

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 1218
TO BE ANSWERED ON 09.02.2023

KHADI AND VILLAGE INDUSTRIES COMMISSION

1218. SHRI C.N. ANNADURAI:
 SHRI SELVAM G.:
 SHRIMATI MANJULATA MANDAL:
 SHRI DHANUSH M. KUMAR:

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

- (a) whether Khadi and Village Industries Commission (KVIC) has been successful in achieving their objectives during the last three years and if so, details thereof;
- (b) the achievements made by KVIC since its inception;
- (c) whether the Government has been able to boost export of products manufactured in villages under KVIC during each of last three years;
- (d) if so, the value and quantity of the Khadi Products exported from Tamil Nadu and Odisha;
- (e) the challenges being faced by the Government while boosting export;
- (f) whether the Government has accorded the status of Export Promotion Commission to KVIC to facilitate it and if so, the details thereof;
- (g) the details of special incentives extended to Khadi and Village Industries to export more of its products;
- (h) whether the Union Government extends support to State Government of Tamil Nadu to promote Khadi Industry through KVIC and if so, details thereof; and
- (i) the steps taken by the Government for financial inclusion of more and more vendors and also for improvement of their living conditions?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI BHANU PRATAP SINGH VERMA)

(a)&(b): The Khadi and Village Industries Commission has achieved its objective of providing employment, producing saleable articles; and creating self-reliance amongst the people and building up of a strong rural community spirit.

Khadi Institutions and Village Industries micro units promoted and assisted by Khadi and Village Industries Commission (KVIC) are engaged in production and sales of Khadi and Village Industries (KVI) products and hence generating employment opportunities for rural artisans through implementation of various Schemes and programmes.

Details of achievements since inception and during last three years is given below:

Name of the Scheme	Since inception (2008-09 to 2022-23 as on 31.01.2023)	During Last three years		
		2019-20	2020-21	2021-22
Prime Minister's Employment Generation Programme (Employment in nos.)	6874610	533224	595320	825752
Khadi and Village Industries sector (Production – Rs. in cr.)	772232.95	67667.31	72235.15	84289.93
Khadi and Village Industries sector (Sales- Rs. in cr.)	980276.44	88875.54	95741.36	115415.2
Khadi and Village Industries sector (Cumulative Employment in lakh persons)	171.34	152.73	159.06	167.61

(c) to (e): KVI institutions/units export their products directly or through merchant/agencies. The quantum of exports of KVI products through KVI institutions/units during the last three years is as follows:

Year	KVI Export (Rs. in cr.)
2019-20	238.50
2020-21	209.28
2021-22	257.02

Following are the main challenges to boost the export of KVI products:

- Lack of awareness amongst manufacturers in small villages regarding global standards, quality, and contemporary market demand.
- Limited access to credit and knowledge regarding export of KVI items in the international market
- Lack of marketing and promotion of KVI products in global market

Following initiatives are being taken by KVIC to address the above challenges and boost the export of KVI products:

- KVIC has participated in the event “World Expo 2020” in Dubai from 1st to 31st January 2022 with display & Sale of Khadi and Village Industries Products.
- KVIC participates every year in India International Trade Fair (IITF) organized by India Trade Promotion Organization (ITPO) at Pragati Maidan, New Delhi, displaying KVI products.
- KVIC also conducts export workshops for facilitation of marketing linkages for KVI products.

(f): Ministry of Commerce & Industry, Govt. of India has extended to KVIC, the status of deemed Export Promotion Council (EPC) for supporting promotion of KVI products in international market. 1089 KVI Institutions and Rural Employment Guarantee Programme (REGP)/Prime Minister's Employment Generation Programme (PMEGP) units have taken its membership to enter the field of export in the international market.

(g): Following steps are being taken to promote the export of KVI products:

- i. KVIC under International Cooperation (IC) scheme of Ministry of MSME facilitates the participation of KVI units in international exhibitions/trade fairs, etc.
- ii. Harmonized Commodity Description and Coding system (HS code) has been issued to 11 khadi products for export promotion.

(h): Ministry of MSME, through KVIC is implementing Central Sector Schemes in Khadi Sector to support Khadi Institutions and artisans. The State Khadi and Village Industries Boards (KVIBs) plays an important role in the implementation of KVI schemes/programmes. All the State Boards have their offices at District level, including Tamil Nadu State.

(i): The Government is extending its support for encouraging increased production and sales of KVI products, by enrolling Khadi Institutions. With increased production and value addition, the living conditions of Khadi Artisans (Spinners & Weavers) is being improved.

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