

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION No. 1537
TO BE ANSWERED ON 09.12.2024

EXPORT OF KHADI PRODUCTS

1537. DR. AJEET MADHAVRAO GOPCHADE:

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

- (a) whether KVIC has taken steps to boost the export of various Khadi products and the revenue generated from Khadi product exports over the last three years;
- (b) the actions Government has taken to establish the dedicated Khadi Research Center and to enhance research activities for all khadi products as of today; and
- (c) whether Government has instructed all Government Departments, PSUs, PSU banks, Railways, and State Governments to fully utilize khadi products, if not, the reasons therefor?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SUSHRI SHOBHA KARANDLAJE)

- (a): The Khadi and Village Industries Commission (KVIC) has taken various steps to support and promote the Khadi and Village Industry (KVI) products in domestic and international markets is as follows:
- i. New products development support has been provided to Khadi Institutions through 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 – have been set up 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.
 - ii. For protecting the identity of brand ‘Khadi’ globally, KVIC has secured registration for the Trademark ‘Khadi’ in 15 countries and secured registration for the Khadi Logo in 31 countries.
 - iii. Ministry of Commerce and Industry, Government of India has extended the status of Deemed EPC to KVIC, for supporting promotion of KVI products in the international market.

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Export of KVI Products during the last three years is given below:

Year	Export of KVI Products (Rs. In crore)
2021-22	257.02
2022-23	268.38
2023-24	271.85

(b): The Mahatma Gandhi Institute for Rural Industrialization (MGIRI), Wardha, is an autonomous body under the Ministry of Micro, Small, and Medium Enterprises (MSME). It is a dedicated research and training institute focused on promoting innovation, S&T interventions, quality guidance, and entrepreneurship support for Khadi and Village Industries. The institute works to modernize khadi and village industries, enhance productivity, and empower rural artisans, aligning its mission with Gandhian principles of self-reliance and a decentralized economy. To strengthen rural industrialization through research, innovation, and technology development, KVIC has entered into a MoU with MGIRI to make Khadi and Village Industries more robust and competitive.

Besides, KVIC also undertakes research and development activities through in-house research facilities as well as by sponsoring projects to other R&D organizations and premier technical institutes such as Indian Institute of Technology (IIT) Delhi, NIT Jalandhar, RuTAG (IIT Delhi & IIT Chennai), Bombay Textile Research Association (BTRA), South India Textile Research Association (SITRA), IIT Kharagpur, Indian Institutes of Handloom Technology (IIHT) etc.

(c): Ministry of MSME has issued amendment vide S.O. 5670(E) dated 9th Nov., 2018 that "In exercise of powers conferred by section II of the MSME Act, 2006 (27 of 2006) that all Central Government Ministries, Departments and PSUs shall compulsorily procure minimum 25% of their annual value of goods and services from these MSEs registered with DIC or KVIC or KVIB or Coir Board or NSIC or Directorate of Handicraft and Handloom or any other body specified by Ministry of MSME" and "Special provision for Micro and Small Enterprise owned by women. Out of the total annual procurement from Micro and Small Enterprises, 3% from within the 25% target shall be earmarked for procurement from Micro and Small Enterprises owned by women".

Apart from above, time to time and during the Khadi Mahotsav, KVIC sensitizes to Ministries, Departments and PSUs for procuring the KVI products from the micro entrepreneurs assisted by KVIC.
