

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION No. 1388
TO BE ANSWERED ON 13.03.2023

PROMOTION OF KHADI PRODUCTS IN THE COUNTRY

1388. SHRI SANJAY RAUT:
 SHRI DHANANJAY BHIMRAO MAHADIK:

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

- (a) whether any tie-up has been made by KVIC with any National or State level Institution for promotion of Khadi products in the country and if so, the details thereof;
- (b) the reasons for not able to develop latest infrastructure and technology for promotion of Khadi products;
- (c) the details of the schemes to revitalize Khadi sector;
- (d) whether Government proposes to promote and increase production of Khadi and its export; and
- (e) if so, the steps taken/being taken by Government in this regard and the details of schemes to set up Khadi industries in rural areas of the country?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI BHANU PRATAP SINGH VERMA)

(a): Ministry of MSME, through Khadi and Village Industries Commission (KVIC), has set up Centre of Excellence for Khadi on the Hub and Spoke model with National Institute of Fashion Technology (NIFT) New Delhi as Hub along with NIFT Ahmedabad, Bengaluru, Kolkata and Shillong - for establishing benchmarked design processes for global standards, creating new fabrics and products, disseminating quality standards for fabrics, branding and publicity by creating interesting narratives around the new Khadi, creative visual merchandizing & packaging for new Khadi products and increasing the global reach of Khadi by organizing National and International Khadi Fashion Shows and Exhibitions.

(b) & (c): No sir, Ministry of MSME, through KVIC, is implementing the following schemes to develop latest infrastructure and technology for promotion of Khadi Products and revitalizing the Khadi sector:

- (i) Strengthening of Infrastructure of Weak Khadi Institution and Assistance for Marketing Infrastructure: This component provides financial support to the Weak Khadi Institutions (KIs) with assistance of Rs. 15 lakh per KI to regain normalcy. Besides, financial assistance of Rs. 25 lakh per sales outlet is also provided to KIs/Departmental Outlets for its renovation.

- (ii) Under Science and Technology component of KhadiVikasYojana (KVY), various Research and Development programmes have been undertaken to enhance the quality of khadi products, develop new products as per market demand and increase productivity of the artisans. These include development of light weight Charkha by IIT Delhi which enhances quality of yarn and increases productivity. Mahatma Gandhi Institute for Rural Industrialization (MGIRI), a Research and Development institute of Ministry of MSME, has developed advanced khadi yarn dyeing machine and computer aided garment design system for enhancing the quality of khadi products.
 - (iii) Under Khadi Reforms and Development Programme (KRDP), old charkhas and looms are replaced with new charkhas and looms of improved design and efficiency. Besides, common facility centre for improved quality of dyeing, printing and designs have been established. Training has been provided under Skill Development component to equip the artisans for producing quality khadi products.
- (d) & (e): KVIC is engaged in promotion of Khadi and Village Industries (KVI) activities in the country. KVIC, however, is not directly involved in export of KVI products. KVI institutions/units, assisted through various KVIC schemes, export their products directly or through Merchant/ Agencies. The steps/initiatives taken by the Government to promote Khadi production and export of products manufactured in villages is placed below:
- i. KVIC is arranging product supply/marketing mechanism through GeM portal, own online portal, e-marketing portal (www.ekhadiindia.com), Govt. Supplies Division, etc. to encourage sale of Khadi products.
 - ii. KVIC has been granted the status of Deemed Export Promotion Council (EPC) status by Ministry of Commerce & Industry in December, 2006.
 - iii. KVIC has obtained registration of the Trade Mark "KHADI" in 23 countries namely; Germany, U.K., Australia, Russia, China, Bahrain, Oman, Kuwait, Saudi Arabia, Mexico, Maldives, Myanmar, Singapore, Austria, Sweden, UAE, Bhutan, Poland, Qatar, New Zealand, Finland, Ireland, Croatia, facilitating export of Khadi products.
 - iv. Government has issued HS code bracket to Khadi and Village Industries Commission (KVIC) to categorize 11 KVI products in export.
 - v. KVIC under International Cooperation (IC) Scheme of Ministry of MSME facilitates its KVI units for participation in international exhibitions/trade fairs, etc. for showcasing quality of KVI products.