

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION No. 3703
TO BE ANSWERED ON 23.03.2023

TURNOVER OF KVIC

3703. SHRI SELVAM G.:
SHRIMATI MANJULATA MANDAL:
SHRI DHANUSH M. KUMAR:

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

- (a) whether the annual turnover of Khadi and Village Industries Commission (KVIC) has increased;
- (b) if so, the details thereof during each of the last three years and the current year;
- (c) the challenges being faced by the Government to achieve this turnover;
- (d) whether KVIC has received orders from the Governments of Tamil Nadu and Odisha for supply of khadi products and if so, the details thereof during each of the last three years and the current year;
- (e) whether the Government has taken the steps to create more market for khadi products and if so, the details thereof;
- (f) whether the Government has established any mechanism to ensure that the KVIC products are not of poor quality and if so, the details thereof; and
- (g) whether the Government proposes to start online sale of KVIC products and if so, the details thereof along with the steps taken in this regard?

ANSWER

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

(a)&(b): Yes, Sir. The sales of Khadi and Village Industries (KVI) products during the last three years has increased and details are as follows:

(Rs. in crore)

Year	Sales of KVI products
2019-20	88875.54
2020-21	95741.36
2021-22	115415.23
2022-23 (P) (as on 31.01.2023)	108571.84

P- Provisional

- (c): The main challenges to boost the sale of KVI products are as follows:
- i. Lack of awareness amongst manufacturers in small villages regarding standards, quality and contemporary market demand.
 - ii. Limited access to credit and knowledge regarding export of KVI items in the market.
 - iii. Lack of marketing and promotion of KVI products in market.

(d): Khadi and Village Industries Commission (KVIC) has not received any order for supply of Khadi products from the States of Tamil Nadu and Odisha.

(e): The Government has taken following steps/initiatives to create more market for Khadi products:

- i. KVIC facilitates marketing support, organises exhibitions where the Khadi institutions/artisans/entrepreneurs promoted by KVIC can display and sell their products.
- ii. The network of over 8000 “Khadi India” sales outlets of Khadi Institutions and 8 Departmental Sales Outlets (DSOs) along with 18 branches owned by KVIC provide a wide platform for sale of Khadi products.
- iii. KVIC arranges product supply/marketing mechanism through e-Market linkage for Khadi products through GeM portal and e-marketing portal (www.ekhadiindia.com).
- iv. KVIC under International Cooperation (IC) Scheme of Ministry of MSME facilitates Khadi units for participation in international exhibitions/trade fairs etc.
- v. Tie-up with Railways, Department of Posts, Air India, ONGC, IOCL and other Govt. organizations to market the products produced by the Khadi Institutions and entrepreneurs promoted by KVIC.

(f): In order to maintain quality standards, KVIC has established testing laboratories in the premises of KVIC’s Central Sliver Plants (CSPs) for physical testing of Khadi clothes produced by Khadi Institutions.

Besides, KVIC has engaged Textiles Committee, Ministry of Textiles, as an accredited agency for carrying out onsite verification to ensure hand spinning and hand weaving process and also for drawing the samples of Khadi fabric for testing by textile laboratories.

KVIC has also launched “Khadi Mark” in 2013 to ensure the quality and genuineness of Khadi products.

(g): Yes, Sir. Ministry of MSME, through KVIC, has arranged product supply/marketing mechanism through e-Market linkage for MSMEs through GeM portal and e-marketing portal (www.khadiindia.gov.in).

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