

**GOVERNMENT OF INDIA  
MICRO, SMALL AND MEDIUM ENTERPRISES  
LOK SABHA**

UNSTARRED QUESTION NO:5104

ANSWERED ON:29.04.2008

Promotion of Khadi

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

(a) whether the Government has taken any fresh initiative to promote and encourage the use of Khadi products among the people in urban areas of the country;

(b) if so, the details thereof, State-wise; and

(c) if not, the reasons therefor?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI MAHABIR PRASAD)

(a) & (b): To promote the use of khadi products throughout the country, including urban areas, the Government, through the Khadi and Village Industries Commission (KVIC), has taken several initiatives, such as:

(i): Organising exhibitions at National/Zonal/District levels and providing financial assistance for organising such exhibitions;

(ii) Rebate scheme for providing rebate on sales of khadi to consumers.

(iii): Providing financial assistance under Products Development, Design Intervention and Packaging (PRODIP) Scheme for improved designs and packaging of khadi products;

(iv) Launching `Mission Khadi` to convert the Khadi fabric into ready-made garments with modern designs, thereby adding value to khadi products and modifying the present trend of direct sale of khadi in cloth form;

(v) Launching brand name `Khadi India` for khadi products;

(vi) Conducting Public awareness programmes throughout the country to increase the awareness and knowledge among the public, especially the young generation;

(vii) Modernisation and renovation of Khadi Gramodyog Bhavans/Sales outlets in a phased manner. As a first step in this regard, 2 bhavans located in Delhi, have been renovated/modernised.

(c): Does not arise.