

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION No. 3090**  
**TO BE ANSWERED ON 21.12.2023**

**PRODUCTS OF KHADI AND VILLAGE INDUSTRY COMMISSION**

3090. SHRI GUHA RAM AJGALLEY:

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

- (a) the steps taken by the Khadi and Village Industry Commission (KVIC) to promote the sales of Khadi and Village Industry products and to create awareness thereabout; and
- (b) the steps taken by the KVIC to improve the quality of Khadi and Village Industry products?

**ANSWER**

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

(a): The steps taken by the Khadi and Village Industry Commission (KVIC) to promote the sales of Khadi and Village Industry products and to create awareness about the KVI products are as follows:

- i) KVIC's institutions and entrepreneurs are facilitated Marketing support, organise exhibitions to sale and display KVI products.
- ii) Financial assistance is provided to the selected entrepreneurs and artisans engaged in production of unique and quality products to participate in the International Exhibitions.
- iii) Publicity of KVI Schemes and programmes through print, electronic, digital and social media.
- iv) International Cooperation (IC) Scheme of the Ministry provides an opportunity and strong platform to KVI units for participation in international exhibitions/trade fairs etc. to showcase quality of KVI products in different countries.
- v) Participated/sponsored events organized by other Govt. Departments/NGO's for promotion as well as building awareness about the schemes of KVIC and KVI products.
- vi) 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.

(b): The steps taken/Schemes implemented by Khadi and Village Industries Commission (KVIC) to improve the quality of Khadi and Village Industry products are as follows:

- i) **Science and Technology Scheme:** Under this scheme, Research & Development and Technology Dissemination programmes are being implemented to enhance the quality of KVI products, increase the productivity and earning of artisans, reduction of drudgery, development of new products and diversification as per market demand, efficient use of local raw material, etc.

- ii) **Khadi Vikas Yojana (KVY):** Under this scheme, KVIC seeks to ensure quality and standardized khadi products are manufactured, in compliance of the Khadi Mark Regulations 2013, to achieve the objectives of:
1. Guarantee genuineness of Khadi and Khadi products produced in India - "Hand Spun, Hand Woven and Natural Fiber"
  2. Establish a unique identity for Khadi
  3. Improved customer awareness
  4. Increase popularity of Khadi
- iii) **Khadi Reform and Development Programme (KRDP):** Under this scheme, old charkhas and looms are replaced and new model charkhas, improved looms, latest technology and allied equipment are provided to the artisans through Khadi Institutions. Besides, common facility centres for advanced processing of Khadi products are provided.
- iv) **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.

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