

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO. 2014**  
**TO BE ANSWERED ON 28.07.2022**

**KHADI GARMENTS**

2014. SHRI VIVEK NARAYAN SHEJWALKAR:

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

- (a) the details of the schemes being implemented to promote the use of Khadi garments; and  
(b) whether the Government has made any scheme for the marketing of Khadi garment, if so, the details thereof?

**ANSWER**

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES  
(SHRI BHANU PRATAP SINGH VERMA)

(a) & (b): Ministry of MSME, through Khadi and Village Industries Commission (KVIC), implements the following schemes/programmes for promotion of Khadi, including Khadi garments, under Khadi Vikas Yojana (KVY) in the country:

- i) Modified Market Development Assistance (MMDA): under this sub-scheme of KVY, KVIC provides Market Development Assistance to the Khadi Institutions for infrastructure development and for marketing support. The propaganda, Publicity and Exhibitions are also organized by KVIC to help in marketing of products manufactured by the Khadi Institutions and entrepreneurs promoted by the KVIC. An amount of Rs. 268.64 crore financial assistance was disbursed to 1175 Khadi institutions during financial year 2021-22.
- ii) Interest Subsidy Eligibility Certificate (ISEC): under this sub-scheme Khadi Institutions can avail loan from Banks to cater to their Working Capital needs and are to pay only 4% interest and remaining part of the interest charged by the Bank is borne by the Govt. of India. An amount of Rs. 34.11 crore was disbursed to 1421 Khadi institutions during financial year 2021-22.
- iii) 'Strengthening of Infrastructure of Weak Khadi Institutions and Assistance for Marketing Infrastructure': under this sub-scheme financial assistance is provided to existing weak Khadi Institutions for strengthening of their infrastructure and for renovation of selected Khadi sales outlets. An amount of Rs. 3 crore has been disbursed on infrastructure development to 28 Khadi institutions. Under the marketing assistance component, an amount of Rs. 4.02 crore was disbursed to 30 Khadi institutions for modernization of sales outlets.

A number of steps/initiatives have been taken by the Ministry of MSME, through Khadi & Village Industries Commission (KVIC), to encourage the use of Khadi. Details are at **Annexure**.

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**Annexure referred to in reply to part (a)&(b) of the Lok Sabha Unstarred Question No. 2014 for answer on 28.07.2022**

The steps/initiatives taken by the M/o MSME to encourage the use of Khadi is as follows:

1. To ensure genuineness of Khadi “Khadi Mark” has been notified by Government of India.
2. Ministry of Commerce and Industry, Govt. of India has extended Khadi and Village Industries Commission (KVIC), the status of Deemed Export Promotion Council (EPC), for supporting promotion of Khadi and Village Industries (KVI) products in international market. As on date, 2890 Khadi Institutions have taken its membership to enter the field of export. KVIC through its assisted institutions and units participates in various international exhibitions.
3. Tie up arrangements 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 by conducting exhibitions and workshops for Khadi Institutions.
4. To promote the Khadi Sector, KVIC is establishing Centre of Excellence for Khadi (CoEK) with the technical support of NIFT, New Delhi at NIFT Delhi (Hub Centre) and its four spokes at Gandhinagar, Kolkata, Shillong, Bangalore to help Khadi Institutions to effectively design, produce and market high quality differentiated Khadi products in the Indian and global market. Under the project, CoEK has created a Khadi Knowledge Portal (KKP) in which designs, specifications with sketches uploaded for viewing by Khadi Institutions for replication.
5. To create unique identity of “Khadi”, Ministry of Commerce & Industry conveyed the allocation of separate HS Code for 11 numbers of Khadi products on 4.11.2019 so that the brand is protected and the international trades of our heritage products are tracked.
6. KVIC has engaged 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.
7. KVIC participated/exhibited/promoted Khadi products in various exhibitions during different occasions which gives an opportunity and a strong platform to showcase quality of KVI products.
8. Considering the need of present generation and the effect of COVID-19 pandemic, KVIC has started online selling of all KVI products. KVI products are available to every Indian’s door step through [www.ekhadiindia.com](http://www.ekhadiindia.com), [www.khadiindia.gov.in](http://www.khadiindia.gov.in).
9. MoU has been signed with the Ministry of Tribal Affairs, Govt. of India for supply of Khadi Polyvastra fabric for making uniforms for its 75,000 students worth Rs. 14.77 crore.
10. MoU has been signed with the Central Armed Police Forces (CAPFs) canteens under clarion call of our Hon’ble Prime Minister for “Atmanirbhar Bharat” for supply of KVI products.
11. Marketing tie-ups with Railways, Department of Posts, Air India, ONGC and other Government organizations.
12. Tie-ups with Corporates namely Raymond, Aditya Birla and Arvind Mills to enhance visibility and sales of Khadi products
13. KVIC has launched ‘franchise scheme’ to expand the sales distribution network.
14. KVIC has taken up production of Khadi Masks as an income generation activity for the COVID-19 pandemic affected artisans of Khadi Institutions. So far, supply of more than 25.86 lakhs Khadi masks worth Rs 7.02 crore was made to different Government Offices. They are also available through GeM Portal and online sale for end-users.