

**GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA**

UNSTARRED QUESTION NO:1154
ANSWERED ON:16.11.2010
SCHEMES FOR WOMEN UNDER KVIC
Agarwal Shri Jai Prakash

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether the Khadi and Village Industries Commission (KVIC) has formulated any scheme to set up small scale and rural industries for rural women and to provide market for such products with the help of Ministry of Women and Child Development;
- (b) if so, the details thereof and the reasons therefor; and
- (c) the extent to which it is likely to be beneficial and the time by which such scheme is likely to be implemented?

Answer

MINISTER OF THE STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI DINSHA PATEL)

(a) & (b): The Government (in the Ministry of Micro, Small and Medium Enterprises) has been implementing the Prime Minister's Employment Generation Programme (PMEGP), a credit-linked subsidy programme, with Khadi and Village Industries Commission (KVIC) as nodal agency, to provide employment opportunities by assisting individual entrepreneurs/self help groups, including women, in both rural and urban areas. Under PMEGP, women entrepreneurs are entitled to a higher rate of margin money assistance at the rate of 35 per cent in rural areas and 25 per cent in urban areas. Convergence has been established by KVIC with Ministry of Women and Child Development (MWCD). Financial assistance is also provided under PMEGP for various backward forward linkages such as Entrepreneurship Development Programme, exhibitions to promote markets, organising awareness camps, etc. KVIC has also entered into a Memorandum of Understanding (MoU) with the MWCD, for the benefit of women entrepreneurs under erstwhile REGP. As per MoU, KVIC and MWCD have agreed to work together for generating employment opportunities for rural women, and also marketing their products. In addition, KVIC has also established convergence with various other organisations such as Army Wives Welfare Association, Nehru Yuva Kendra Sangathana and Confederation of Indian Industries, for the benefit of women entrepreneurs, particularly in the creation of market avenues.

(c): In order to generate awareness among the rural women entrepreneurs, about the scheme and their opportunities, KVIC in association with MWCD has organised workshops at some places.

The details of village industry units set up by women entrepreneurs under the REGP / PMEGP during 2007-08, 2008-09 and 2009-10 are as under: