

Measures to protect and promote MSMEs

922. SHRI PARIMAL NATHWANI: Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether the micro, small and medium enterprises (MSMEs) of the country are reportedly lagging behind due to availability of the products of multinational companies;

(b) if so, the details thereof and the reaction of Government thereto;

(c) the reason for the higher prices of domestic products in comparison to the products manufactured in China; and

(d) the remedial measures taken by Government to protect and promote MSMEs in the country?

THE MINISTER OF STATE OF THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI GIRIRAJ SINGH): (a) and (b) The growth and survival of Micro, Small and Medium Enterprises (MSMEs) depends on various factors like availability of timely and adequate credit, upgradation of technology, access to market, supportive infrastructure, high quality of products etc. Competition from both domestic and external enterprises including multinational companies is also one of the important factors.

(c) Prices of products depend on various factors such as cost of labour, raw materials and technology etc.

(d) The Government of India has taken measures to protect and promote the MSMEs with the help of Schemes such as Prime Minister's Employment Generation Programme (PMEGP), Credit Guarantee Fund Scheme, Credit Linked Capital Subsidy Scheme (CLCSS), Marketing Assistance and Technology Upgradation (MATU) Scheme, Micro and Small Enterprises Cluster Development Programme (MSE-CDP), National Manufacturing Competitiveness Programme (NMCP), Digital MSME Scheme, ZED Certification Scheme.

Growth of Khadi Gramodyog

923. SHRI HARNATH SINGH YADAV: Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether the growth of Khadi Gramodyog has increased during the last two years;

(b) if so, the details thereof and the reasons therefor;

(c) the details of khadi products exported and foreign exchange earned therefrom during the said period, product-wise and country-wise; and

(d) the steps taken by Government to promote export of khadi products?

THE MINISTER OF STATE OF THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI GIRIRAJ SINGH): (a) Yes, Sir.

(b) The growth of Khadi and Village Industries (KVI) has increased considerably during the last two years. Khadi and Village Industries Commission (KVIC) engaged in promoting and developing Khadi and Village Industries through Khadi and Village Industries Institutions, State Khadi and Village Industries Boards (KVIBs) and District Industries Centre (DIC) in the country.

The Khadi and V.I. Institutions and entrepreneurs assisted through various KVI schemes are involved in production and sales activity of Khadi and V.I. products. The performance under KVI sector during the last two years is as follows:—

Performance of Khadi and Village Industries Sector

(₹ in crore)

Year	Production	Sales
2016-17	42631.09	52138.21
2017-18 (Provisional)	48013.46	59098.04

(c) The exports of Khadi and Village Industries products is done by the Khadi and Village Industries units directly or through merchant exporters. KVIC does not export directly. Details of product-wise and country-wise exports of KVI products during each of the last two years is given in the Statement-I (*See below*).

(d) The details of initiatives/steps taken by the Government, through KVIC to promote the exports of Khadi and Village Industries products is given in the Statement-II.

Statement-I

Details of performance of product-wise and country-wise exports of KVI products during each of the last two years

(₹ in lakh)

Sl.No.	Name of the product	2016-17	2017-18	Countries
1.	Handmade paper and products	3151.93	3217.60	Through agency

Sl.No.	Name of the product	2016-17	2017-18	Countries
2.	Papad	6940.61	7085.22	USA, UK, London, France, Germany, Italy, UAE, Australia, Japan, Honkong, Canada, South Africa, and Vietnam
3.	Khadi (woollen Silk and Muslin)	196.97	201.07	Korea, Muscat, Oman, Germany, Austria, USA, Japan, France, Sweden and through agency
4.	Brass and Metal	175.00	178.65	Europe
5.	Honey	13349.03	13627.15	UAE, Saudi Arabia, USA, Libya, Oman and through agencies in all over the country
6.	Wheat Grass	44.19	45.11	Jordan, Cambodia, Sweden, Kazakhstan, Sudan, Seychelles, Chile, South Africa, USA, The Netherland, Malaysia, UK, Curacao, Canada, Japan, Thailand, Spain, Sri Lanka, Hong Kong, Vietnam, Mauritius, Philippines, Kenya, Bahrain, Turkey, Czech Republic, Egypt, Qatar, Bhutan, Nigeria, Burkina Faso, Italy, Ireland, Mexico, Nepal, Saudi Arabia, Tanzania, Rwanda, Brazil, Ecuador, Norway, Cyprus, Botswana, Bangladesh.
7.	Soap, Shampoo and Lotion	610.00	622.71	Japan, Singapore, Switzerland, New Zealand, France, UAE, Malaysia, USA and through agency
8.	Food items	149.05	152.16	South Africa, Gulf countries, Kenya, Australia, USA
9.	Ready Made Garments	104.50	106.68	Dubai, Kuwait, UK, Canada, Australia, USA.

Sl.No.	Name of the product	2016-17	2017-18	Countries
10.	Wood carving products/Wood Furniture	12.50	12.76	USA, Malaysia, and Singapore
11.	Hair Oil and other cosmetics	169.76	173.30	USA, Canada, Dubai, Sri Lanka, Panama, Russian, UAE, South Africa
12.	Aromatic and Essential Oil	181.80	185.59	USA, France, Europe, Middle East countries through agency
13.	Leather items	20.50	20.93	USA, Switzerland and through agency
14.	Handicrafts	1557.09	1589.53	USA, UK, Malaysia
15.	Silver Nitrate	8.00	8.16	Malaysia, Italy
16.	Pottery item	12.00	12.25	Through agency
17.	Katha	255.81	261.13	Through agency
TOTAL		26938.74	27500.00	

Statement-II

Details of initiatives/steps taken to promote the exports of KVI products

1. Assistance would be provided under the Market Promotion and Development Assistance (MPDA) Scheme to the eligible Khadi and Village Industries (KVI) Institutions for participation in International Exhibitions/Trade Fairs held in foreign countries in order to showcase KVI products to foreign countries, access international buyers and sellers and forge business alliances, etc.

The eligible items for such participation and the scale of assistance would be as under:—

Sl.No.	Eligible items	Scale of assistance
1.	Space Rent	For KVIs – 100% of the space rent subject to a maximum of ₹ 1.25 lakh or actual rent paid, whichever is lower (for one representative from each participating enterprise)
2.	Air Fare	For KVIs – 100% of the Economy Class air fare subject to a maximum of ₹ 1.00 lakh or actual fare paid, whichever is lower (for one representative from each participating enterprise)

2. Participation in domestic international exhibitions at State and National levels wherein KVIs are allowed to participate and market their products.
3. Assistance is also provided to Exporters participating in International Trade Fairs held in India like India International Trade Fair (IITF). New Delhi where stall rentals are subsidized for the exporting institutions.
4. Participation in International Trade Fairs through ITPO, New Delhi where KVI products find wide exposure to International Trade Delegation, Importers, Overseas Buyers, Franchisees, Branded Merchandise Outlets, Retailers, Malls, and Shopping Centres etc.
5. Tie up arrangements for bringing out innovative export quality product designs with NIFT.
6. Tie up arrangement with premier export institutions like Directorate General of Foreign Trade (DGFT), Federation of Indian Export Organization (FIEO), CII and Federation of Indian Chambers of Commerce and Industry (FICCI).
7. Tie up arrangement with premier institutions like Federation of Indian Export Organization (FIEO), World Trade Centre (WTC), Indian Trade Promotion Organization (ITPO), Trade Promotion Council of India etc., for invigorating business opportunities in the overseas market by conducting exhibitions and workshops for Khadi Institutions. Arranging training in Export Procedure and Documentation for Export Oriented Units (EOUs), Institutions and Entrepreneurs in the KVI Sector through these institutions.
8. A MoU was signed between KVIC and Aditya Birla Fashion and Retail Ltd. (ABFRL), Raymond and Arvind Mills for sale of Khadi fabric in country and abroad.
9. Tie up with e-Commerce platform for on-line marketing through e-Commerce companies like PayTM, Aaarmart.
10. KVIC has applied to register “Khadi” as a word mark and “Khadi India” as a Trade mark in 27 classes for various products among 45 classes listed out in the IPR Act at National Level as well as has filed an online application for registering “Khadi” as a trade mark under International Bureau in European Union and other countries under 16 different class.