

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**RAJYA SABHA**  
**UNSTARRED QUESTION No. 911**  
**TO BE ANSWERED ON 28.07.2025**

**SALES OF KHADI AND VILLAGE INDUSTRIES PRODUCTS**

911. SHRI R. DHARMAR:

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

- (a) the total sales of Khadi and Village Industries (KVI) products over the last five years across the country including Tamil Nadu;
- (b) the percentage increase in the sales of KVI products over the last five years;
- (c) the key factors contributing to the growth in the KVI sales during this period;
- (d) the steps taken by Government to promote the sales and marketability of KVI products; and
- (e) whether Government has set any new targets for KVI sales in the coming years, if so, the details thereof?

**ANSWER**

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

- (a): The total sales of Khadi and Village Industries (KVI) products over the last five years across the country including Tamil Nadu are given below:

Year	Sales of KVI products (Rs. in crore)
2020-21	95741.36
2021-22	115415.23
2022-23	134629.49
2023-24	155673.13
2024-25 (Provisional)	170551.37

- (b): The percentage increase in KVI sales over the last five years is 78.13 percent.
- (c): Government has been implementing Khadi Gramodyog Vikas Yojana (KGVY) for the growth of Khadi and Village Industries sales through Khadi and Village Industries Commission (KVIC). Under this scheme, the Khadi and Vikas Yojana (KVVY) focuses on the development of Khadi Industries, while the Gramodyog Vikas Yojana (GVY) caters to the development of village industries in various verticals like Mineral Based Industry (MBI), Agro Based and Food Processing Industry (ABFPI), Wellness and Cosmetic Industry (WCI), Handmade Paper, Leather and Plastic Industry (HPLPI), Rural Engineering and New Technology Industry (RENTI) and Service Industry.

Further, the other key factors contributing to the growth in KVI sales includes organizing National and State level exhibitions, Khadi Mahotsav campaigns, introduction of new products, establishment of Centre of Excellence for Khadi (CoEK) to introduce contemporary designs in the Khadi sector.

(d): Following steps have been taken by KVIC for the promotion of sales and marketability of KVI products in the domestic as well as in international markets:

- (a) 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 KVI products produced by traditional artisans and craftsmen, across the country.
- (b) Centre of Excellence for Khadi (CoEK) has been set up on the Hub and Spoke model with National Institute of Fashion Technology (NIFT) New Delhi. The CoEK provides design and product developments, capacity building support to Khadi Institutions (KIs).
- (c) Promotion & Branding: 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.
- (d) 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.
- (e) Arranged product supply/marketing mechanism through e-Market linkage for MSMEs through GeM portal ([gem.gov.in](http://gem.gov.in)), and e-marketing portal ([www.khadiindia.gov.in](http://www.khadiindia.gov.in)) with an objective to sell Buyer to Consumer.
- (f) Established Khadi Lounges at various urban centers and in Tier-II cities for attracting both connoisseurs of Khadi as well as designers.
- (g) 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.
- (h) For protecting the identity of brand 'Khadi' globally, KVIC has secured registration for the Trademark 'Khadi' and Khadi Bharat Logo in various countries.
- (i) 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.

(e): Ministry through KVIC is undertaking several initiatives aimed at improving supply chains and expanding markets which will in turn lead to substantial increase in the marketability and sales of KVI products.

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