

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

UNSTARRED QUESTION NO:4154
ANSWERED ON:16.12.2002
MARKETING SYSTEM FOR KHADI PRODUCTS
UMMAREDDY VENKATESWARLU

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

- (a) whether a number of outlets have been opened by the Khadi and Village Industries Commission under the brand name Khadi;
- (b) if so, the details of locations of such outlets;
- (c) whether KVIC propose to introduce agents to sell such products in different parts of the country; and
- (d) if so, the details of such a marketing system initiated by KVIC?

Answer

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

(a): No, Sir.

(b): Does not arise.

(c) & (d): The Khadi and Village Industries Commission (KVIC) has introduced a franchise agency scheme since October 2002, whereby private showrooms owners are allowed to stock and sell selected branded Khadi and Village Industries (KVI) products.