

marketing, entrepreneurial/skill development, etc. The important Schemes of the Ministry for enhancing export competitiveness are : National Manufacturing Competitiveness Programmes (NMCP), Marketing Development Assistance (MDA) Scheme (For facilitating participation in International Exhibitions/Fairs), Training Programmes on Packaging and Assistance to MSMEs for Bar Code.

Development of Khadi and Village Industries in Andhra Pradesh

409. SHRI PALVAI GOVARDHAN REDDY: Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) the manner in which the Khadi and Village Industries Commission is helping for a holistic development of khadi and village industries in the country, particularly in Andhra Pradesh;

(b) what efforts the Ministry is making to promote products of khadi and village industries not only in the country but also in other parts of the world;

(c) whether the Ministry is planning to develop a brand name for products of khadi and village industries; and

(d) if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI VAYALAR RAVI): (a) Khadi and Village Industries Commission (KVIC) has been implementing a number of schemes for the holistic development of Khadi and Village Industries (KVI) sector in the country, including Andhra Pradesh. These include: (i) 'Product Development, Design Intervention and Packaging (PRODIP)', (ii) 'Market Development Assistance (MDA)', (iii) 'Khadi Reforms and Development Programme (KRDP); (iv) 'Strengthening Infrastructure of Existing Weak Khadi Institutions and Assistance for Marketing Infrastructure', (v) 'Scheme for Enhancing Productivity and Competitiveness of Khadi Industry and Artisans' and (vi) 'Scheme of Fund for Regeneration of Traditional Industries (SFURTI)'.

(b) The schemes implemented by KVIC contribute towards promoting KVI products in the country and in other parts of the world. KVIC has also been given the status of a deemed Export Promotion Council. 45% of the assistance under MDA is provided to selling institutions to undertake various activities for promotion of marketing of KVI products. KVIC also participates in a number of international fairs and exhibitions every year to popularize KVI products all over the world.

(c) and (d) A distinct identity for khadi, 'Khadi Mark', has been envisaged to guarantee the genuineness of khadi.