

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 1288
TO BE ANSWERED ON 07.12.2015

KVIC EXHIBITION

1288. SHRI LALUBHAI BABUBHAI PATEL:

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

- (a) whether the Khadi and Village Industry Commission (KVIC) has organised exhibitions in the different parts of the country to increase the sale of the products of KhadiGramodyog;
- (b) if so, the total number of exhibitions organised and total expenditure incurred thereon during each of the last three years and current year, State-wise;
- (c) whether these exhibitions have helped in increasing the acceptability and sale of the khadi products; and
- (d) if so, the details thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF
MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI GIRIRAJ SINGH)

- (a): Yes, Madam.
- (b): The year wise details of level of exhibition, sales achieved and expenditure incurred in these exhibitions state/UT wise during last three years and current year is given in Annexures – I, II, III& IV.
- (c)&(d): These exhibitions give the KVI institutions a platform to showcase their products effectively not only in their home States but also in other States across the country. These exhibitions offer the Khadi institutions an opportunity to increase the reach for their products and obtain higher income through increased sales. During the last three years and current year i.e. 2012-13, 2013-14, 2014-15& 2015-16 (upto 30.11.2015), the Khadi& VI institutions sold KVI products worth Rs.31.37 crore, Rs. 23.82 crore, Rs.24.35crore& Rs.9.30 crore (provisional) respectively through these exhibitions.

Annexure-I

Annexure-I referred to in reply to part (b) of the Lok Sabha Unstarred Question No. 1288 for answer on 07.12.2015

Details of level of exhibition, sales achieved and expenditure incurred in these exhibitions
State/UT wise during 2012-13

(Rs. in lakhs)

Sl. No.	State	Level of Exhibition	Total Sales	Expenditure
1	Gujarat	National Level	444.00	40.00
2	Uttar Pradesh	National Level	597.97	40.00
3	Bihar	National Level	350.00	40.00
4	Punjab	National Level	402.00	40.00
5	Assam	National Level	99.33	40.00
6	Tamil Nadu	State Level	81.00	10.00
7	Odisha	State Level	76.14	10.00
8	Himachal Pradesh	State Level	69.15	10.00
9	Chhattisgarh	State Level	15.16	10.00
10	Chhattisgarh	State Level	12.43	10.00
11	Gujarat	State Level	156.61	10.00
12	Andhra Pradesh	State Level	53.11	10.00
13	Uttarakhand	State Level	78.30	10.00
14	Tripura	State Level	47.45	10.00
15	Arunachal Pradesh	State Level	25.83	10.00
16	Delhi	KGB. SPL.	96.06	10.00
17	Delhi	IITF-2012	207.90	200.00
18	Maharashtra	KHADI FEST	148.11	40.00
19	Maharashtra	KHADI FEST	68.21	40.00
20	West Bengal	KGB SPL.	46.64	10.00
21	Madhya Pradesh	KGB SPL.	25.00	10.00
22	Assam	Uttar-Purvamela	26.86	10.00
23	Participation in other events organized by NGOs/Govt. Depts.		9.38	10.50
	Total		3136.64	630.50

Annexure-II referred to in reply to part (b) of the Lok Sabha Unstarred Question No. 1288 for answer on 07.12.2015

Details of level of exhibition, sales achieved and expenditure incurred in these exhibitions state/UT wise during 2013-14

(Rs. in lakhs)

Sl. No.	State	Level of Exhibition	Total Sales	Expenditure
1	Gujarat	National Level	412.11	40.00
2	Jharkhand	National Level	290.00	40.00
3	West Bengal	National Level	76.63	40.00
4	Gujarat	State Level	140.52	10.00
5	Haryana	State Level	99.58	10.00
6	Punjab	State Level	75.05	10.00
7	Himachal Pradesh	State Level	35.00	10.00
8	J &K	State Level	127.00	10.00
9	Odisha	State Level	101.41	10.00
10	West Bengal	State Level	34.01	10.00
11	Madhya Pradesh	State Level	51.70	10.00
12	Uttar Pradesh	State Level	61.71	10.00
13	Uttarakhand	State Level	125.21	10.00
14	Assam	State Level	36.15	10.00
15	West Bengal	KGB Spl. Exh.	47.00	10.00
16	Delhi	KGB Spl. Exh.	96.44	10.00
17	Maharashtra	KGB Spl. Exh.	329.00	70.00
18	Delhi	IITF-2013	226.79	200.00
19	Participation in other events organized by NGOs/Govt. Depts.		16.53	25.00
	Total		2381.84	545.00

Annexure-III referred to in reply to part (b) of the Lok Sabha Unstarred Question No. 1288 for answer on 07.12.2015

Details of level of exhibition, sales achieved and expenditure incurred in these exhibitions
State/UT wise during 2014-15

(Rs. in lakhs)

Sl. No.	State	Level of Exhibition	Total Sales (Provisional)	Expenditure
1	West Bengal	KGB Spl. Exh.	68.00	10.00
2	Madhya Pradesh	KGB Spl. Exh.	24.90	10.00
3	Delhi	KGB Spl. Exh.	43.68	10.00
4	Maharashtra	KGB Spl. Exh.	311.15	70.00
5	Odisha	National Level	400.00	40.00
6	West Bengal	State Level	23.00	10.00
7	Uttarakhand	State Level	218.43	10.00
8	Karnataka	State Level	162.60	10.00
9	Assam	State Level	46.43	20.00
10	Maharashtra	State Level	82.00	10.00
11	Uttar Pradesh	State Level	354.00	10.00
12	Uttar Pradesh	State Level	77.87	10.00
13	Uttar Pradesh	State Level	59.23	10.00
14	Jharkhand	State Level	50.00	10.00
15	Kerala	State Level	113.89	10.00
16	Delhi	IITF-2014	400.01	300.00
17	Participation in other events organized by NGOs/Govt. Depts.		Reports awaited from Field Offices	35.00
	Total		2435.19	585.00

Annexure-IV

Annexure-IV referred to in reply to part (b) of the Lok Sabha Unstarred Question No. 1288 for answer on 07.12.2015

Details of level of exhibition, sales achieved and expenditure incurred in these exhibitions
State/UT wise during 2015-16 (upto 30.11.2015)

(Rs. in lakhs)

Sl.No.	State	Level of Exhibition	Total Sales (Provisional)	Expenditure
1	Delhi	IITF, Pragati Maidan	551.00	260.00
2	Delhi	Special exhibition(KGB)	45.00	9.00
3	Delhi	Special exhibition(Kings way camp)		
4	Delhi	Special exhibition Uttar Purva Mela	52.00	10.00
5	Maharashtra	Special (3)	256.70	25.00
6	Kerala	Special (1)	25.40	8.20