

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

UNSTARRED QUESTION NO:1777

ANSWERED ON:01.12.2011

PRODIP SCHEME

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

- (a) whether the Government has implemented Product Development Design Interventions Packing (PRODIP) scheme to improve the quality of Khadi products in the country;
- (b) if so, the details and salient features thereof;
- (c) the details of projects approved and allocation made under the Scheme during each of the last three years and the current year, State-wise;
- (d) whether the Government has evaluated the performance of these projects;
- (e) if so, the details thereof; and
- (f) the reaction of the Government thereto?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI VIRBHADRA SINGH)

(a): Yes, Madam.

(b): The Ministry of Micro, Small and Medium Enterprises has been implementing the Product Development, Design Intervention and Packaging (PRODIP) Scheme since 2002 through the Khadi and Village Industries Commission (KVIC) with a view to improve the quality and marketability of khadi and village industries products and also to diversify into new products. PRODIP Scheme extends financial assistance up to 2 lakh per institution per project or 75 per cent of the project cost, whichever is less. In case of individuals, the quantum of assistance is up to ` 1 lakh per project or 75 per cent of the project cost, whichever is less.

(c) State/UTs-wise number of projects approved and allocation made by KVIC under PRODIP Scheme during the last three years is given at Annex I.

(d)to(f): Monitoring and review are part of the implementation process. From time to time, depending upon the requirements/need, general or specific studies or assessments are also got conducted. Based on monitoring, review and evaluation, action as appropriate and necessary is taken for systemic and other improvements. KVIC had also got an independent study of the PRODIP scheme conducted to ascertain its impact. It was inter alia reported that the scheme is well conceptualized and implemented.