

**GOVERNMENT OF INDIA
STEEL
LOK SABHA**

UNSTARRED QUESTION NO:2669
ANSWERED ON:28.07.2014
RETAIL OUTLETS OF SAIL
Meghwal Shri Arjun Ram

Will the Minister of STEEL be pleased to state:

- (a) whether the Steel Authority of India Limited (SAIL) has slowed down the process of opening their retail outlets during the last few years and also adopted a policy to open their most of the retail outlets in urban areas instead of the rural areas;
- (b) if so, the details thereof along with the reasons therefor;
- (c) whether the Government proposes to review/reconsider its policy to open such retail outlets of SAIL in rural areas also; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF STEEL, MINES AND LABOUR AND EMPLOYMENT (SHRI VISHNU DEO SAI)

(a)to(d): No, Madam. In order to widen Steel Authority of India Limited's (SAIL's) distribution network and to increase the reach of its products of mass consumption, 'SAIL Dealership Scheme' has been in operation since 2005-06 and number of dealers for retails sales have been growing since then. Under this scheme dealers are appointed at district level. Around 595 districts have been covered where SAIL dealers are present as on 1st July 2014. Under 'SAIL Dealers Scheme' numbers of dealers (retail outlets) have increased from 200 as on 1st April 2006 to 1798 as on 1st July 2014.

With a view to increase penetration further in rural areas in the Country and to serve hinterland, 'SAIL Rural Dealership scheme (SAIL-RD)' was also launched in August 2011 in addition to existing SAIL Dealership Scheme to appoint rural dealers at the level of Talukas /Blocks/Panchayats. Under 'SAIL Rural Dealership Scheme' number of SAIL rural dealers have grown to 976 as on 01-07-2014 since launching of the scheme in 2011-12.

SAIL is making efforts to increase the number of rural dealers continuously for which advertisement for appointment of rural dealers is also uploaded on SAIL web site and applications are received on a continuous basis.

SAIL is thus focused to level of Taluka /Blocks/Panchayats in rural areas in addition to district level in urban areas.

The total number of dealers (retail outlets) under both the schemes as on 01-07-2014 is 2774.