

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 491
TO BE ANSWERED ON 06.02.2017

EXHIBITIONS BY KVIC

†491. SHRI GOPAL SHETTY:
SHRI JANARDAN SINGH SIGRIWAL:

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

- (a) whether the Khadi and Village Industries Commission (KVIC) organizes exhibitions in different parts of the country to promote the sale of KVIC products;
- (b) if so, the details thereof along with the number of exhibitions organised and total expenditure incurred in this regard during each of the last three years, State/ UT-wise;
- (c) the extent to which such exhibitions have helped in increasing the acceptability and sale of KVIC products in the country;
- (d) whether the Government proposes to organise such exhibitions in backward areas of the country also; and
- (e) if so, the details thereof along with the funds allocated for the purpose, State/ UT-wise?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF
MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI GIRIRAJ SINGH)

(a): Yes Madam. KVIC organizes district level, state level, national level, zonal level as well as international exhibitions in order to promote the sale of KVIC products,

(b)&(c): Year-wise, details of expenditure incurred and sales achieved in those exhibitions are placed in **Annexure- I, II and III**. These exhibitions helped KVI institutions and units to increase sales and also offered a platform to showcase their products effectively before the visitors of these exhibitions.

(d)&(e): Yes Madam, the KVIC has been organizing such exhibitions in several parts of the country including backward areas of the country. However there is no separate allocation for backward areas.

Annexure-I**Details of Marketing Exhibitions during 2013-14**

Sr. no.	State	Level of Exhibition	(Rs. in lakhs)	
			Total Sales	Expenditure
1	Gujarat	National Level	412.11	40.00
2	Jharkhand	National Level	290.00	40.00
3	West Bengal	National Level	76.63	40.00
4	Gujarat	State Level	140.52	10.00
5	Haryana	State Level	99.58	10.00
6	Punjab	State Level	75.05	10.00
7	Himachal Pradesh	State Level	35.00	10.00
8	J &K	State Level	127.00	10.00
9	Odisha	State Level	101.41	10.00
10	West Bengal	State Level	34.01	10.00
11	Madhya Pradesh	State Level	51.70	10.00
12	Uttar Pradesh	State Level	61.71	10.00
13	Uttarakhand	State Level	125.21	10.00
14	Assam	State Level	36.15	10.00
15	West Bengal	KGB Spl. Exh.	47.00	10.00
16	Delhi	KGB Spl. Exh.	96.44	10.00
17	Maharashtra	KGB Spl. Exh.	329.00	70.00
18	Delhi	IITF-2013	226.79	200.00
19.	Participation in other events organized by NGOs/ Govt. Dept.	-	16.53	25.00
	Total		2381.84	545.00

Annexure-II**Details of Marketing Exhibitions during 2014-15****(Rs. in lakhs)**

Sr. no.	State	Level of Exhibition	Total Sales (Provisional)	Expenditure
1	West Bengal	KGB Spl. Exh.	68.00	10.00
2	Madhya Pradesh	KGB Spl. Exh.	24.90	10.00
3	Delhi	KGB Spl. Exh.	43.68	10.00
4	Maharashtra	KGB Spl. Exh.	311.15	70.00
5	Odisha	National Level	400.00	40.00
6	West Bengal	State Level	23.00	10.00
7	Uttarakhand	State Level	218.43	10.00
8	Karnataka	State Level	162.60	10.00
9	Assam	State Level	46.43	20.00
10	Maharashtra	State Level	82.00	10.00
11	Uttar Pradesh	State Level	354.00	10.00
12	Uttar Pradesh	State Level	77.87	10.00
13	Uttar Pradesh	State Level	59.23	10.00
14	Jharkhand	State Level	50.00	10.00
15	Kerala	State Level	113.89	10.00
16	Delhi	IITF-2014	400.01	300.00
	Total		2435.19	585.00*

***Rs. 35.00 Lakh was spent in small scale exhibitions organized by NGOs/ Govt. Dept.**

Annexure-III**Details of Marketing Exhibitions during 2015-16**

(Rs. in lakhs)

Sr. no.	State	Level of Exhibition	Total Sales	Expenditure
1	Delhi	IITF, Pragati Maidan	551.00	260.00
2	Delhi	Special exhibition Uttar Purva Mela	60.00	10.00
3	Delhi	Special exhibition	8.86	11.17
4	Maharashtra	Special	10.00	10.00
5	Maharashtra	Special exhibition	256.00	52.19
6	Kerala	Special	84.40	13.56
7	Ernakula	Special exhibition	24.49	10.24
8	Odisha	State Level	104.21	10.00
9	Chattisgarth	State Level	62.82	10.65
10	Chennai	State Level	44.19	14.19
11	Guwahati	State Level	39.03	10.00
12	Guwahati	State Level	38.08	10.00
13	Lucknow	State Level	140.03	8.45
14	Kolkata	State Level	29.00	10.00
15	Kolkata	Special exhibition	39.74	5.00
16	Ranchi	State Level	42.00	10.00
17	Meerut	State Level	116.84	12.75
18	Varanasi	State Level	200.74	14.30
19	Gorkhapur	State Level	157.00	10.00
20	Bhopal	Special exhibition	5.57	5.51
21	Goa	Special exhibition	11.84	5.99
	Total		2025.84	541.01

***Rs. 37.01 Lakh was spent in small scale exhibitions organized by NGOs/
Govt. Dept.**