

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 5002
TO BE ANSWERED ON 25.03.2021

FEATURES OF KHADI PRAKRITIK PAINT

5002. SHRI GANESH SINGH:

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

- (a) whether the Government has launched India's first cow dung paint i.e. eco-friendly, non-toxic paint, called 'Khadi Prakritik Paint';
- (b) if so, the details thereof along with salient features of Khadi Prakritik Paint;
- (c) whether Khadi Prakritik Paint is having antifungal, anti-bacterial properties based on cow dung and its main ingredient has been certified by Bureau of Indian Standards (BIS) and if so, the details thereof;
- (d) whether the Government would facilitate the market of Khadi Prakritik Paint and if so, the details thereof;
- (e) whether Khadi Prakritik Paint is part of an effort to improve the rural economy to such an extent that reverse migration begins from the cities to rural areas and if so, the details thereof; and
- (f) whether Khadi Prakritik Paint would be a boost to local manufacturing and create sustainable local employment and generate additional revenue to farmers and gaushalas and if so, the details thereof?

ANSWER

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

(a)&(b): Khadi Prakratik Paint has been developed from cow dung by Kumarappa National Handmade Paper Institute (KNHPI), Jaipur, a unit of Khadi and Village Industries Commission (KVIC). The Study conducted by KNHPI emphasize that Khadi Prakratik paint is eco-friendly and cost effective.

(c): The Khadi Prakratik paint developed by KNHPI has been tested at National Test House, Ghaziabad (Govt. of India), National Test House, Mumbai (Govt. of India) and Shri Ram Institute of Industrial Research, Delhi (An ISO certified test lab) and satisfies the parameters required for paint.

(d): Government has no direct role in manufacturing and marketing of the paint. However, marketing support is provided for sale of the Khadi Prakratik Paint through Departmental Sales Outlets (DSOs) of KVIC and KVIC online portal.

(e)&(f): Use of cow dung for Khadi Prakratik Paint will generate additional income for farmers and gaushalas and will also generate employment for the rural economy.
