

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 1288
TO BE ANSWERED ON 24.07.2017

FOREIGN INVESTMENT IN KHADI GRAMODYOG

1288. SHRI RAM CHARAN BOHRA:

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

- (a) whether the Government proposes to promote foreign investment in Khadi industry;
- (b) if so, the details of funds invested in Khadi Gramodyog during each of the last three years and the current year, State/ UT-wise;
- (c) whether such steps have helped to promote Khadi Gramodyog sector and if so, the details thereof including increase in revenue in this sector; and
- (d) whether the Government is formulating any action plan to connect youth with Khadi Gramodyog and if so, the details thereof, State/UT-wise?

ANSWER

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

(a): There is no proposal with Khadi and Village Industries Commission (KVIC) to promote foreign investment in Khadi industry.

(b)&(c): Does not arise.

(d): Government, through KVIC, has taken the following steps to connect the general public including youth with Khadi & Village Industries which are as follows:

1. To make khadi products more appealing and competitive in the market by engaging designers of international fame viz Ms. Ritu Beri as 'Honorary Consultant'.
2. KVIC has opened premier Khadi Showrooms known as 'Khadi Lounge' at Jaipur, Mumbai and New Delhi.
3. KVIC sold coupons to ONGC and organized special Exhibition, for sales of Khadi to its 35,000 employees across the country.
4. A retail sales outlet was opened in the Parliament House Annexe at New Delhi during 2016-17.
5. KVIC as a part of its aggressive marketing efforts introduced 'Gift Voucher Scheme' for its patrons from Departmental Sales Outlets (DSOs) at Delhi, Kolkata, Mumbai, Goa, Patna, Ernakulam & Bhopal and Visakhapatnam Airports.

6. The largest Charkha has been established at IGI Airport, New Delhi. 12 feet tall and 25 feet long steel Charkha consisting 14 vintage charkhas launched at Palika Bazar Park, Connaught Place, New Delhi.
7. A convergence was signed between KVIC and Aditya Birla Fashion & Retail Ltd. (ABFRL) and Raymond for sale of Khadi fabric.
8. Premium sales outlets have been opened at Lucknow, Delhi, Visakhapatnam, Airports.
9. Efforts have been made to make Khadi products on-line and tie up arrangements with M/s. Paytm has been made and launched through Khadi Gramodyog Bhavan, New Delhi.
10. KVIC is implementing Prime Minister Employment Generation Programme (PMEGP) to help unemployed youth to establish their own enterprise and state-wise target fixed for the year 2017-18 is placed at **Annexure-I**.

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Annexure-I**Annexure-I referred to in reply to part (d) of the Lok Sabha Unstarred Question No. 1288 for answer on 24.07.2017**Target of Projects, Margin Money and employment under **PMEGP** for the year 2017-18

(Rs. in lakh)

Sl.No.	State/UT	Projects	Margin Money	Employment
1	Jammu & Kashmir	1650	3272.84	13200
2	Himachal Pradesh	900	1785.19	7200
3	Punjab	1650	3272.84	13200
4	Chandigarh	100	100.00	800
5	Haryana	1650	3272.84	13200
6	Delhi	151	300.00	1208
7	Rajasthan	2475	4909.26	18000
8	Uttarakhand	975	1933.95	7800
9	Uttar Pradesh	5625	11157.41	45000
10	Chhattisgarh	2025	4016.67	16200
11	Madhya Pradesh	3825	7587.04	30600
12	Sikkim	100	200.00	800
13	Arunachal Pradesh	250	500.00	2000
14	Nagaland	865	1728.96	6920
15	Manipur	717	1434.32	5736
16	Mizoram	623	1245.66	4984
17	Tripura	642	1283.75	5136
18	Meghalaya	860	1720.32	6880
19	Assam	2676	5351.99	21408
20	Bihar	2850	5653.09	22800
21	West Bengal	1500	2975.31	12000
22	Jharkhand	1800	3570.37	14400
23	Odisha	2250	4462.97	18000
24	A & N Islands	100	100.00	800
25	Gujarat	2475	4909.26	19800
26	Maharashtra	2700	5355.56	21600
27	Goa	150	297.53	1200
28	Andhra Pradesh	975	1933.95	7800
29	Telangana	2325	4611.73	18600
30	Karnataka	2250	4462.97	18000
31	Lakshadweep	100	100.00	800
32	Kerala	1050	2082.72	8400
33	Tamil Nadu	2400	4760.50	19200
34	Puducherry	100	100.00	800
	Total	50784	100449	404472