

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION No. 108
TO BE ANSWERED ON 03.02.2025

KHADI PRODUCTS

108. DR. DHARMASTHALA VEERENDRA HEGGADE:

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

- (a) the number of persons engaged in khadi sector including khadi spinners, weavers, khadi karyakartas and other artisans;
- (b) the number of khadi artisans registered under the Silai Samridhi Yojana, along with number of artisans who have received incentives under the scheme;
- (c) the details of the amount of khadi made products exported, along with amount of khadi products sold domestically;
- (d) the details of support extended to increase employment opportunities and wages to spinners and weavers by Government; and
- (e) steps taken by Government to promote Khadi and Village Industries (KVI) products in domestic and international markets?

ANSWER

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

- (a): Around 4.99 lakh persons are engaged in Khadi Sector including Khadi spinners, weavers, Khadi karyakartas, and other artisans involved in post-fabric production, garment conversion, and sales activities.
- (b): Silai Samridhi Yojana/ Sewing Machine Operator has been approved as a new activities, under Gramodyog Vikas Yojana. In the current year 2024-25, support to 1000 artisans have been targeted.
- (c): During 2023-24, KVI products of Rs. 271.85 crore including Rs. 37.88 lakh of khadi were exported and KVI products of Rs. 155673.13 crore including Rs. 6496.00 crore of Khadi were sold.
- (d): The details of support extended to increase the employment opportunities and wages to spinners and weavers are as follows:
 - i) Spinning wages have been increased by 25% i.e. from Rs. 10.00/- per hank to Rs. 12.50/- per hank and weaving wages are increased by 7% for cotton khadi, wollen khadi and polyvastra w.e.f. 02.10.2024.
 - ii) Modified Market Development Assistance (MMDA): Under MMDA, 35% of MMDA is provided to artisans as incentive in case of Khadi Institutions of cotton, woollen, polyvastra and 30% quantum of MMDA is provided to artisans as incentive in case of Khadi Institutions of silk.

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- iii) Workshed Scheme for Khadi Artisans, provides financial assistance to artisans for construction of individual and group worksheds. An financial assistance upto Rs 1,20,000/- or 75% of the total cost of the workshed and for group Workshed (minimum 5 and maximum 15 artisans), an assistance up to Rs. 80,000/- per artisan or 75% of the total cost of the group Workshed, whichever is less, is provided.

(e): The steps taken by the KVIC to promote KVI products in domestic and international markets is as follows:

- i) 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) Organizing various level exhibitions and participating in Indian International Trade Fair (IITF) to make KVI products accessible in the domestic.
- iii) Arranged product supply/marketing mechanism through e-Market linkage for MSMEs through GeM portal (gem.gov.in), and e-marketing portal (www.ekhadiindia.com) with an objective to sell Buyer to Consumer.
- iv) Established Khadi Lounges at various urban centers and in Tier-II cities for attracting both connoisseurs of Khadi as well as designers.
- v) Catering to the need of Government departments and bulk buyers of various Government Organization and PSUs to increase the sales of Khadi products.
- vi) Special discount has been announced on various occasions/festivals to attract customers and to boost the sales of KVI products.
- vii) 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.
