GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 1537
TO BE ANSWERED ON 08.03.2021

Promotion of Khadi

1537. Shri Satish Chandra Dubey:

Will the Minister of ***Micro, Small and Medium Enterprises*** be pleased to state:
the details of number of schemes that are being implemented by the Ministry for the promotion of Khadi?

ANSWER

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI NITIN GADKARI)

Ministry of MSME is implementing the **Khadi Vikas Yojana (KVY)**, sub-scheme of Khadi Gramodyog Vikas Yojana (KGVY) all over the country through Khadi and Village Industries Commission (KVIC) for promotion of Khadi. Assistance is provided under following major components of KVY:

i) Market Promotion Development Assistance (MPDA) includes Market Development Assistance, Publicity, Marketing, Market Promotion, setting up of Marketing Complexes /Khadi Plazas for expanding the marketing network of Khadi and Village Industries products. Under Modified MDA (MMDA), financial assistance at 30% of Prime Cost is distributed amongst Producing Institutions (20%), Selling Institutions (10%), Artisans (40%) and distributed amongst the best performing Khadi Institutions (30%) based on an objective score-card.

ii) 'Strengthening Infrastructure of existing weak Khadi Institutions and Assistance for Marketing Infrastructure' for renovation of Khadi sales outlets and providing assistance for strengthening infrastructure of existing selected institutions.

iii) 'Workshed Scheme for Khadi Artisans' providing assistance for construction of worksheds to Khadi Artisans for better work environment. Financial assistance up to Rs. 60000/- per workshed for individual workshed and Rs.40000 per person for group workshed, is provided under the scheme.

iv) Interest Subsidy Eligibility Certificate (ISEC) Scheme provides credit at concessional rate of interest through Banks as per the requirement of the Khadi institutions. The institutions are required to pay interest of only 4% and any interest charged by banks over and above 4% are paid by the Government of India through KVIC to the lending banks.

v) Under Scheme of Fund for Regeneration of Traditional Industries (SFURTI), traditional Khadi industries and artisans are organized through KVIC into clusters, to make them more productive and competitive. The Scheme envisages providing need-based assistance for replacement of production equipment, setting up of Common Facility Centres (CFCs), product development, quality improvement, improved marketing, training and capacity building, etc. Under this scheme, traditional industries clusters including Khadi related clusters developed.

In addition, Ministry has launched Mission Solar Charkha in 2018-19 for setting up of 50 Solar Charkha Clusters across the country. The objective of the scheme is to ensure inclusive growth by generation of employment and sustainable development by setting up of solar charkha clusters in rural areas and to boost rural economy and help in arresting migration from rural to urban areas. The scheme envisages to generate direct employment to nearly one lakh persons.

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