

**GOVERNMENT OF INDIA  
RURAL DEVELOPMENT  
LOK SABHA**

UNSTARRED QUESTION NO:4457  
ANSWERED ON:20.02.2014  
RURAL BAZAAR  
Tandon Annu

**Will the Minister of RURAL DEVELOPMENT be pleased to state:**

- (a) whether the Government is considering a tie up of rural bazaar with Indian and foreign retail chains to co-market products made in villages;
- (b) if so, the details thereof;
- (c) whether the Government proposes to set up special stores in the cities to market the products made by Self Help Groups; and
- (d) if so, the details thereof ?

**Answer**

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

(a) & (b): No, Madam.

(c) & (d): The Government has introduced a scheme during 2009 for setting up of rural haats at various levels, viz. village, district and state levels, that would help rural artisans to promote marketing of their products. As per the guidelines, funds upto ₹15 lakh can be released for creation of a Village Haat, upto 1.5 crore for a district level Haat and upto ₹ 3.00 crore for a Haat at the State Capital. These funds are shared between the Centre and the States in the ratio in the ratio of 75:25 while in case of North Eastern States, the funds are shared in the ratio of 90:10.

Further, the Ministry of Rural Development has created permanent marketing centres in Delhi for providing a platform to rural artisans to sell their products throughout the year. This Ministry has taken a Gallery at Rajiv Gandhi Crafts Bhavan, Baba Kharak Singh Marg, New Delhi for display and sale of products of SHGs. In addition, this Ministry has 44 stalls at Dilli Haat, Pitampura on long term lease where rural artisans from all States get an opportunity to showcase and sell their products on a rotational basis.