

**GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:3521

ANSWERED ON:15.12.2011

DEVELOPMENT OF RURAL AREAS

Mahato Shri Narahari; Roy Shri Nripendra Nath

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether the Government proposes to bring about holistic development and overall improvements in the quality of life in rural areas;
- (b) if so, the details thereof;
- (c) whether the Government has identified that marketing is a major bottleneck in rural artisans upliftment and has decided to hold an exhibition of products made by self-help groups at regional and national level;
- (d) if so, the details thereof; and
- (e) the extent to which it has been helpful in improving the situation?

Answer

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT (SHRI PRADEEP JAIN 'ADITYA')

(a) & (b): The Ministry of Rural Development is implementing through State Governments and UT Administrations various rural development programmes namely; Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Swarnjayanti Gram Swarojgar Yojana (SGSY)/ National Rural Livelihood Mission (NRLM), Pradhan Mantri Gram Sadak Yojana (PMGSY), Indira Awaas Yojana (IAY) and Integrated Watershed Management Programmes (IWMP). The objectives of these programmes are to bring about holistic development and overall improvement in the quality of life in rural areas through providing employment, rural connectivity, basic amenities. The SGSY has been restructured as NRLM to implement it in a mission mode in a phased manner for targeted and time bound delivery of results through building strong institutions of poor in to Self Help Groups (SHGs), their federations and livelihoods and collective.

(c) to (e): Marketing is identified as a major focus area in the rural artisan's upliftment. SARAS fair is organized to provide marketing support to swarogaries of SGSY/NRLM, including rural artisans. Ministry of Rural Development releases funds for organization of one regional SARAS fair in each State during a financial year. The Central assistance up to Rs. 25 lakh and Rs. 20 lakh is provided for organizing SARAS fairs in metro cities and in other cities respectively. In addition, funds are provided for organizing fairs/exhibitions and participation of swarozgaries in fairs and exhibitions.