TRIBAL AFFAIRS (SHRI JUAL ORAM)

(a) to (e) The Confederation of Indian Industry had, purely on its own initiative, organized a one day Seminar on 22nd December, 1999, in New Delhi, entitled 'The Seminar on Rural India: Marketing & Industrialization'. The objective of the Seminar was to promote marketing and industrialization in rural and tribal areas so as to see how the untapped potential in these areas may be fully exploited and to share experiences so as to understand the rural psyche, innovative communication approaches and a creative media mix. The Seminar basically recommended the following:-

- creation of employment opportunities.
- raising rural incomes.
- strengthening agriculture industry linkages.
- formulation of IT policy.
- education, training and skill building.
- facilitation of consumer group formation.
- designing products to suit rural/tribal people needs and pockets.

As far as the Ministry of Tribal Affairs is concerned, a package of measures through specific programme and schemes, is already being implemented which is designed to upgrade the social, educational and economic status of the tribals, so as to bring them on par with other sections of the society.