

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

UNSTARRED QUESTION NO:3766  
ANSWERED ON:19.12.2006  
MARKETING AND PUBLICITY KVIC  
Masood Shri Rasheed;Verma Shri Bhanu Pratap Singh

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

- (a): the criteria laid down for purchase of items to be marketed by KVIC and for their publicity;
- (b): whether any instance has come to the notice of the Government wherein items were purchased and were publicised in violation of the laid down criteria; and
- (c): if so, the action taken by KVIC in this regard?

**Answer**

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

(a): The essential features of the criteria laid down by Khadi and Village Industries Commission (KVIC) for purchase of items from khadi and village industry (KVI) institutions/village industry and units established under Rural Employment Generation Programme (REGP), to be marketed through its Departmental Sales Outlets, are as under:

(i) The items being procured are on consignment basis only wherein purchased items left unsold are liable to be returned to the producing units.

(ii) Annual procurement plan is prepared on the basis of trends of sales and demand of the items, both item-wise and quantum-wise for last 3 years.

(iii) Only quality goods are ordered and received in saleable condition.

(iv) The items are being procured from the producing units of Departmental Production Centres of KVIC/ Khadi and Village Industries Boards (KVIB) of States/Union Territories, certified and aided institutions of KVIC, KVIB and REGP units.

(v) Non KVI sector products are discouraged from the Departmental Sales Outlets. As regards the criteria for publicity by KVIC, generalised publicity of KVI products is made in the local media. External agencies are also engaged for publicity, if required, at the time of special sales exhibitions, etc. The publicity of a particular item produced by a particular unit, however, is not undertaken by KVIC.

(b): No, Sir.

(c): Does not arise.