

**GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA**

UNSTARRED QUESTION NO:2610
ANSWERED ON:05.12.2001
STEPS TO BOOST KHADI MARKET
K. MURALEEDHARAN

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

- (a) the details of the steps taken by the Government to boost the market of khadi and other rural products;
- (b) whether the Government have signed any MoU for design support to khadi products; and
- (c) if so, the details thereof?

Answer

THE MINISTER OF AGRO AND RURAL INDUSTRIES (SHRI KARIYA MUNDA)

(a): The Government of India has announced a package for the promotion of Khadi and Village Industries Sector on 14th May, 2001, with the prime objective of creating more jobs in rural areas and empowering the women and backward classes. The main features of the package comprise of a rebate policy for five years, option of Rebate or Market Development Assistance (MDA), Insurance cover to Khadi artisans, emphasis on improvement of Khadi products, creation of packaging and design facilities, measures to promote marketing, brand building and cluster development.

(b): Yes, Sir. The Khadi and Village Industries Commission (KVIC) has entered into a Memorandum of Understanding (MOU) with National Institute of Design, Ahmedabad.

(c): The KVIC has identified the National Institute of Design (NID) Ahmedabad, the premier institute for design, as its national consultant. NID will provide support to the KVIC in evolving systems, procedure and norms for design projects. A special cell has also been opened in this regard to exclusively address design problems and challenges of the KVI sector.