

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

UNSTARRED QUESTION NO:2501
ANSWERED ON:10.03.2011
SALE OF GIFT ITEMS AT KHADI STORES
Viswanathan Shri P.

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

- (a) the total sale of khadi products made in the country during the last three years;
- (b) whether gift items are being sold through the khadi stores;
- (c) if so, the details thereof;
- (d) whether this would lead to generation of more employment opportunities and also help in expansion of market base of the khadi products; and
- (e) if so, the details thereof?

Answer

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES(SHRI VIRBHADRA SINGH)

(a) The total sale of khadi products made in the country as reported by Khadi and Village Industries Commission(KVIC), a statutory body reporting to the Ministry of Micro, Small and Medium Enterprises, during the last three years is as follows:

(Rs. crore)

YEAR	SALE OF KHADI
2007-08	724.39
2008-09	799.60
2009-10	867.01

(b) & (c) Yes Sir. Gift items are also sold through a number of departmental sales outlets of KVIC including those located in New Delhi, Mumbai and Kolkata.

(d) & (e) The khadi and village industries (KVI) products manufactured by KVI institutions are also sold as gift items through a number of Khadi sales centres focusing on festivals and local events to showcase KVI products. These gifts would not only generate interest of customers in the eco-friendly, heritage products but would help identify the consumer preferences and demands leading to production/ manufacture of saleable products and expansion of market base of khadi besides creating more employment opportunities. While the market base has increased as evidence by increasing sales indicated against(a) above, the KVI sector has registered a compound annual growth rate of around 9 % in employment during the period 2002-03 to 2009-10.