

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO. 2539**  
TO BE ANSWERED ON 17.03.2022

**KHADI AND VILLAGE INDUSTRIES COMMISSION**

2539. SHRI VIVEK NARAYAN SHEJWALKAR:

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

- (a) whether the Government has any proposal to set up small scale industries under Khadi and Village Industries Commission (KVIC) or any other scheme to improve the standard of living of rural women and make them self-reliant; and
- (b) if so, the details and the present status thereof?

**ANSWER**

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES  
(SHRI BHANU PRATAP SINGH VERMA)

(a)&(b): Ministry of MSME, through Khadi and Village Industries Commission (KVIC), has been implementing many schemes and programmes for many years to promote entrepreneurship among rural people, including women, in the rural areas of the country, to improve their standard of living. Details of such schemes being implemented by KVIC are given below:

**1. Prime Minister's Employment Generation Programme (PMEGP)**, is a major credit-linked subsidy programme aimed at generating self-employment opportunities through establishment of micro-enterprises in the non-farm sector by helping traditional artisans and unemployed youth. Under this scheme, rural women are eligible for a higher margin money subsidy of 35% for setting up micro-enterprises in rural areas, which is more than the margin money subsidy for the General category. PMEGP, since inception in 2008-09 and upto 11.03.2022 has assisted 1,62,555 women by providing Rs. 4,97,770.40 lakh Margin money subsidy to establish their enterprises.

**2. Khadi Vikas Yojana (KVIY):** KVIC implements Khadi Vikas Yojana for the promotion and development of Khadi activities in the country, through various components like Modified Market Development Assistance (MMDA), Interest Subsidy Eligibility Certificate (ISEC), Workshed Scheme for Khadi Artisans etc. Under KVIY, as of now 4.97 lakh Khadi artisans (spinners, weavers and others) are engaged in various Khadi activities, out of which 3.98 lakh artisans are women.

**3. Under Gramodyog Vikas Yojana (GVY),** KVIC provide training, toolkits and other hand holding support to rural traditional artisans through implementation of following programmes:

- i) **Honey Mission/Beekeeping:** This programme aims at providing livelihood to people living in rural areas by introducing and popularizing modern Beekeeping and thereby creating sustainable employment and income. Under the programme, each beneficiary is being provided with 10 bee boxes with live bee colonies and tool kits. So far, since the start of the programme in 2017-18, a total of 3303 women beekeepers have been trained and provided with bee boxes and tool kits.

- ii) **Kumhar Sashaktikaran Programme** started in the year 2018-19. KVIC assists pottery artisans by providing Electric Pottery Wheels alongwith other tools and equipments. A total of 2590 women artisans have so far been assisted through the programme since its inception.

**4. Through the Skill Development Programme (SDP) and Entrepreneurship Awareness Programme (EAP),** KVIC, through its training centres, imparts skill development training to prospective entrepreneurs, including women, in various disciplines like bee-keeping, pottery, fruit and vegetable processing, bakery, tailoring and embroidery, soap and detergent making, beautician course, motor winding etc. Since 2014, a total of 2,88,967 women across the country have been trained.

**5. Ministry of MSME** also assists artisan clusters through ‘**Scheme of Fund for Regeneration of Traditional Industries**’ (SFURTI) to generate sustainable employment for traditional rural artisans, and to improve the standard of living of rural women. KVIC is one of the nodal agency for implementing this scheme. At present, 107 SFURTI clusters out of the total of 458 clusters, are sanctioned to KVIC, in which around 23000 women artisans are engaged.

\* \* \* \* \*