

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO. 3139**  
**TO BE ANSWERED ON 11.07.2019**

**SALE OF KVIC PRODUCTS**

3139. 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) has organised exhibitions in different parts of the country to promote the sale of KVIC products;
- (b) if so, the total number of exhibitions organised during each of the last two years and the current year, State-wise;
- (c) the total expenditure incurred in this regard during the said period, State-wise;
- (d) whether such exhibitions have helped in increasing the acceptability and sale of Khadi products; and
- (e) if so, the details thereof?

**ANSWER**

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES  
(SHRI NITIN GADKARI)

(a): Yes Sir.

(b)&(c): Details of exhibitions organized by Khadi and Village Industries Commission (KVIC) and expenditure incurred during the years 2017-18 and 2018-19 is **Annexed**. During the year 2019-20, a target of 29 exhibitions are planned to be conducted [1-National Level Exhibition, 19-State Level Exhibitions & 09-Special Exhibitions] to boost sales of KVIC Products. It will be conducted from last week of July 2019 as exhibitions are not organized during rainy season.

(d)&(e): KVIC has been arranging various exhibitions at State, Zone and National level, providing opportunity for showcasing latest trends and sale of Khadi products. Khadi institutions across the country are allowed to participate, develop their business through Business-Business and Business-Customer linkages on regular intervals. Exhibitions are commonly arranged on festive occasions of the area, wherein the customer response will be high in terms of turnout and sales. These provide unique opportunity for the small institutions and micro enterprises producing Khadi and Village Industries products to open their business to new avenues. Customers are also getting a chance to see and purchase unique KVIC products of other States.

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**Annexure referred to in reply to part (b)&(c) of the Lok Sabha Unstarred Question No. 3139 for answer on 11.07.2019**

Exhibitions organized by KVIC and expenditure incurred during 2017-18 & 2018-19

(Rs. in Lakhs)

Sr. No.	Name of the State/ Division	2017-18		2018-19	
		Nos. of Exhibition	Fund Provided	Nos. of Exhibition	Fund Provided
<b>National Level Exhibition</b>					
1.	Uttar Pradesh/Varanasi	1	40.00	-	-
2.	Jammu & Kashmir	-	-	1	40.00
Sub-Total		1	40.00	1	40.00
<b>Khadi Fest</b>					
1.	Maharashtra	1	20.00	1	20.00
Sub-Total		1	20.00	1	20.00
<b>India International Trade Fair (IITF)</b>					
1.	New Delhi	1	190.45	1	71.00
Sub-Total		1	190.45	1	71.00
<b>State Level Exhibition</b>					
1.	Agartala	1	10.00	1	10.00
2.	Kerala	1	10.00	1	10.00
3.	Maharashtra/Mumbai	2	20.00	1	10.00
4.	Maharashtra/Nagpur	1	10.00	1	10.00
5.	Chhattisgarh	1	10.00	1	10.00
6.	Uttar Pradesh/Lucknow	-	-	2	20.00
7.	Uttar Pradesh/Varanasi	2	20.00	2	20.00
8.	Uttar Pradesh/Gorakhpur	-	-	2	20.00
9.	Jammu & Kashmir	1	10.00	-	-
10.	Delhi	1	10.00	-	-
11.	Gujarat	2	20.00	2	20.00
12.	Karnataka/Bangalore	-	-	1	10.00
13.	Karnataka/Hubli	-	-	1	10.00
14.	Rajasthan/Jaipur	-	-	1	10.00
15.	Rajasthan/Bikaner	-	-	1	10.00
16.	Andhra Pradesh	-	-	1	10.00
17.	Assam	-	-	1	10.00
18.	Jharkhand	-	-	1	10.00
Sub-Total		12	120.00	20	200.00
<b>Special Exhibition</b>					
1.	Kerala	1	10.00	2	20.00
2.	Madhya Pradesh	1	10.00	1	10.00
3.	Maharashtra	-	-	1	10.00
4.	Bihar	1	10.00	-	-
5.	Gujarat	1	10.00	1	10.00
6.	Goa	1	10.00	-	-
7.	Jharkhand	-	-	1	10.00
Sub-Total		5	50.00	6	60.00
<b>Grand Total</b>		<b>20</b>	<b>420.45</b>	<b>29</b>	<b>391.00</b>