

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION No. 3575**  
**TO BE ANSWERED ON 10.08.2023**

**KHADI PRODUCTS IN URBAN AND RURAL AREAS**

3575. SHRI GAJENDRA SINGH PATEL:

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

- (a) the details of efforts being made by the Government to promote Khadi products in urban and rural areas;
- (b) the number of beneficiaries benefited under Micro and Small Industries in Madhya Pradesh;
- (c) whether any special scheme is proposed in aspirational districts and if so, the details thereof; and
- (d) whether any special scheme is being implemented in Khargone-Barwani Parliamentary Constituency and if so, the details thereof?

**ANSWER**

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

(a): Ministry of MSME, through Khadi and Village Industries Commission (KVIC), has taken the following steps for the promotion of Khadi products in the country:

- i) The Khadi and Village Industries (KVI) products are sold through a network of 8 Departmental Sales Outlets—'Khadi India'—of KVIC and its 18 branches as well as 8035 Khadi outlets owned by the Khadi Institutions (KIs) across the country.
- ii) In order to promote the online visibility of KVI products, KVIC has strengthened the marketing mechanism through e-Market linkage with MSMEs-GeM portal (gem.gov.in), and a dedicated online portal (khadiindia.gov.in) with a range of around 4500 KVI products available for supplying at the doorstep of the customers.
- iii) KVIC facilitates marketing support through exhibitions for promotion, display and sales of KVI products. These include participation in IITF 2022 organized by India Trade Promotion Organization (ITPO) in New Delhi from 14th to 27th November, 2022 and various events organized by other Govt. Departments/NGO's for promotion as well as building awareness about KVI products.
- iv) Convergence with National Institute of Fashion Technology (NIFT) has been initiated for design development and developing Khadi fashion garments, branding and publicity by creating interesting narratives around the new Khadi, and increasing reach of Khadi by organizing National and International Khadi Fashion Shows and Exhibitions.
- v) Social Media initiatives on platforms such as Face Book, Twitter, Instagram, YouTube, LinkedIn, etc. and ORM linked with KVI sector are being undertaken.

(b): Scheme-wise details of number of beneficiaries of Micro and Small Industries in Madhya Pradesh assisted under various schemes of Ministry of MSME is placed at Annexure.

(c): Ministry of MSME is not implementing any specific scheme for Aspirational Districts. However, special benefits/assistance are provided to Aspirational Districts under certain schemes of Ministry of MSME as follows:

- (i) Under, Prime Minister's Employment Generation Programme (PMEGP), General Category beneficiaries can avail Margin Money subsidy of 25% of project cost in rural and 15% in urban areas. For beneficiaries belonging to Special Categories including Aspirational Districts, higher subsidy is made available at 35% of project in rural areas and 25% in urban areas. Besides, beneficiaries from Aspirational Districts (Special Category) are eligible for making lower personal contribution of 5% of project cost, instead of 10% of project cost for General Category beneficiaries.
- (ii) Under National Award Scheme, Aspirational Districts are ranked at the National Level and awards are given to the Aspirational Districts for achieving Rank I, II & III with a trophy and Certificate. This motivates the entrepreneurs of Aspirational Districts.

(d): There is no special scheme being implemented in Khargone-Barwani Parliamentary Constituency of Madhya Pradesh State.

However, the details of units assisted, Margin Money subsidy disbursed and estimated employment generated under PMEGP in Barwani and Khargone districts during last three years is as follows:

[Margin Money (MM): Rs. In lakhs]

Sr. No.	State/ District	2020-21			2021-22			2022-23		
		No. of Projects	MM	Employment	No. of Projects	MM	Employment	No. of Projects	MM	Employment
1	BARWANI	80	257.22	640	139	325.11	1112	71	196.10	781
2	KHARGAON	167	540.17	1336	294	743.12	2352	212	568.37	2332

Besides, under Scheme of Fund for Regeneration of Traditional Industries (SFURTI), details of traditional clusters approved and made functional in Barwani and Khargone districts are as follows:

District	Name of the Cluster	Number of Artisans assisted	Assistance (Rs. in lakh)	Status
Khargone	Dasaravad Art Cluster	407	245.68	Functional
Barwani	Soft Toys Cluster	1005	352.04	Under implementation

Under Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), credit guarantee is provided to its member lending institutions for the loans extended by them without any collateral security or third party guarantee to Micro and Small Enterprises (MSEs). Under CGTMSE-Guarantee approved in Khargone and Barwani districts are as under:

#### Khargone District

Year	Number of entrepreneurs	Amount(Rs. in crore)
2020-21	823	20.00
2021-22	1429	27.00
2022-23	515	52.00

#### Barwani District

Year	Number of entrepreneurs	Amount(Rs. in crore)
2020-21	640	14.00
2021-22	1348	13.00
2022-23	512	29.00

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**Annexure referred to in reply to part (b) of the Lok Sabha Unstarred Question No. 3575 for answer on 10.08.2023**

Scheme-wise details of number of beneficiaries of Micro and Small Industries in Madhya Pradesh assisted under various schemes of Ministry of MSME

<b>Sr. No.</b>	<b>Name of Scheme</b>	<b>Beneficiaries</b>
1	Prime Minister's Employment Generation Programme	43145 number of micro enterprises set up
2	KhadiVikasYojana	3700 number of Khadi Artisans assisted
3	Honey Mission/Beekeeping Programme	575 number of persons trained and provided 5750 Bee-boxes
4	Kumbhar Sashkatikaran programme/Pottery Programme	610 number of pottery artisans trained and provided electric pottery wheels.
5	Capacity Building Skill Development Training (SDP) and Entrepreneurship Awareness Programme (EAP)	26215 number of candidates trained
6	Scheme of Fund for Regeneration of Traditional Industries (SFURTI)	45 clusters have been approved in Madhya Pradesh, covering 24,905 traditional artisans.
7	National Scheduled Caste & Scheduled Tribe	3314 number of SC-ST beneficiary trained