

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 765
TO BE ANSWERED ON 17.09.2020

PROMOTION AND EXPORT OF KVIC PRODUCTS

765. SHRI VIJAY KUMAR:
SHRI B. B. PATIL:

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 through Khadi and Village Industries Commission (KVIC);
- (b) if so, the details thereof;
- (c) whether the KVIC has accorded the status of Export Promotion Council to facilitate it;
- (d) if so, the details thereof;
- (e) whether new employment opportunities have been generated for women and rural people as a result; and
- (f) if so, the details of the employment opportunities generated during each of the last three years, State-wise?

ANSWER

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

(a) & (b): Ministry of Micro, Small and Medium Enterprises (MSME), through Khadi and Village Industries Commission (KVIC) is engaged in promotion of Khadi and Village Industries (KVI) activities in the country. KVIC, however, is not directly involved in export of Khadi and Village Industries (KVI) products. KVI institutions/units, assisted through implementation of various KVI Schemes, export their products directly or through Merchant/ Agencies. 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. Accordingly, around 1089 KVI Institutions and PMEGP/REGP Units have been enrolled as member to enter the field of Export.

(e) & (f): Information relating to employment generation due to export of KVI products is not maintained as KVIC is not directly engaged in export of these products.

Annexure-I referred to in reply to part (a)&(b) of the Lok Sabha Unstarred Question No.765 for answer on 17.09.2020

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