

Modernisation of sales outlets of KVIC

1670. SHRI P. BHATTACHARYA:

SHRIMATI AMBIKA SONI:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether Government has introduced any scheme for modernisation and renovation of sales outlets of the Khadi and Village Industries Commission (KVIC), if so, the details thereof; and

(b) whether Government has set up / proposes to set up retail outlets of KVIC in foreign countries, and if so, the details thereof along with their locations, the steps taken by Government in this regard?

THE MINISTER OF STATE IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI GIRIRAJ SINGH): (a) Government in the Ministry of Micro, Small and Medium Enterprises (MSME) through Khadi and Village Industries Commission (KVIC) has in 2008-09 introduced a scheme named 'Strengthening Infrastructure of Existing Weak Khadi Institutions and Assistance for Marketing Infrastructure' which *inter alia*, provides financial assistance for renovation of khadi sales outlets. The maximum financial assistance upto ₹25.00 lakh per departmental sales outlets of KVIC in the form of Government grant is provided under this scheme.

Besides this, a comprehensive 'Khadi Reform and Development Programme' has also been introduced with assistance to the tune of US \$ 150 million from Asian Development Bank (ADB) in 300 selected khadi institutions which, *inter alia*, provides for opening of new sales outlets in metropolitan cities and state capitals and renovation and modernization of sales outlets, besides setting up of a Marketing Organization under Public Private Partnership.

(b) Government in the Ministry of MSME has no proposal to set up retail outlets of KVIC in foreign countries.

Marketing Assistance Scheme

1671. DR. PRADEEP KUMAR BALMUCHU : Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) the details and objects of Marketing Assistance Scheme under Micro, Small and Medium Enterprises, and whether it is a fact that this scheme is facing funds problems;

(b) the details of the technology upgradation activities undertaken under this programme; and

(c) the details of the performance of this scheme, State-wise?

THE MINISTER OF STATE IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI GIRIRAJ SINGH):

(a) Sir, Marketing Assistance and Technology Upgradation (MATU) Programme is a strategic initiative for adoption of Modern Marketing techniques by MSMEs consistent with the requirement of global market. It involves eight sub components for which Government of India (GoI) funding assistance is available. The components are:

(i) Technology Upgradation in Packaging, (ii) Skill Upgradation/Development for modern marketing techniques, (iii) Competition studies, (iv) Special component for North Eastern Region, (v) New markets through State/District level local exhibitions/Trade fairs, (vi) Corporate Governance practices, (vii) Marketing Hubs, (viii) Reimbursement to ISO 18000/22000/27000 certification.

No Sir, This Scheme is not facing fund problem.

(b) The following activities are undertaken for Technology upgradation activities undertaken under this programme.

(i) Technology Upgradation in Packaging.

(ii) Skill Upgradation/ Development for modern marketing techniques.

(c) The details of the State-wise performance of this scheme is given in the Statement (*See below*).

Statement

State-wise fund distribution and Units benefited under Marketing Assistance and Technology Upgradation scheme

Sl. No	State	Performance of Scheme in Years 2012-13, 2013-14 and 2014-15							
		2012-13				2013-14			
		Units benefited		Amount Reimbursed (₹ in Lakh)		Units benefited		Amount Reimbursed (₹ in Lakh)	
1	2	3	4	5	6	7	8	9	10
1.	Andhra Pradesh and Telangana	09	1.37	0	0	16	1.31750		
2.	Assam, Arunachal Pradesh and Meghalaya	0	0	0	0	0	0		
3.	Bihar	51	6.00	01	0.8625	30	5.8725		
4.	Chhattisgarh	03	0.51	0	0	0	0		
5.	Delhi	13	2.66	0	0	0	0		
6.	Goa	0	0	0	0	0	0		
7.	Gujarat, Daman Diu and Dadra and Nagar Haveli	27	2.43	0	0	0	0		
8.	Haryana	02	0.18	01	0.12	02	1.50		
9.	Himachal Pradesh	03	1.23	01	1.00	0	0		

1	2	3	4	5	6	7	8
10.	Jammu and Kashmir	0	0	0	0	0	0
11.	Jharkhand	0	0	0	0	0	0
12.	Karnataka	0	0	24	5.06	12	0.7005
13.	Kerala and Lakshdweep	36	1.57	01	0.53625	111	6.50171
14.	Madhya Pradesh	36	4.79	16	3.25262	22	4.615
15.	Maharashtra	39	4.24	14	2.85832	05	1.34981
16.	Manipur and Nagaland	0	0	0	0	0	0
17.	Odisha	45	6.71	0	0	16	0.80139
18.	Punjab and Chandigarh	18	2.99	01	0.171	32	4.1125
19.	Rajasthan	01	0.70	0	0	01	.30
20.	Sikkim	0	0	0	0	0	0
21.	Tamil Nadu and Puducherry	71	11.08	16	3.7	09	1.80
22.	Tripura and Mizoram	0	0	0	0	0	0
23.	U.P.	39	12.59	02	1.6475	20	3.38
24.	Uttarakhand	0	0	0	0	0	0
25.	West Bengal and Andaman Nicobar	170	38.77	60	15.1306	73	15.124
TOTAL		563	97.82	137	34.33879	349	47.37491