

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

UNSTARRED QUESTION NO:3442

ANSWERED ON:31.08.2012

KHADI AND VILLAGE INDUSTRIES COMMISSION

Agarwal Shri Jai Prakash;Dias Dr. Charles;Lagadapati Shri Rajagopal;Singh Smt. Meena

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

- (a) the measures proposed to be taken by the Government for the promotion of khadi and village industries in the country;
- (b) if so, the details thereof;
- (c) the details of the schemes under consideration of the Ministry to equip the khadi and village industries with latest technologies indicating the sales and profit earned by Khadi and Village Industries Commission (KVIC) during each of the last three years and the current year;
- (d) whether the Government proposes to provide any package for the development and marketing of khadi & village industries;
- (e) if so, the details thereof, State-wise;
- (f) whether the Government proposes to develop a brand name for products of khadi and village industries;
- (g) if so, the details thereof; and
- (h) if not, the reasons therefor?

Answer

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI VAYALAR RAVI)

(a)&(b): Khadi and Village Industries Commission (KVIC) has been implementing a number of schemes for the holistic development of khadi and village industries (KVI) sector in the country, which include: (i) 'Product Development, Design Intervention and Packaging (PRODIP)', (ii) 'Market Development Assistance (MDA)', (iii) 'Strengthening Infrastructure of Existing Weak Khadi Institutions and Assistance for Marketing Infrastructure', (iv) 'Scheme for Enhancing Productivity & Competitiveness of Khadi Industry and Artisans', (v) 'Scheme of Fund for Regeneration of Traditional Industries (SFURTI)' and (vi) 'Prime Minister's Employment Generation Programme (PMEGP)'.

(c)to(e): Government has set up Mahatma Gandhi Institute for Rural Industrialization for research, design and extension activities in the rural industrial sector. KVIC has developed a network of technical institutions of national repute to conduct pilot trials of emerging technologies for the benefit of the KVI sector.

KVIC is a non-profit organization and plays a facilitative role in marketing of KVI products. It has 10 sales outlets of its own. The value of sales made through the KVIC's sales outlets during last three years and current year is indicated at Annex I.

KVIC, with assistance from Asian Development Bank, has been implementing a comprehensive Khadi Reform and Development Programme (KRDP) which includes a comprehensive reform plan for 300 khadi institutions as also re-vitalization of the marketing infrastructure and programmes.

(f)&(g): A distinct identity for khadi, 'Khadi Mark', has been envisaged to guarantee the genuineness of khadi.

(h): Does not arise.