

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTIONNO. 444**  
**TO BE ANSWERED ON 05.02.2018**

**KVIC SALE**

444. SHRIMATI POONAMBEN MAADAM:

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

- (a) whether the Khadi and Village Industries have increased its sale during the last two financial years and if so, the details thereof including the percentage and amount of increase registered in sale;
- (b) the strategies deployed by the Government to revive the Khadi industries; and
- (c) the total demand order placed in terms of rupees by Government agencies for Khadi fabrics during the said period?

**ANSWER**

MINISTER OF STATE (INDEPENDENT CHARGE)  
FOR MICRO, SMALL AND MEDIUM ENTERPRISES  
(SHRI GIRIRAJ SINGH)

(a): Khadi and Village Industries have increased its sales during the last two financial years and the details including the percentage and amount of increase registered in sales is as follows:

(value Rs. in crore)

Year	Khadi & VI sales	Amount of increase in sales	% increase in sales over previous year
2014-15	33135.90	1981.70	6.36%
2015-16	41894.56	8758.66	26.43%
2016-17	52138.21	10243.65	24.45%

(b): To revive the sick Khadi Institutions, Khadi and Village Industries Commission (KVIC) implements 'Strengthening of Infrastructure of Existing Weak Khadi Institutions and assistance for Marketing Infrastructure' scheme. The scheme is meant for Strengthening of Infrastructure of Existing Weak Khadi Institutions and assistance for Marketing Infrastructure, to meet the need based support of the Khadi Sector to nurse the sick Khadi Institutions which have potential to attain normalcy and support creation of marketing infrastructure in other identified outlets.

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The objective of the scheme is to assist identified weak Khadi institutions Sick/Problematic/'D' Category to enable them to regain their status and revive their potential for employment generation and improve marketing of Khadi products through development of marketing infrastructure, including renovation of selected sales outlets of Khadi institutions.

Further, KVIC has also been implementing Khadi Reform and Development Package (KRDP) and SFURTI for enhancing the overall capacity of Khadi Sector to produce saleable Khadi products and to provide increased earnings for the artisans.

The Khadi Reform and Development Programme (KRDP) is being implemented for total reform of the sector and the salient feature of the reform activities are:

- (i) Offering Khadi a special identity with mark of genuineness by introduction of Khadi Mark.
- (ii) Repositioning Khadi linking to market needs by establishing a professionally run Marketing Organisation.
- (iii) Provision of subsidy in a rationalised and objective manner to make Khadi Institutions (KIs) self-reliant with greater involvement and say of artisans in the working of KIs.

KVIC also organize exhibitions at National and State level to boost sales of Khadi Institutions.

(c): KVIC has been catering to the Government Departments and bulk buyers such as Railways, Defence, Health & Family Welfare Departments, Paramilitary forces and other Central & State Governments to increase the sale of total Government supply. Details of orders in terms of rupees for last three years is as follows:

<b>Year</b>	<b>Total Govt. Supply (Rs. in lakhs)</b>
2014-15	6162.12
2015-16	7183.44
2016-17	6696.13

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