

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 2655
TO BE ANSWERED ON 16.03.2026

PERFORMANCE AND VIABILITY OF KVIC IN KARNATAKA

2655. DR. DHARMASTHALA VEERENDRA HEGGADE:

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

- (a) whether Government has reviewed the performance and viability of khadi and village industries institutions in Karnataka, particularly in terms of production, sales and employment generation during the last three years, if so, the details thereof;
- (b) number of khadi institutions, artisans enrolled and units operational in the State including the level of infrastructure support provided;
- (c) the funds allocated, released and utilised for khadi development, marketing and urban retail expansion in Karnataka during the last three years; and
- (d) the steps being taken to strengthen market linkages, brand promotion and integration of Khadi products with e-commerce platforms to improve incomes of artisans?

ANSWER

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

(a): The performance of the khadi and village industries sector in Karnataka State is being regularly monitored and reviewed by Ministry of MSME through Khadi and Village Industries Commission (KVIC), a Statutory Body established under Khadi and Village Industries Commission Act, 1956 with the aim to promote and develop Khadi and Village Industries in the State and to increase production, sales and employment generation to increase the income of the Khadi artisans.

(b) & (c): Number of khadi institutions operational and employment generated under Khadi sector in the State of Karnataka during the last three years is given below:

Sr. No.	Year	Number of registered KIs	Number of units /KIs operational	Number of artisans enrolled
1	2022-23	262	189	27612
2	2023-24	265	203	27708
3	2024-25 (P)	269	208	28064

Financial assistance is being provided to Khadi Institutions and Artisans through various components of Khadi Vikas Yojana such as Modified Market Development Assistance (MMDA), Interest Subsidy Eligibility Certificate (ISEC) Scheme, Work-shed Scheme for Khadi Artisans, Strengthening of Existing Weak Khadi Institutions and Assistance for Marketing Infrastructure etc. for development, marketing and urban retail expansion of Khadi. Details of funds provided in Karnataka State during the last three years is as under:-

S. No.	Year	Funds provided (Rs. in Lakhs)
1	2022-23	4915.82
2	2023-24	2752.85
3	2024-25 (P)	5348.75

(d): The steps being taken by KVIC to strengthen market linkages, brand promotion and integration of Khadi products with e-commerce platforms to improve incomes of artisans all over the country including Karnataka is given below:

- Centre of Excellence for Khadi on the Hub and Spoke model, with National Institute of Fashion Technology (NIFT), New Delhi as Hub along with 7 Spokes centres 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.
- KVIC has strengthened the supply/marketing mechanism of KVI products, to create an effective marketing through e-Market linkage with MSMEs-GeM portal (gem.gov.in).
- KVIC has on-boarded around 5130 KVI products on e-Khadi portal with pan-India delivery service facility and Mobile app for the portal is also functional.
- Established Khadi Lounges and sales outlet of KVIC for attracting both public as well as designers at the Airports.
- Organizing various level Exhibitions to make KVI products accessible in the domestic and international markets.
- Catering to the need of Government departments and bulk buyers of various Government Organization and PSUs to increase the sales of Khadi products.
- To boost the sales of KVI products on various occasions/festivals special discount is being offered.
