

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION No. 1525**  
**TO BE ANSWERED ON 13.02.2025**

**EMPLOYMENT OPPORTUNITIES IN KHADI SECTOR**

1525. SHRI MANI A:

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

- (a) the steps taken by the Government to promote Khadi as a sustainable and eco-friendly fabric in the domestic and international markets;
- (b) the number of new Khadi production units set up across the country especially in Tamil Nadu during the last three years;
- (c) the number of artisans and workers employed in the Khadi sector and the steps taken to increase employment opportunities in this sector;
- (d) whether there are any specific initiatives to attract youth to Khadi production and entrepreneurship and if so, the details thereof;
- (e) the role of Khadi and Village Industries Commission (KVIC) in promoting the development of Khadi and the funds allocated to KVIC during the last three years; and
- (f) whether there are any plans to expand KVIC's operations to include new regions and artisans and if so, the details thereof?

**ANSWER**

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

- (a): Government of India through Khadi and Village Industries Commission (KVIC) has taken following steps taken to promote KVI products in domestic and international markets:
- 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 market.
  - iii) Arranged product supply/marketing mechanism through e-Market linkage for MSMEs through GeM portal ([gem.gov.in](http://gem.gov.in)), and e-marketing portal ([www.ekhadiindia.com](http://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.
- (b): 184 new Khadi Institutions have taken the KHADI certificate for carrying out the Khadi production in the country including 03 new Khadi Institutions in Tamil Nadu State during the last three years i.e. from 2021-22 to 2023-24.
- (c): Around 4.99 lakh persons are engaged in Khadi Sector including Khadi spinners, weavers, Khadi karyakartas, and other artisans involved in post-fabric production, garment conversion, and sales activities. The following steps are being taken by KVIC to increase the employment opportunities in Khadi sector:
- i) Spinning wages have been increased by 25% i.e. from Rs. 10.00/- per hank to Rs. 12.50/- per hank and weaving wages are increased by 7% for cotton khadi, wollen khadi and polyvastra w.e.f. 02.10.2024.
  - ii) 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.
  - iii) Workshed Scheme for Khadi Artisans, provides financial assistance to artisans for construction of individual and group worksheds. An financial assistance upto Rs 1,20,000/- or 75% of the total cost of the workshed 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, whichever is less, is provided.
  - iv) Establishing Pashmina Wool roving manufacturing facility in Leh: KVIC has made efforts to introduce the Pashmina woolen spinning activity through NMC which would pave the way for more earnings & sustainable employment to the woolen spinners.
  - v) Implementation of Khadi Activities in Bali Island of Sundarban Area: KVIC has undertaken initiatives to introduce Khadi activities aimed at providing sustainable employment, KVIC has sanctioned 50 number of NMCs (under Sahyog Scheme), 115 numbers of NMCs & 8 number of looms under KRDP to implement the Khadi program through Chandrakanta Lalit Mohan Resham Khadi Samiti, Khagra Murshidabad. Subsequently, provided spinning training to 75 Spinners and 30 weavers to carry out spinning and weaving activities. Also, two group worksheds have been constructed to accommodate 30 spinners, providing a dedicated space to carry out their activities. Through these efforts, KVIC is helping the people of the Sundarbans build secure livelihoods within the Khadi sector.
  - vi) Raw Material Bank: KVIC has set up Marino Wool Bank at Bikaner, Rajasthan and cocoon banks are being set up at Patna & Ranchi in order to cater the Raw Material need of Khadi institutions in Rajasthan, Bihar & Jharkhand State for widening the scope of more production thereby increasing earnings of the Khadi artisans.
- (d): The following initiatives are being taken to attract the youth to Khadi production and entrepreneurship:
- i) To make it easier for youth entrepreneurs to start a business in Khadi Sector, an online platform was created to obtain the Khadi Mark and Khadi Certificate to start the business activities in Khadi Sector.

- ii) KVIC organizes Entrepreneurship Awareness Programmes through field offices to popularize the Schemes implemented by KVIC for generation of Self-employment opportunities in the country.
- iii) Publicity of KVI Schemes and programmes through print, electronic, digital and social media.
- iv) KVIC provides handholding support to the Khadi Institutions/units for marketing of their Khadi products at National and International level.
- v) HS Code for 11 Khadi products so that the brand is protected and the international trade of our heritage products are tracked.
- vi) KVIC is promoting its marketing activities through the network of 8035 'Khadi India' sales outlets of Khadi Institutions and 8 Departmental Sales Outlets, and its 18 retail branches and through e-marketing which provide a wide platform for sales of KVI products produced by traditional artisans and craftsmen, across the country.

(e): Khadi and Village Industries Commission (KVIC) is a Statutory Body established by an Act of Parliament (No. 61 of 1956) and as amended by Act No. 12 of 1987 and Act No. 10 of 2006. The functions of the Commission are to plan, promote, facilitate, organize and assist in the establishment and development of khadi and village industries in the rural area in coordination with other agencies engaged in rural development. The Objectives of KVIC is as follows:

- Social objective: Providing livelihood and employment
- Economic objective: Producing saleable articles by artisans
- Wider objective: Creating self-reliance amongst the people

Khadi Vikas Yojana is being implemented by KVIC for promoting the development of Khadi and to increase the employment opportunities in the Khadi Sector. The details of funds allocated under KGVY and KVV during the last three years are as follows.

<b>(Rs. in crore)</b>			
<b>Sr. No.</b>	<b>Year</b>	<b>Funds allocated for KGVY</b>	<b>Funds allocated for KVV</b>
1	2021-22	741.26	305.13
2	2022-23	685.51	299.13
3	2023-24	662.39	343.44

(f): KVIC's Programmes are widening their domain across sectors of the economy, producing diverse range of products and services to meet demands of domestic as well as global markets. Following the initiatives for expansion of KVIC's operations to include new regions and artisans:

- i) KVIC is implementing Khadi and Village Industries programmes through 40 State/ Divisional/ Sub offices, 6 Zonal offices, 26 Departmental Sales Outlets and its branch offices, and 5 Central Sliver Plants at different parts of the country.
- ii) Every year new KIs has been registered for the promotion and development of Khadi.
- iii) Skill Development Programmes in various trades are being conducted all over the country through 35 Departmental and Non-Departmental Training Centres, and 25 training partners.
- iv) Publicity of KVI Schemes and programmes through print, electronic, digital and social media.
- v) Handholding support to the Khadi Institutions/units for marketing of their Khadi products at National and International level helps in expansion of KVIC's operation.