

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 521
TO BE ANSWERED ON 04.02.2021

ONLINE INITIATIVE OF KVIC

521. SHRI POCHA BRAHMANANDA REDDY:
SHRI N. REDDEPPA:
DR. BEESETTI VENKATA SATYAVATHI:

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

- (a) whether the Government has launched the ekhadiindia.com as the first ever effort of the Ministry & Khadi and Village Industries Commission (KVIC) in online & B2C outreach;
- (b) if so, the details thereof; and
- (c) the targeted sales and revenue generation projection for the next financial year?

ANSWER

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

(a)&(b): Yes Sir, Khadi and Village Industries Commission (KVIC), a statutory body, working under the aegis of the Ministry of Micro, Small and Medium Enterprises, Government of India, established a B2C official online e-commerce portal namely 'ekhadiindia.com' to support the online marketing facilities for its stakeholders on 1st January, 2021. This portal has been established on Design, Build, Finance, Operate and Transfer (DBFOT) model through Public-Private Partnership (PPP) mode on revenue sharing basis. The contract is initially for a period of 10 years.

(c): There is no sales target fixed as on now for the next financial year.

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