

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

UNSTARRED QUESTION NO:5842
ANSWERED ON:08.09.2011
KHADI TEXTILES
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Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) the details of the schemes being implemented to promote the use of khadi textiles;
- (b) whether the Government has taken steps for technology upgradation and value addition for promotion of khadi textiles; and
- (c) if so, the details thereof?

Answer

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

(a) The Ministry of Micro, Small and Medium Enterprises through Khadi and Village Industries Commission (KVIC) has been implementing a number of schemes that, inter alia, aim to promote khadi sector. These include schemes such as (i) 'Product Development, Design Intervention & Packaging (PRODIP)' for improved design and packaging of khadi garments (ii) 'Strengthening Infrastructure of Existing Weak Khadi Institutions and Assistance for Marketing Infrastructure' for renovation of 30 khadi sales outlets and providing assistance for strengthening infrastructure of existing 100 weak selected institutions, (iii) Market Development Assistance scheme that incentivizes production and provides with assistance to khadi institution @ 20% of the value of production, to be shared among spinners/weavers, producing institutions and selling institutions in the ratio 25:30:45

(iv) a comprehensive Khadi Reforms and Development Programme with financial assistance to the tune of US \$ 150 million from Asian Development Bank (ADB) through 300 tentatively selected khadi institutions over a period of three years from 2009-10, which inter alia, provides for opening of new sales outlets in metropolitan cities and state capitals and renovation and modernization of institutional sales outlets, with professional support made available through a Marketing Organization set up in Public Private Partnership mode. Besides the above, KVIC organized a number of exhibitions in collaboration with khadi institutions and other agencies to popularize khadi in the country, particularly among youth. Also KVIC has undertaken special drives for intensive marketing of khadi and village industries products during festive occasions like Holi, Deewali, New year etc.

(b) & (c) In addition to PRODIP, KVIC has taken following steps for technology upgradation and value addition for promotion of khadi products:

(i) Implementation of the 'Ready to Use Mission for Khadi Products' to convert khadi fabric into ready-made garments for higher value addition.

(ii) Mahatma Gandhi Institute for Rural Industrialisation (MGIRI) in association with IIT, New Delhi has developed a technology for natural dyeing of khadi fabrics by using locally available dyeing raw material, thus producing eco-friendly khadi.

(iii) A model of 'Mercerization' machine has also been developed by MGIRI, for bringing qualitative improvement in khadi cloth through uniformity in its texture. This process improves dimensional stability of khadi fabric, thus reducing customers' complaints about shrinkage and also improves colour absorption capacity of cloth.

(iv) Providing technology to give soft, stiff or wrinkle-free finishing to khadi fabric and garments as per requirement.

(v) Under ISO 9001-2000 Certification Scheme, khadi institutions are motivated to achieve Total Quality Management.