

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

UNSTARRED QUESTION NO:2269  
ANSWERED ON:03.08.2015  
KVIC Exhibitions  
Tanwar Shri Kanwar Singh

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

- (a) whether any exhibitions have been organised by the Khadi and Village Industries Commission (KVIC) in the various parts of the country to promote the sale of Khadi Gramodyog products in the country;
- (b) if so, the details thereof along with the expenditure incurred thereon during each of the last three years and the current year, State/UT-wise; and
- (c) the extent to which such exhibitions have helped in enhancing acceptability and sale of these products?

**Answer**

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

(a): Yes, Madam.

(b): Marketing exhibitions are organized by KVIC at national, state and District level to promote sale of khadi products. KVIC also promotes marketing of khadi products through khadi festivals, Khadi Gramodyog Bhavan Special Exhibitions, participation in melas and through participation in India International Trade Fair organized by International Trade Promotion Organisation (ITPO). During last three years, i.e. 2012-13, 2013-14 & 2014-15, KVIC has organized 23, 19 & 17 exhibitions respectively. The year wise details of level of exhibition, sales achieved and expenditure incurred in these exhibitions state/UT wise during last three years is given in Annexure – I, II & III.

(c): These exhibitions give the KVI institutions a platform to showcase their product effectively not only in their home states but also in other states across the country. These exhibitions offer the khadi institution an opportunity to increase the reach for their products and obtain higher income through increased sales. During the last three years i.e. 2012-13, 2013-14 & 2014-15, the Khadi & VI institutions sold KVI products worth Rs.31.37 crore, Rs. 23.82 crore & Rs.24.35 crore respectively through these exhibitions.