

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION No. 1685
TO BE ANSWERED ON 04.08.2025

KHADI AND VILLAGE INDUSTRIES COMMISSION (KVIC) SCHEMES

1685. SHRI R. DHARMAR:

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

- (a) the total number of beneficiaries and artisans employed under Khadi and Village Industries Commission (KVIC) schemes, with State-wise data, particularly for State of Tamil Nadu;
- (b) the steps taken by Government to promote and market Khadi products across the country and internationally;
- (c) Whether there are any special initiatives for the State's unique khadi variants and village industries;
- (d) the amount of funds allocated and utilized for the development of village industries in the State over the last five years; and
- (e) measures undertaken to improve infrastructure, skill development and access to credit for artisans and small entrepreneurs in the khadi and village industries sector?

ANSWER

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

(a): State/UT-wise provisional cumulative employment opportunities created in Khadi Sector in the country including Tamil Nadu upto 31.03.2024 is given at Annexure-I.

State/UT-wise provisional beneficiaries benefited under Gramodyog Vikas Yojana(GVY) in the country including Tamil Nadu during 2024-25 is given at Annexure-II.

(b)& (c): Following steps have been taken by Government to promote and market the State's unique Khadi products across the country and internationally:

- (i) KVIC is promoting its sales and marketing activities through Departmental Sales Outlets and Outlets of Khadi Institutions which provide a wide platform for sales of Khadi and Village industries products produced by traditional artisans and craftsmen, across the country.
- (ii) Centre of Excellence for Khadi (CoEK) has been set up with National Institute of Fashion Technology (NIFT), New Delhi. The CoEK provides design and product developments, capacity building support to Khadi Institutions (KIs).
- (iii) To promote Khadi's national identity, KVIC organizes the Khadi Mahotsav every year on Gandhi Jayanti as a pan-India campaign under the Vocal for Local and Atmanirbhar Bharat initiatives. Special discount are being announced during the Khadi Mahotsav and on other occasions to attract customers and to boost the sales of KVI products.

- (iv) Organizing various National and State level exhibitions and also supporting Khadi Institutions for participating in Indian International Trade Fair (IITF) to make KVI products accessible in the domestic market.
 - (v) Arranged product supply/marketing mechanism through e-Market linkage for MSMEs through GeM portal (gem.gov.in), and e-marketing portal (www.khadiindia.gov.in) 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) KVIC has been coordinating with Govt. Department and bulk buyers such as Indian Railways, Ministry of Health & Family Welfare, Central Armed Police Forces, Ministry of Tribal Affairs, and other Central & State Govt. Ministries to promote bulk sale of Khadi products.
 - (viii) For protecting the identity of brand 'Khadi' globally, KVIC has secured registration for the Trademark 'Khadi' and Khadi Bharat Logo in various countries.
 - (ix) Ministry of Commerce & Industry allocated the specific HS Code for 11 numbers of Khadi products by which the brand is protected and facilitated for international trades of heritage products.
 - (x) Ministry of Commerce and Industry, GoI has extended the status of Deemed Export Promotion Council (EPC) to KVIC, for supporting promotion of KVI products in the international market.
- (d): For the promotion and development of village industries, Gramodyog Vikas Yojana (GVY) is being implemented by KVIC under umbrella scheme of KGVY in the country including Tamil Nadu State. Details of funds allocated and utilized by KVIC to Tamil Nadu State under the Scheme during last five years is given below:

YEAR	Fund allocated/ utilized under Gramodyog Vikas Yojana (GVY) (Rs. in lakh)
2020 - 21	198.66
2021 - 22	168.02
2022 - 23	174.68
2023 - 24	167.69
2024 - 25	434.30*

*Provisional

(e): KVIC has taken the following measures to improve the infrastructure, skill development, access to credit for artisans and micro entrepreneurs in the Khadi and Village Industries Sector under Khadi Gramodyog Vikas Yojana (KGVY):

- (i) Modified Market Development Assistance (MMDA) is being given to producing Khadi Institutions, Khadi Artisans and Khadi Karyakartas, which in turn increases the working capacity of the Khadi Institutions and income of Khadi artisans.
- (ii) Interest Subsidy Eligibility Certificate (ISEC) facilitates credit at concessional rate of interest through Banks as per requirement of the Khadi Institutions (KIs) for production of khadi.
- (iii) 'Workshed Scheme for Khadi Artisans' provides assistance for construction of individual as well as group workshed for better work environment.
- (iv) Under 'Strengthening Infrastructure of existing weak Khadi Institutions (KIs) and Assistance for Marketing Infrastructure', financial assistance is provided to existing weak Khadi Institutions for strengthening their infrastructure and for renovation of Khadi sales outlets.
- (v) KVIC is providing Skill Development Training to the needy artisans / entrepreneurs through Departmental Training Centers (Multi-Disciplinary Training Centers) and Non-Departmental Training Centers (Training Centers run by Khadi Institutions). Apart from that, KVIC has assigned Training Partners for providing various types training.
- (vi) Under Gramodyog Vikas Yojana, toolkits, handholding support and training are provided to the rural craftsman/artisans.

Annexure-I

Annexure referred to in reply to part (a) of Rajya Sabha Unstarred Question No. 1685 for answer on 04.08.2025.

State/UT-wise employment in Khadi sector as on 31.03.2024 (Provisional)

Sr. No.	States / Union Territories	Cumulative Employment
1	Jammu & Kashmir*	21921
2	Himachal Pradesh	3378
3	Punjab	5191
4	Chandigarh (UT)	54
5	Haryana	56085
6	Delhi	1180
7	Rajasthan	30651
8	Uttarakhand	18078
9	Uttar Pradesh	137149
10	Chhattisgarh	6179
11	Madhya Pradesh	3707
12	Sikkim	28
13	Arunachal Pradesh	31
14	Nagaland	295
15	Manipur	168
16	Mizoram	12
17	Tripura	25
18	Meghalaya	59
19	Assam	5125
20	Bihar	72755
21	West Bengal	32831
22	Jharkhand	1875
23	Odisha	5347
24	A & N Islands	0
25	Gujarat **	18964
26	Maharashtra ***	3091
27	Goa	0
28	Andhra Pradesh	9092
29	Telangana	2347
30	Karnataka	27708
31	Kerala****	14339
32	Tamil Nadu	20464
33	Puducherry	465
	Total	498594
Including * Ladakh, **Daman & Diu , *** Dadra & Nagar Haveli and ****Lakshadweep.		

Annexure –II

Annexure referred to in reply to part (a) of Rajya Sabha Unstarred Question No. 1685 for answer on 04.08.2025.

**Beneficiaries benefitted under Gramodyog Vikas Yojana(GVY) in the year 2024-25
(Provisional)**

Sr. No.	State/ Union Territories	Total
1	Jammu & Kashmir *	230
2	Himachal Pradesh	330
3	Punjab	255
4	Chandigarh (UT)	0
5	Haryana	684
6	Delhi	200
7	Rajasthan	1540
8	Uttarakhand	270
9	Uttar Pradesh	3150
10	Chhattisgarh	600
11	Madhya Pradesh	420
12	Sikkim	290
13	Arunachal Pradesh	350
14	Nagaland	340
15	Manipur	140
16	Mizoram	20
17	Tripura	68
18	Meghalaya	140
19	Assam	1218
20	Bihar	1546
21	West Bengal	740
22	Jharkhand	700
23	Odisha	1626
24	A & N Islands	0
25	Gujarat**	840
26	Maharashtra***	1635
27	Goa	140
28	Andhra Pradesh	701
29	Telangana	740
30	Karnataka	1120
31	Kerala****	425
32	Tamil Nadu	1800
33	Puducherry	0
	GRAND TOTAL	22258
Including * Ladakh, **Daman & Diu , *** Dadra & Nagar Haveli and ****Lakshadweep.		