

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 982
TO BE ANSWERED ON 27.06.2019

JOBS CREATED BY KVIC

982. SHRI SUNIL DATTATRAY TATKARE:
DR. HEENA GAVIT:
SHRIMATI SUPRIYA SULE:
DR. SUBHASH RAMRAO BHAMRE:
DR. AMOL RAMSING KOLHE:

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

- (a) the number of new jobs created by the Khadi and Village Industries Commission (KVIC) under the ambitious Prime Minister Employment Generation Programme (PMEGP) during each of the last three years and the current year;
- (b) whether KVIC has been given target for setting up new PMEGP projects and for creating more employment during 2018- 2019 and if so, the details thereof and the funds allocated and the steps taken by KVIC to achieve the target;
- (c) whether the margin money subsidy is being paid directly into the beneficiary account through Direct Benefit Transfer;
- (d) if so, the number of beneficiaries benefited during the last three years; and
- (e) whether digitalization of PMEGP by KVIC has helped in curtailing interference of middlemen and introduction of transparent system and if so, the details thereof and the other steps taken by the Government to promote Khadi products in the country and internationally so that more new jobs could be created?

ANSWER

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

(a): The number of new job opportunities created by the Khadi and Village Industries Commission (KVIC) under the ambitious Prime Minister's Employment Generation Programme (PMEGP) during the last three years and the current year, year-wise is as follows:

Year	Employment Generated
2016-17	407840
2017-18	387184
2018-19	587416
2019-20 (As on 19.06.2019)	29048

(b): The target and achievement of new PMEGP projects during the financial year 2018-19 is placed at **Annexure-I**.

Following steps were taken by the Government to promote micro Industries all over the country:

- i) Ministry of MSME has introduced online Margin Money disbursement directly to financing bank branches to bring in transparency and expedite disbursement of Margin Money subsidy under PMEGP scheme.
- ii) Association of NSIC, MSME-DIs and Toll Rooms for providing necessary handholding and monitoring support.
- iii) To boost the marketing of KVI products, 10% of financial allocations for trading activities i.e. business/trading activities in the form of sales outlets will be permitted in NER, LWE affected districts and A&N islands.
- iv) Awareness camps, workshops, Bankers Meetings and exhibitions at all levels are being organized in order to propagate the PMEGP scheme for the development of micro industries.
- v) Coir activities are included under the scheme and Coir Board has been made as an implementing agency.
- vi) Geo-tagging of all the units is being done.
- vii) Ministry has exempted Entrepreneurship Development Programme (EDP) training under PMEGP from 17.01.2019 to 31.03.2019 to achieve the target.
- viii) Ministry of MSME has also introduced the financial assistance scheme for expansion/upgrading the existing PMEGP/MUDRA units (for manufacturing units upto 1.00 Cr and for service/ trading unit upto Rs.25.00 Lakhs with subsidy of 15% for non NER and 20% for NER and hilly state) from the year 2018-19.

(c): Yes, Sir.

(d): Margin Money subsidy is being paid directly into the beneficiary account through Direct Benefit Transfer (DBT) under PMEGP. The number of beneficiaries benefited during the last three years is as follows:

Year	No. of Projects
2016-17	52912
2017-18	48398
2018-19	73427

(e): Yes, Sir, digitalization of PMEGP by KVIC has helped in curtailing interference of middlemen and introduction of transparent system. The entire process of application flow and fund flow right from receipt of application, processing, sanction by banks, transfer of margin money subsidy till creation of Term Deposit Receipt(TDR) in the name of applicant was made online with effect from 1stJuly 2016. The portal can be accessed at <https://www.kviconline.gov.in/pmegpeportal/pmegphome/index.jsp>.

The other steps, taken by the Government to promote Khadi products in the country and internationally to create new jobs may be seen at **Annexure-II**.

Annexure-I referred to in reply to part (b) of the Lok Sabha Unstarred Question No.982 for answer on 27.06.2019**State-wise position of PMEGP during 2018-19**

Sr. No.	State/UT	Margin Money allocated (Rs. in Lakh)	Margin Money Utilized (Rs. in Lakh)	Number of units setup	Estimated employment generated
1	A & N Islands	338.64	318.52	229	1832
2	Andhra Pradesh	6242.74	9046.31	2220	17760
3	Arunachal Pradesh	871.6	419.88	280	2240
4	Assam	12657.7	4167.41	3737	29896
5	Bihar	10869.49	9842	3303	26424
6	Chhattisgarh	6339.11	6784.52	3094	24752
7	Delhi	282.96	157.13	132	1056
8	Goa	605.15	237.23	78	624
9	Gujarat*	14417.95	25443.87	3500	28000
10	Haryana	4664.1	5178.43	2165	17320
11	Himachal Pradesh	3211.4	4135.61	1399	11192
12	Jammu & Kashmir	7745.12	15222	7529	60232
13	Jharkhand	6193.49	4535.69	1797	14376
14	Karnataka	8439.66	10725.32	3657	29256
15	Kerala	4167.38	5383.93	2486	19888
16	Lakshadweep	47.16	0	0	0
17	Madhya Pradesh	11952.9	10002.28	2526	20208
18	Maharashtra **	10833.6	15272.02	5642	45136
19	Manipur	3144.19	2041.06	1291	10328
20	Meghalaya	3253.7	587.14	390	3120
21	Mizoram	2645.45	1514.9	1123	8984
22	Nagaland	3425.5	2349.67	1208	9664
23	Odisha	7719.19	7856.18	3070	24560
24	Puducherry	191.48	150.7	76	608
25	Punjab	4617.17	4766.68	1801	14408
26	Rajasthan	7743.65	7199.28	2359	18872
27	Sikkim	238.64	112.35	55	440
28	Tamil Nadu	10438.88	13290.95	5185	41480
29	Telangana	7250.96	7180.89	2051	16408
30	Tripura	3165.99	2314.24	1179	9432
31	UT Chandigarh	94.32	63.91	28	224
32	Uttar Pradesh	22171.59	19033.28	5243	41944
33	Uttarakhand	3475.4	4098.38	2181	17448
34	West Bengal	7423.74	7568.78	2413	19304
	Total	196880	207000.54	73427	587416

Annexure-II referred to in reply to part (e) of the Lok Sabha Unstarred Question No.982 for answer on 27.06.2019

Following are the steps taken by the Government to promote Khadi Products in the country and internationally so that more new jobs could be created:

- 1) KVIC organizes State level, district level, and national level exhibitions in order to assist the Khadi and V.I. units to market their products.
- 2) KVIC invited Textile Giants for marketing convergence and signed MoUs with Corporates like Raymond, Arvind Mills, Aditya Birla Fashion and Retail Ltd. (ABFRL) for developing and promoting sale of Khadi through their outlets.
- 3) Signed MOU with NIFT for design development and developing Khadi fashion garments and to promote Khadi as a fashion fabric of India.
- 4) KVIC started a series of Khadi lounges for selling premium Khadi and Village Industries products. Khadi Lounges are outlets designed for dispensing high end and premier design products. Such Khadi Lounges has been established in New Delhi, Mumbai, Jaipur, and Bhopal.
- 5) Khadi fabric and other products supplied to PMO, Air India, Ministries of Defence, Health, Railways, Department of Posts, Indian Oil Corporation, Oil & Natural Gas Corporation Limited, Rural Electrification Corporation, Banks, JK Cement Ltd, GMR, and other Govt. departments & PSUs
- 6) To ensure genuineness of Khadi “Khadi Mark” has been notified by Government of India.
- 7) Ministry of Commerce and Industry has extended KVIC, the status of Deemed EPC, for supporting promotion of Khadi and Village Industries products in international market. 1088 Khadi & Village Industries Institutions and REGP/PMEGP Units have taken its membership to enter the field of export.
- 8) Tie up arrangement with premier institutions like Federation of Indian Export Organization (FIEO), World Trade Centre (WTC), Indian Trade Promotion Organization (ITPO), Trade Promotion Council of India etc., for invigorating business opportunities in the overseas market by conducting exhibitions and workshops for Khadi Institutions.
- 9) KVIC participated/Exhibited/Promoted Khadi products on the occasion of 72nd Independence Day celebrations on 15th August 2018 in 10 Indian Consulates abroad.
- 10) Exhibited/Promoted Khadi products under an activity of “Global Khadi” on the celebration of 150th Birth Anniversary of Mahatma Gandhi in 57 Indian Embassy/Missions abroad.
- 11) To identify the uniqueness of “Khadi”, a separate HS code for 22 items of Khadi products is requested from the M/o Commerce for recognizing the potential of export of KVI products.
- 12) Participated in International Exhibition in St. Petersburg (Russia) organized by ITPO from 12-14 March, 2019 with ten KVI Institutions/ Units from Rajasthan, Himachal Pradesh, West Bengal, Karnataka, Gujarat and Kerala.