

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION No. 742
TO BE ANSWERED ON 10.02.2025

NATIONAL LEVEL KHADI EXHIBITIONS

742. SHRI MADAN RATHORE:
DR. PARMAR JASHVANTSINH SALAMSINH:
SHRI BABURAM NISHAD:

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

- (a) the manner in which the Khadi and Village Industries Commission (KVIC) plan to involve local communities and artisans in future exhibitions to ensure sustainable growth for the village industries;
- (b) the strategies in place to ensure the growth of Khadi and Villages Industries in States with less exposure to these products; and
- (c) the steps that are being taken to further improve the earnings of Khadi artisans and ensure better market access for them?

ANSWER

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

(a): Khadi and Village Industries Commission (KVIC) is organizing/participating various exhibitions, facilitating opportunities to the various local communities and artisans to exhibit and sale of their Khadi & Village Industries (KVI) products. Participation of Village Industries units are also ensured in various exhibitions such as India International Trade Fair (IITF), one month long Khadi Fest - Mumbai, National Level Exhibitions, State Level Exhibitions and District Level Exhibitions etc., giving equal opportunity to Khadi Institutions. Apart from the above, KVIC is also participating with its KVI units in a number of states specific signature events.

In the beginning of every Financial Year, KVIC prepares an exhibition schedule and uploads in its website, facilitating the KVI units to plan and participate according to their convenience. Further, the one month long Khadi Mahotsav organized during October month of every year, across hundreds of locations in every state, involving local communities and artisans to display and demonstrate their manufacturing skills, sale of KVI products etc.

Advertising and publicity campaigns of Khadi India products made through all media including outdoor publicity like state transport buses, metros, locals, at airport, railways etc. to keep alive and ensuring proper reach of the message to the customers. Through these efforts, KVIC ensures sustainable growth of Village Industries (VIs) and programmes envisaged in that line.

(b): The KVI products are known for their unique features such as natural, pure, environment friendly and safe for consumption. In order to make the reach of these products to less exposure areas; these products are made available on online platform www.khadiindia.gov.in, so that its availability across the nation is ensured. Further, KVIC is organizing People's Education programmes and Awareness programmes in these states to provide more exposure of KVI products and programmes, detailing its benefits.

(c): The steps taken by the KVIC to improve the earnings of Khadi artisans promote and ensure better market access for them, 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) Providing 35% of MMDA to artisans as incentive in case of Khadi Institutions of cotton, woolen, polyvastra and 30% quantum of MMDA to artisans as incentive in case of Khadi Institutions of silk under Modified Market Development Assistance (MMDA) scheme.
- iii) 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.
- iv) Organizing various level exhibitions and participating in Indian International Trade Fair (IITF) to make KVI products accessible in the domestic.
- v) 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.
- vi) Established Khadi Lounges at various urban centers and in Tier-II cities for attracting both connoisseurs of Khadi as well as designers.
- vii) Catering to the need of Government departments and bulk buyers of various Government Organization and PSUs to increase the sales of Khadi products.
- viii) Special discount has been announced on various occasions/festivals to attract customers and to boost the sales of KVI product.
- ix) Supporting these artisans with easy availability of Raw Materials through its Central Sliver Plants (CSPs), providing financial assistance for Workshed to the artisans etc. to enhance productivity and thereby improving their earnings.
