

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 977
TO BE ANSWERED ON 05.02.2026

KHADI PRODUCTS WITH E-COMMERCE PLATFORMS

977. SHRI MANI A:

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

- (a) whether the Government has reviewed the performance and viability of Khadi and Village Industries institutions in Tamil Nadu, particularly in terms of production, sales and employment generation during the last three years, if so, the details thereof;
- (b) the number of Khadi institutions, artisans enrolled and units operational in the State including the level of infrastructure support provided;
- (c) whether any delays or shortfalls in Margin Money Subsidy, marketing support and raw material availability have adversely affected the growth and sustainability of Khadi units and if so, the details thereof;
- (d) the funds allocated, released and utilised for Khadi development, marketing and urban retail expansion in Tamil Nadu during the last three years; and
- (e) the steps being taken to strengthen market linkages, brand promotion and integration of Khadi products with e-commerce platforms to improve incomes of artisans?

ANSWER

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

- (a): The performance of the Khadi Institutions such as production, sales and employment are monitored regularly by Government through Khadi and Village Industries Commission (KVIC), a statutory organisation under Ministry.

The production, sales and employment generated in Khadi sector in the state of Tamil Nadu during the last 3 years are as under:

(Rs. in lakhs; Emp in No.)

Sr. No.	Particulars	Performance in last 3 years
1	Production	92195.70
2	Sales	163828.37
3	Cumulative Employment	21315

- (b) and (d): Total 81 Khadi Institutions are registered in the state of Tamil Nadu, out of which 73 Khadi Institutions are functioning. Total 21,315 numbers of Khadi Artisans are engaged in Khadi Sector in the State of Tamil Nadu.

Regarding the Infrastructure support provided to Khadi Institutions, financial assistance is being provided to Khadi Institutions and Artisans through various schemes / programmes such as:

- **Under Modified Market Development Assistance (MMDA):** Under MMDA financial assistance is being provided for modernization and computerization of sales outlets, value addition by adopting latest technologies in the post fabric stage/process, Technology up-gradation etc.
- **Under ISEC:** The Interest Subsidy Eligibility Certificate (ISEC) is issued by KVIC to eligible Khadi institutions based on their production levels and estimated funding requirements. Under the scheme, credit is provided to Khadi institutions at a concessional interest rate of 4% per annum for both Capital Investment (CI) and Working Capital (WC), based on their requirements.
- **Under Workshed Scheme for Khadi Artisans:** The aim of the component of the Scheme is to provide Khadi artisans with improved workspaces for spinning and weaving activities. It also offers storage facilities for raw materials, tools, accessories, and semi-finished or finished goods etc.
- **Under Strengthening of Existing Weak Khadi Institutions by providing Infrastructural Assistance:** Under this component of the scheme need-based support is provided to weak, sick, problematic, or D-category Khadi institutions that have the potential to revive and become self-sustaining.
- **Marketing Assistance for Renovation of Sales Outlets:** This component of the scheme aims to enhance the marketing of Khadi products through the renovation of sales outlets, introduction of new designs, and development of ready-to-use products.

The details of funds disbursed by KVIC under Various components of the schemes for the development of Khadi in the state of Tamil Nadu during the last 3 years are as under:

Sr. No.	Components of the Schemes	Funds disbursed by KVIC in last 3 years (Rs. in lakhs)
1	Modified Market Development Assistance(MMDA)	7251.20
2	Interest subsidy eligibility certificate (ISEC)	2144.29
3	Work-shed Scheme	194.40
4	Strengthening of weak Khadi Institutions (Infrastructural Assistance)	15.00
5	Strengthening of weak Khadi Institutions (Marketing Assistance)	167.93
6	Exhibitions	108.75

(c): Marketing support and the availability of raw materials have been provided to the Khadi Institutions in a timely manner, as per the requirements of the Institutions and in accordance with the scheme guidelines

(e): Following steps are being taken by KVIC to strengthen market linkages, brand promotion and integration of Khadi products with e-commerce platforms to improve the income of artisans:

- The KVIC operates its own e-commerce portal www.khadiindia.gov.in providing nationwide access to procure Khadi products.
- The KVIC is organizing various exhibitions such as National Level Exhibition, Zonal Level Exhibition, State Level Exhibition, District Level Exhibition, Special Exhibition, etc.
- KVIC is encouraging the Khadi Institutions to participate in the Indian International Trade Fair, Trade Fairs in Abroad, etc.
- During the celebration of Khadi Mahotsav, special sales are encouraged to market the Khadi products.
- Apart from that, KVIC is sponsoring various marketing programmes such as Shaastra & Saarang @ IIT-Madras, Dhruva @ IIM-Tiruchirappalli, etc.
- The salient features of the Khadi products are made wide publicity through print and electronic media.
- The brand 'Khadi India' is promoted by way of sponsoring the events conducted by other/independent entities for creating brand awareness and market reach.
