GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA

UNSTARRED QUESTION NO:4071
ANSWERED ON:25.08.2004
INTRODUCTION OF KHADI IN EDUCATIONAL INSTITTUTIONS
Reddy Shri Karunakara G.

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a): whether the Khadi and Village Industries Commission (KVIC) has explored any possibility to introduce Khadi and Hand-made products in various educational institutions in the country;

(b): if so, whether students in educational institutions have been totally left out of the marketing plans of KVIC;

(c): if so, the reasons therefor;

(d): whether any efforts have been made by the Union Government to set up sales points at all schools, colleges and universities so as to encourage Khadi use; and

(e): if so, the details thereof?

Answer

MINISTER OF SMALL SCALE INDUSTRIES & AGRO AND RURAL INDUSTRIES (SHRI MAHABIR PRASAD)

(a): Yes, Sir. The Khadi and Village Industries Commission (KVIC) has participated in 4 exhibitions in colleges at Mumbai and also at Indian Institute of Technology (IIT), Delhi and Mumbai. Further, the KVIC conducted awareness programmes,. People`s education programme, essay and debate competitions in colleges and technical institutions. During 2003-04, 500 such peoples education programmes were conducted by KVIC to popularize their products. KVIC has also requested the State Governments to introduce Khadi and Polyvastra based products as school uniforms.

(b): No, Sir.

(c): Does not arise.

(d)&(e): KVIC has already taken up a programme for developing designs of Khadi which will produce latest/modern designs in Khadi with the help of qualified designers trained at national Institute of Design(NID) and National Institute of Fashion Technology (NIFT), engaged for the purpose. A Mission `Khadi` has also been taken up to convert the Khadi fabric into ready-made garments of latest designs, which will be mainly for youth. The KVIC is extending help to schools and colleges having consumer stores, to market Khadi and Hand made products.