

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
STARRED QUESTION NO. *110
TO BE ANSWERED ON 11.02.2019

PROMOTION OF KHADI

*110. SHRI RAM CHARAN BOHRA:

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

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

ANSWER

MINISTER OF STATE (INDEPENDENT CHARGE)
FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI GIRIRAJ SINGH)

(a) to (c): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PART (a) TO (c) OF LOK SABHA STARRED QUESTION No.*110 FOR ANSWER ON 11.02.2019

(a)to(c): Ministry through Khadi and Village Industries Commission(KVIC) has taken various initiatives to promote Khadi clothes. Details of the initiatives taken are placed at **Annexure-I**.

In addition to the above, Ministry has been implementing a number of schemes for the holistic development and promotion of Khadi through KVIC, which include:

i) Khadi Grant:

1. Strengthening Infrastructure of existing Khadi Institutions and Assistance for Marketing Infrastructure provides for renovation of khadi sales outlets and providing assistance for strengthening infrastructure of existing weak selected institutions
2. Workshed Scheme for Khadi Artisans for providing assistance for construction of worksheds.

ii) Market Promotion Development Assistance (MPDA) – A unified scheme by merging Market Development Assistance, Publicity, Marketing and Market Promotion. A new component for Infrastructure namely setting up of Marketing Complexes /Khadi Plazas has been added to expand the marketing network of Khadi & Village Industries products. Under the Modified MDA (MMDA) financial assistance at 30% of the Prime Cost, is distributed amongst Producing Institutions (40%), Selling Institutions (20%) and Artisans (40%).

iii) Khadi Reform and Development Programme (KRDP) aims to revitalize the khadi sector with enhanced sustainability of khadi, increased incomes and employment for spinners and weavers, increased artisans' welfare and to achieve synergy with village industries. Khadi Reform Package envisages reform support in the following areas: (i) Artisan Earnings and Empowerment, (ii) Direct Reform Assistance to 400 Khadi Institutions & (iii) Implementation of a well-knit Management Information System.

Annexure-I referred to in reply to part (a)to(c) of the Lok Sabha Starred Question No. *110 for answer on 11.02.2019

Following are the new initiatives taken to promote Khadi clothes:

1. One of the key interventions is the development and implementation of 'Khadi Mark'. The Khadi Mark was launched by Hon'ble President of India in September 2013 subsequent to notification of the Khadi Certification Regulations 2013. The Khadi Mark not only guarantees the genuineness of Khadi products but also promotes Khadi as a brand that connotes social, cultural, and environmental values.
2. KVIC engaged a fashion designer of national and international repute for Fashion Designing to make Khadi products more competitive and appealing in the domestic as well as overseas market segment.
3. A MoU was signed between KVIC and Aditya Birla Fashion & Retail Ltd. (ABFRL), Raymond and Arvind Mills for sale of Khadi fabric in the country and abroad.
4. Tie-up was made with premier institutions like Federation of Indian Export Organization (FIEO), World Trade Centre (WTC), Indian Trade Promotion Organization (ITPO), Trade Promotion Council of India etc., for invigorating business opportunities in the overseas market.
5. KVIC has entered into an agreement with M/s. GLOBUS, a retail clothing stores chain for setting up of 'Khadi Korner', a shop in shop concept, initially in Globus Showroom at Noida, followed by Globus showrooms in Chennai and Ahmedabad.
6. Setting up of modern 'Khadi Lounge' with exquisite Khadi designer garments.
7. Launching of 'franchise scheme' to expand the sales distribution network.
8. Tie up with e-Commerce platform for on-line marketing through e-Commerce companies like Paytm.
9. Special efforts to attract youth by introducing attractive T-shirts, Khadi jeans, jackets, kurtis, etc. as well as launching a range of casual wear called 'vicharvastra' specially designed by Ms. RituBeri.
10. Opening of sales outlets at domestic as well as international airports like Visakhapatnam, Lucknow, Ahmedabad and Varanasi.
11. Opening Khadi Outlets in Post Offices.
12. Tie up arrangements for bringing out innovative export quality product designs with NIFT, etc.
13. Ensuring strong digital presence with a vision to reach out to the required target audience through online social media such as Face book, Twitter, LinkedIn, YouTube, Instagram etc.
14. Launched 'store app' through mobile application to facilitate the customers to locate Khadi India sales outlet at various geographical locations to increase foot falls at various stores under Khadi sector.
15. Introduction of pre-paid Gift Voucher Scheme for corporate gifting including PSU and Government Departments.
16. Participation in domestic international exhibitions at State and National levels wherein KVICs are allowed to participate and market their products. Assistance is also provided to Exporters participating in International Trade Fairs held in India like India International Trade Fair (IITF), New Delhi, where stall rentals are subsidized for the exporting institutions.
17. KVIC has applied to register "Khadi" as a word mark and "Khadi India" as a Trade mark in 27 classes for various products among 45 classes listed out in the IPR Act at National Level as well as has filed an online application for registering "Khadi" as a trade mark under International bureau in European Union and other countries under 16 different classes.