

**GOVERNMENT OF INDIA  
AGRO AND RURAL INDUSTRIES  
LOK SABHA**

UNSTARRED QUESTION NO:362  
ANSWERED ON:21.02.2006  
PROMOTION OF THE USE OF KHADI PRODUCTS  
Barad Shri Jashubhai Dhanabhai

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

- (a): whether any fresh initiatives have been taken by the Government to promote the use of Khadi products amongst the people;
- (b): if so, the details thereof;
- (c): whether any new steps have been taken to promote Khadi in urban areas of the country;
- (d): if so, the details thereof; and
- (e): if not, the reasons therefor?

**Answer**

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

(a): Yes, Sir.

(b)to(d): To promote the use of khadi products through the country, including urban areas, the Government, through the Khadi and Village Industries Commission (KVIC), has taken several initiatives, viz.,

(i) organizing exhibitions at national/zonal/district levels,

(ii) participation in national and international exhibitions,

(iii) providing financial assistance under Product Development, Design Intervention and Packaging (PRODIP) Scheme for improved designs and packaging of khadi products,

(iv) launching `Mission Khadi` to convert the khadi fabric into ready-made garments of latest designs, mainly for use of the youth in urban areas,

(v) launching brand name `Khadi India` for khadi products,

(vi) launching Scheme of Fund for Regeneration of Traditional Industries (SFURTI) for developing 25 clusters in the khadi sector over five years beginning 2005-06, etc.

(e): Does not arise.