

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

UNSTARRED QUESTION NO:765
ANSWERED ON:02.03.2010
EXHIBITION FOR PROMOTION OF KVIC PRODUCTS
Pandey Shri Ravindra Kumar

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

- (a) whether the Khadi and Village Industries Commission (KVIC) has organised exhibitions in different parts of the country to promote the sale of KVIC products for upgradation and development of Micro, Small and Medium Enterprises including agro and rural industry;
- (b) if so, the total number of exhibitions organised during each of the last three years and the current year, State-wise;
- (c) the total funds granted/released in this regard during the said period, State-wise;
- (d) whether the State Governments have utilised all the funds allocated under the said scheme;
- (e) if so, the details thereof and if not, the reasons therefor, State-wise;
- (f) whether such exhibitions have helped in increasing the acceptability and sale of Khadi products; and
- (g) if so, the details thereof?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) FOR MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI DINSHA PATEL)

(a) & (b): Yes Sir.The State/Union Territory-wise number of exhibitions organised by the Khadi and Village Industries Commission (KVIC) during each of the last three years and current year, are given at Annex-I.

(c): The funds for the promotion and development of khadi and village industries are released by the Government (in the Ministry of Micro, Small and Medium Enterprises) to KVIC and in turn KVIC utilises these funds, through its field establishments located at various places throughout the country and Khadi and Village Industries Boards (KVIBs) of States/Union Territories. The State/Union Territory-wise information on expenditure incurred by KVIC in organising these exhibitions during each of the last three years and current year, are given at Annex-II.

(d) & (e): Do not arise.

(f) & (g) Yes Sir.Exhibitions organised by KVIC at national and sub-national levels to promote sale of KVI products have helped in increasing the acceptability and sale of KVI products. These exhibitions have proved to be a cost effective medium for publicity as well as opening marketing opportunities to the products.These have also created awareness of KVI products among the people. As a result, sale of KVI products has been showing an upward trend in recent years. The details of estimated value of sale of KVI products during last three years and current year are as under:

Year Value of sales (Rs. crore)

2006-07 17562.40

2007-08 21543.48

2008-09 22748.20

2009-10 (upto January 2010) 15979.72#

Estimated figures.