

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

UNSTARRED QUESTION NO:2477
ANSWERED ON:08.12.2011
EXHIBITIONS FOR KHADI PRODUCTS
Dhotre Shri Sanjay Shamrao;Mandal Shri Mangani Lal

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

- (a) the total number of exhibitions organised by the Government/ Khadi and Village Industries Commission (KVIC) for Micro, Small and Medium Enterprises products during each of the last three years and the current year, State-wise;
- (b) the total expenditure incurred for the same during the said period, State-wise, year-wise;
- (c) to what extent such exhibitions have helped to promote Khadi products; and
- (d) the other steps taken by the Government in this regard?

Answer

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

- (a): State/UTs-wise number of exhibitions organised by Khadi and Village Industries Commission (KVIC) for khadi and village industries products during the last three years and the current year is given at Annex I.
- (b): State/UTs-wise expenditure incurred in the said exhibitions during the last three years and the current year is given at Annex II.
- (c): Exhibitions organised by KVIC have acted as cost-effective media for publicity as well as marketing opportunities for the products. They have also served as an instrument for creating awareness about exclusive and distinctive KVI products. During last three years, sales of Rs.110.70 crore was achieved through such exhibitions.
- (d) Amongst other measures for promoting KVI products, Government has introduced a Market Development Assistance (MDA) scheme since 2010-11 to provide for assistance 20% of value of production on khadi and polyvastra.