

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 3184
TO BE ANSWERED ON 12.03.2020

PROMOTION OF KVIC PRODUCTS

3184. SHRI AJAY NISHAD:

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

- (a) whether the Government proposes to promote and export products manufactured in villages under Khadi and Village Industries Commission (KVIC);
- (b) if so, the details thereof;
- (c) whether the Government has accorded the status of Export Promotion Commission to KVIC to facilitate it;
- (d) if so, the details thereof;
- (e) whether new employment opportunities have been created for women and rural population as a result of it; and
- (f) if so, the details of the employment opportunities created during each of the last three years, State-wise?

ANSWER

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

(a) & (b): The Government of India, through Khadi and Village Industries Commission (KVIC), is promoting Khadi and Village Industries (KVI) activities in the country. The entrepreneurs/ units assisted through implementation of various KVI Schemes by KVIC are engaged in production and sales of their products. The steps/initiatives taken by the Government to promote and export products manufactured in villages under KVIC is placed at **Annexure-I**.

(c) & (d): Ministry of Commerce & Industry, Government of India has extended Deemed EPC Status to KVIC during 2006 for promotion of KVI products in the global market. The membership of KVI-EPC will facilitate provision of participation in International Trade Fairs/ Awareness programme etc. Around 1088 KVI Institutions and PMEGP/REGP Units have been taken its membership to enter the field of Export.

(e): Ministry of MSME, through KVIC, implements a flagship scheme viz. Prime Minister's Employment Generation Programme (PMEGP) in the country. Under this Scheme, new employment opportunities created for women during last three years are as follows:

Year	Estimated Women Employment under PMEGP
2016-17	83433
2017-18	125352
2018-19	203472

(f): State/UT-wise estimated employment created during the last three years in entire KVI Sector is placed at **Annexure-II**.

Annexure-I referred to in reply to part (a)&(b) of the Lok Sabha Unstarred Question No.3184 for answer on 12.03.2020

The steps/initiatives taken by the Government to promote and export products manufactured in villages under KVIC are as follows:

1. To ensure genuineness of Khadi “Khadi Mark” has been notified by Government of India.
2. KVIC has been granted the status of Deemed EPC by Ministry of Commerce & Industry in December, 2006. KVIC is also extended assistance on the pattern of an umbrella EPC like FIEO/ITPO/CII/FICCI.
3. 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 revitalizing business opportunities in the overseas market by conducting exhibitions and workshops for Khadi Institutions.
4. KVIC participated with all States KVI Institutions/units in the International Exhibitions organised by different organisations like ITPO, FIEO, TEXPROCIL and other Govt. bodies in different countries. The Exhibition provided an opportunity and strong platform to showcase quality KVI products.
5. KVIC has been making persistent efforts for exporting KVI products produced by KVI institutions/units mainly in USA, European Union, South East Asia, Gulf Countries, UAE, Dubai etc.
6. On occasion of 150th Birth Anniversary celebration of Mahatma Gandhi, KVIC Exhibited/displayed Khadi products under an activity of “Global Khadi” in 67 Indian Embassies/ Missions abroad.
7. Government has issued Harmonized System (HS) code to categorize 11 Khadi products in export and separate tariff lines for these have been created. Definition of Khadi also been included in the supplementary notes of the Customs tariff, w.e.f. 1.11.2019 on tentative basis. HS code is a unique identity of product ID internationally accepted.
8. Export Workshop, Import Export procedure training, Industry specific packaging training at IIP Mumbai, ISO-9000-14000 Training at IIQM Jaipur, Industry specific Design development training at IID Ahmedabad to KVI Existing Beneficiaries is to be provided to promoted export of KVI product.
9. KVIC arranged Global Branding Program in association with CII MSME Members to promote Khadi India on Global Platform.
10. KVIC engaged fashion designer of national and international repute for Fashion Designing to make Khadi products more competitive and appealing in the domestic as well as overseas market segment.
11. Financial support is provided under International Cooperation (IC) Scheme of Ministry of MSME for Technology infusion and /or up-gradation of MSMEs, their modernization and **promotion of their exports through participation in international exhibitions/trade fairs etc.** Scale of assistance under IC scheme would be as under:

S. No.	Scale of Assistance
(a)	To and Fro economy class air fare subject to a maximum of Rs.1.50 lakh or actual fare paid, whichever is lower.
(b)	100% of the space rent subject to a maximum of Rs.1.00 lakhs or actual rent paid, whichever is lower.
(c)	US Dollar 150 per day Duty allowance.

12. Marketing and Promotion Calendar for Social Media activities

Annexure-II referred to in reply to part (f) of the Lok Sabha Unstarred Question No.3184 for answer on 12.03.2020

State-wise employment created (estimated) during the last three years in entire KVI Sector

(Employment in lakh persons)

Sl. No.	State / Union Territory	2016-17	2017-18	2018-19
1	A & N Islands-UT	0.29	0.30	0.32
2	Andhra Pradesh	5.63	5.77	5.96
3	Arunachal Pradesh	0.17	0.18	0.20
4	Assam	5.07	5.26	5.57
5	Bihar	4.59	4.79	5.11
6	Chandigarh-UT	0.24	0.24	0.25
7	Chhattisgarh	1.72	1.85	2.11
8	Delhi	0.33	0.34	0.35
9	Goa	0.20	0.20	0.20
10	Gujarat*	2.72	2.86	3.19
11	Haryana	4.17	4.33	4.55
12	Himachal Pradesh	2.77	2.82	2.93
13	Jammu & Kashmir-UT	3.27	3.56	4.20
14	Ladakh-UT			
15	Jharkhand	0.78	0.86	1.01
16	Karnataka	6.29	6.47	6.79
17	Kerala	5.83	5.93	6.16
18	Lakshadweep-UT	0.01	0.01	0.01
19	Madhya Pradesh	4.96	5.12	5.36
20	Maharashtra**	9.88	10.15	10.63
21	Manipur	0.98	1.02	1.13
22	Meghalaya	0.58	0.58	0.61
23	Mizoram	1.15	1.17	1.27
24	Nagaland	0.80	0.87	0.99
25	Odisha	4.37	4.56	4.82
26	Puducherry-UT	0.10	0.10	0.10
27	Punjab	4.03	4.16	4.30
28	Rajasthan	10.55	10.67	10.90
29	Sikkim	0.26	0.26	0.26
30	Tamil Nadu	18.89	19.23	19.69
31	Telangana	4.22	4.31	4.49
32	Tripura	0.97	1.07	1.17
33	Uttar Pradesh	18.55	19.00	19.65
34	Uttarakhand	1.45	1.59	1.77
35	West Bengal	10.58	10.72	10.94
	TOTAL	136.40	140.35	146.99

* Including Dadara & Nagar Haveli

** Including Daman & Diu