

**GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:917

ANSWERED ON:10.07.2009

MARKETING OUTLETS FOR RURAL PRODUCTS

Bhadana Shri Avtar Singh; Sugavanam Shri E.G.

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) the assistance being provided by the Union Government to the Swarozgaris to showcase and market their products under the Swarnajayanti Gram Swarozgar Yojana (SGSY);
- (b) the number of village Haats / marketing outlets set up under the scheme, State-wise including Tamil Nadu and Haryana;
- (c) whether the Government has received any proposal for setting up of such marketing facilities in the country to promote these products; and
- (d) if so, the details thereof and the action taken by the Government thereon?

Answer

MINISTER OF STATE FOR RURAL DEVELOPMENT (SHRI PRADEEP JAIN 'ADITYA')

(a): Under Swarnajayanti Gram Swarozgar Yojana, central assistance is provided to the swarozgaris through State Governments/District Rural Development Agencies by creating following opportunities to showcase and market their products:

(i) Ministry of Rural Development releases funds for organization of one regional SARAS fair in each State during a financial year. The central assistance upto Rs. 25 lakh and Rs. 20 lakh is provided for organizing SARAS fairs in metro cities and in other cities respectively.

(ii) In addition, expenditure incurred in organizing fairs / exhibitions and participation of swarozgaris in fairs and exhibitions is provided from the funds available under SGSY Programme Infrastructure.

(iii) As per the guidelines for setting up of haats at various levels, funds upto Rs. 15 lakhs can be released for creation of a village haat, Rs. 1.5 crores for a district level haat and Rs. 3 crores for a Haat at State Capital. These funds are shared between Center and State in the ratio 75:25. However, funds are shared between Center and North Eastern States in the ratio of 90:10.

(b): State-wise number of village Haats / marketing outlets set up under the scheme are at Annexure.

(c)&(d): Ministry of Rural Development has issued detailed guidelines for setting up of rural haats at various levels. The proposals for setting up of haats received by the Ministry before issuance of these guidelines have been returned to the State Governments for revision and resubmission. No proposal has been received from the State Government thereafter.

ANNEXURE REFERRED TO IN REPLY TO PART (b) OF LOK SABHA UNSTARRED QUESTION NO. 917 TO BE ANSWERED ON 10.07.2009

Permanent Marketing Centres set-up under SGSY

S.No.	State	No. of Permanent marketing centres set-up (completed)
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1	Andhra Pradesh	18
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2	Gujarat	1
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3	Himachal Pradesh	24
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4 Madhya Pradesh 1

5 Rajasthan 10

6 Tamil Nadu 43

7 Uttar Pradesh 1

8 Uttarakhand 17