

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 2179
TO BE ANSWERED ON 15.03.2021

Laun ch of Khadi Natural Paint

2179. Dr. Anil Jain:

Will the Minister of Micro, Small and Medium Enterprises be pleased to state:

- (a) whether it is a fact that Government has launched India's first ever 'Khadi Natural Paint' made out of cow dung;
- (b) if so, the main features of this paint;
- (c) whether it is a fact that 'Khadi Natural Paint' is eco-friendly and non-toxic with anti-fungal and anti-bacterial properties, if so, the details thereof;
- (d) whether it is a fact that 'Khadi Natural Paint' will improve the rural economy and reverse the migration from cities to rural areas; and
- (e) whether Government would have any role in the manufacturing and marketing of this paint?

ANSWER

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI NITIN GADKARI)

(a)&(b): Khadi Prakratik Paint has been developed from cow dung by Kumarappa National Handmade Paper Institute (KNHPI), Jaipur, a unit of Khadi and Village Industries Commission (KVIC). The Study conducted by KNHPI emphasize that Khadi Prakratik paint developed from cow dung has a huge potentials and is eco-friendly and cost effective.

(c): The Khadi Prakratik paint developed by KNHPI has been tested at National Test House, Ghaziabad (Govt. of India), National Test House, Mumbai (Govt. of India) and Shri Ram Institute of Industrial Research, Delhi (An ISO certified test lab) and satisfies the parameters required for paint.

(d): Optimal utilization of cow dung could fetch additional income by creating employment opportunity resulting in improving the rural economy.

(e): Government has no direct role in manufacturing and marketing of the paint. However, marketing support is provided for sale of the Khadi Prakratik Paint through Departmental Sales Outlets (DSOs) of KVIC and KVIC online portal.
