

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 600
TO BE ANSWERED ON 22.07.2021

Schemes for Khadi Promotion

600. DR. RAM SHANKAR KATHERIA:

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

- (a) whether the steps are being taken by the Government to encourage the use of Khadi;
- (b) if so, the details thereof; and
- (c) the steps taken by the Government to incentivise Khadi workers during the last three years?

ANSWER

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI NARAYAN RANE)

(a)&(b): Number of steps/initiatives have been taken by the Ministry of MSME, through Khadi & Village Industries Commission (KVIC), to encourage the use of Khadi. Details are at **Annexure**.

(c): To incentivise Khadi workers, direct 30% financial assistance is provided to the Khadi Artisans under Modified Market Development Assistance (MMDA) scheme since 2016-17.

The incentive provided to Khadi artisans during the last three years are as follows:

Year	Amount of Incentive to Khadi Artisans (Rs. in crore)
2018-19	82.25
2019-20	93.57
2020-21 (Provisional)	70.08

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Annexure referred to in reply to part (a)&(b) of the Lok Sabha Unstarred Question No. 600 for answer on 22.07.2021

The steps/initiatives taken by the M/o MSME to encourage the use of Khadi is as follows:

1. To ensure genuineness of Khadi “Khadi Mark” has been notified by Government of India.
2. Ministry of Commerce and Industry, Govt. of India has extended KVIC, the status of Deemed Export Promotion Council (EPC), for supporting promotion of Khadi and Village Industries products in international market. 2816 Khadi Institutions have taken its membership to enter the field of export. KVIC through its assisted institutions and units participates in various international exhibitions.
3. Tie up arrangements 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 invigorating business opportunities in the overseas market by conducting exhibitions and workshops for Khadi Institutions.
4. Tie up arrangements for bringing out innovative export quality product designs with NIFT, etc.
5. To create unique identity of “Khadi”, a separate HS code for 22 items of Khadi product is also requested from the Ministry of Commerce for recognizing the potential of export of Khadi & Village Industries (KVI) products.
6. KVIC has 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.
7. KVIC participated/exhibited/promoted Khadi products in various exhibitions during different occasions which gives an opportunity and a strong platform to showcase quality of KVI products.
8. Considering the need of present generation and the effect of COVID-19 pandemic, KVIC has started online selling of all KVI products. KVI products are available to every Indian’s door step through www.ekhadiindia.com, www.khadiindia.gov.in.
9. MoU has been signed with the Ministry of Tribal Affairs, Govt. of India for supply of Khadi Polyvastra fabric for making uniforms for its 75,000 students worth Rs. 14.77 crore.
10. MoU has been signed with the Central Armed Police Forces (CAPFs) canteens under clarion call of our Hon’ble Prime Minister for “Atmanirbhar Bharat” for supply of KVI products.
11. Marketing tie-ups with Railways, Department of Posts, Air India, ONGC and other Govt. organizations.
12. Tie-ups with Corporates namely Raymond, Aditya Birla and Arvind Mills to enhance visibility and sales of Khadi products
13. Launched ‘franchise scheme’ to expand the sales distribution network.
14. KVIC has taken up production of Khadi Mask as an income generation activity for the COVID-19 pandemic hit artisans of Khadi Institutions. So far supply of more than 25 lakhs Khadi masks worth Rs 6.51 crore made by Khadi Bhavan, New Delhi.