

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

UNSTARRED QUESTION NO:3847  
ANSWERED ON:19.12.2006  
MISSION KHADI  
Khaire Shri Chandrakant Bhaurao

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

- (a): the date on which `Mission Khadi` was launched by the Government alongwith its aims and objectives;
- (b): whether the Government concentrates only on urban people through the above Mission and also proposes to explore the global market; and
- (c): if so, the details thereof?

**Answer**

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

(a): The Khadi and Village Industries Commission (KVIC) started implementation of the `Mission Khadi` in 2005-06 with the aim of gradually increasing the production of ready-to-use/wear khadi products, standardising these products, selling them under a common brand name and assisting this process by establishing common facility centres to service small khadi institutions.

(b)&(c): Mission Khadi targets both domestic (rural as well as urban) and international consumers.