

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION No. 1021**  
**TO BE ANSWERED ON 08.02.2024**

**KHADI AND VILLAGE INDUSTRIES PRODUCTS**

1021. SHRIMATI POONAMBEN MAADAM:

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

- (a) whether the Government has taken steps to increase the sales and awareness of Khadi and Village Industries products and if so, the details thereof;
- (b) whether there has been an increase in the production and sales of Khadi and Village sector products during the last five years and if so, the details thereof; and
- (c) the details of the steps taken by the Government to improve the quality of Khadi and Village Industries products?

**ANSWER**

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

(a): The steps taken by the Khadi and Village Industry Commission (KVIC) to promote the sales of Khadi and Village Industry products and to create awareness about the KVI products are as follows:

- i) KVIC's institutions and entrepreneurs are facilitated Marketing support, organise exhibitions to sale and display KVI products.
- ii) Financial assistance is provided to the selected entrepreneurs and artisans engaged in production of unique and quality products to participate in the International Exhibitions.
- iii) Publicity of KVI Schemes and programmes through print, electronic, digital and social media.
- iv) International Cooperation (IC) Scheme of the Ministry provides an opportunity and strong platform to KVI units for participation in international exhibitions/trade fairs etc. to showcase quality of KVI products in different countries.
- v) Participated/sponsored events organized by other Govt. Departments/NGO's for promotion as well as building awareness about the schemes of KVIC and KVI products.
- vi) Arranged product supply/marketing mechanism through e-Market linkage for MSMEs through GeM portal (gem.gov.in), and e-Khadi portal with an objective to sell Buyer to Consumer.

(b): The details of production and Sales of Khadi and Village Industries (KVI) products during the last five years is as follows:

(Rs. in crore)

Years	Production	Sales
2018-19	1963.30	3215.12
2019-20	2324.24	4211.25
2020-21	1904.48	3527.71
2021-22	2558.31	5051.72
2022-23	2915.83	5942.93

The above table shows the significant growth in the production and sales of KVI products during the last five years except slightly decline in 2020-21 due to the outbreak of the COVID-19 pandemic.

(c): The steps taken/Schemes implemented by Khadi and Village Industries Commission (KVIC) to improve the quality of Khadi and Village Industry products are as follows:

- i) **Science and Technology Scheme:** Under this scheme, Research & Development and Technology Dissemination programmes are being implemented to enhance the quality of KVI products, increase the productivity and earning of artisans, reduction of drudgery, development of new products and diversification as per market demand, efficient use of local raw material, etc.
- ii) **Khadi Vikas Yojana (KVY):** Under this scheme, KVIC seeks to ensure quality and standardized khadi products are manufactured, in compliance of the Khadi Mark Regulations 2013, to achieve the objectives of:
  1. Guarantee genuineness of Khadi and Khadi products produced in India - "Hand Spun, Hand Woven and Natural Fiber"
  2. Establish a unique identity for Khadi
  3. Improved customer awareness
  4. Increase popularity of Khadi
- iii) **Centre of Excellence for Khadi** on the Hub and Spoke model, with National Institute of Fashion Technology (NIFT) New Delhi as Hub along with NIFT Ahmedabad, Bengaluru, Kolkata and Shillong – have been set up for establishing benchmarked design processes for global standards, creating new fabrics and products, disseminating quality standards for fabrics, branding and publicity by creating interesting narratives around the new Khadi, creative visual merchandizing & packaging for new Khadi products and increasing the global reach of Khadi by organizing National and International Khadi Fashion Shows and Exhibitions.

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