

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION No. 525
TO BE ANSWERED ON 28.11.2024

KHADI SPINNERS AND WEAVERS

525. DR. SHRIKANT EKNATH SHINDE:
SHRI RAJESH VERMA:
SHRI NARESH GANPAT MHASKE:
SMT. SHAMBHAVI:

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

- (a) the total number of khadi spinners and weavers in the country along with the number of spinners and weavers who got benefits from the Government;
- (b) the number of khadi artisans who have registered under the Sailai Samridhi Yojana, along with the number of artisans who have received incentives under the scheme;
- (c) the details of the amount of khadi made products exported, along with the amount of khadi products sold domestically;
- (d) the manner in which increase in employment opportunities and salaries to spinners and weavers under Khadi and Village Industries Commission (KVIC) help in the development and economic growth of rural areas; and
- (e) the steps taken by the Government to promote khadi made products in domestic and international markets?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SUSHRI SHOBHA KARANDLAJE)

- (a): Around 4.99 lakh persons are engaged in Khadi Sector including Khadi spinners, weavers, Khadi karyakartas, and other artisans. In the financial year 2023-24, 1.49 lakh khadi artisans have been directly benefitted under Modified Market Development Assistance (MMDA) based on Khadi promotion activities.
- (b): Silai Samridhi Yojana/ Sewing Machine Operator has been approved as a new activities, under Gramodyog Vikas Yojana in November 2023. In the financial year 2023-24, a budget provision has been made to support 1000 artisans.
- (c): During 2023-24, KVI products of Rs. 271.85 crore including Rs. 37.88 lakh of khadi were exported and KVI products of Rs. 155673.13 crore including Rs. 6496.00 crore of khadi were sold.
- (d): The details of support extended to increase the employment opportunities and wages to spinners and weavers under Khadi and Village Industries Commission (KVIC) help in the development and economic growth of rural areas, are as follows:
 - i. Modified Market Development Assistance (MMDA): Under MMDA, 35% of MMDA is provided to artisans as incentive in case of Khadi Institutions of cotton, woolen, polyvastra and 30% quantum of MMDA is provided to artisans as incentive in case of Khadi Institutions of silk.

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- ii. Workshed Scheme for Khadi Artisans, provides financial assistance to artisans for construction of individual workshed, an assistance upto Rs 1,20,000/- or 75% of the total cost of the workshed {90% for North Eastern Region (NER)} and for group Workshed (minimum 5 and maximum 15 artisans), an assistance up to Rs. 80,000/- per artisan or 75% of the total cost of the group Workshed (90% for NER), whichever is less, is provided.
 - iii. Enhancement in the earning of the khadi artisans by increasing the spinning wages from Rs. 10.00/- per hank to Rs. 12.50 per hank and 7% increase in the weaving wages for cotton Khadi, wollen Khadi and Polyvastra w.e.f 02.10.2024.
- (e): The steps taken by the KVIC to promote KVI products in domestic and international markets is as follows:
- i. Centre of Excellence for Khadi on the Hub and Spoke model, with National Institute of Fashion Technology (NIFT) New Delhi as Hub along with NIFT Ahmedabad, Bengaluru, Kolkata and Shillong – have been set up for establishing benchmarked design processes for global standards, creating new fabrics and products, disseminating quality standards for fabrics, branding and publicity by creating interesting narratives around the new Khadi, creative visual merchandizing & packaging for new Khadi products and increasing the global reach of Khadi by organizing National and International Khadi Fashion Shows and Exhibitions.
 - ii. Organizing various level exhibitions and participating in Indian International Trade Fair (IITF) to make KVI products accessible in the domestic.
 - iii. Arranged product supply/marketing mechanism through e-Market linkage for MSMEs through GeM portal (gem.gov.in), and e-marketing portal (www.ekhadiindia.com) with an objective to sell Buyer to Consumer.
 - iv. Established Khadi Lounges at various urban centers and in Tier-II cities for attracting both connoisseurs of Khadi as well as designers.
 - v. Catering to the need of Government departments and bulk buyers of various Government Organization and PSUs to increase the sales of Khadi products.
 - vi. Special discount has been announced on various occasions/festivals to attract customers and to boost the sales of KVI products.
 - vii. For protecting the identity of brand 'Khadi' globally, KVIC has secured registration for the Trademark 'Khadi' in 15 countries and secured registration for the Khadi Logo in 31 countries.
