

## Annexure-I

The steps/initiatives taken to promote Khadi textiles and modernize the Khadi Industry are as follows:

1. To promote the Khadi Sector, KVIC is establishing Centre of Excellence for Khadi (CoEK) with the technical support of NIFT, New Delhi at NIFT Delhi (Hub Centre) and its four spokes at Gandhinagar, Kolkata, Shillong, Bangalore to help Khadi Institutions to effectively design, produce and market high quality differentiated Khadi products in the Indian and global market.
2. IIT-Delhi has taken up the project for “Development of Light weight Charkha” which resulted light operational load and increase in average production of yarn by 30-40%.
3. In order to ensure supply of quality raw material to the KVI sector for production of quality Khadi products, all the KVIC’s Central Spinner Plants (CSP) are being modernised with latest state of the art machineries.
4. Mahatma Gandhi Institute for Rural Industrialization (MGIRI), Wardha has developed many shade cards enumerating the optimised process techniques and method of dyeing of organic/green Khadi and for development of various shades of Natural Dyes for Khadi Yarn/Fabric - project given to MGIRI by KVIC.
5. KVIC has organised a designer competition, for promoting Khadi with contemporary designs, in which eminent designers have participated and top 4 designers have been selected and these designs will be replicated in the Khadi Sector.
6. State Khadi Board is also extending the financial support for modernization of sales outlets and also providing implements like Charkhas and Looms. Further, some State Governments are giving matching grants under the MMDA Scheme in order to promote the Khadi Sector.
7. KVIC has set up the Pashmina Wool Roving project with a view to promote the Khadi program thereby providing sustainable employment and earnings in Leh, with the support of Ladakh UT.
8. KVIC has decided to set up Eri-Silk Khadi production-cum-training centre for promotion of Khadi program in North East Zone (NEZ) through GRL Monastery, Bomdila (Buddist Culture Preservation Society).
9. KVIC has sanctioned 50 numbers of New Model Charkhas (NMCs) under Sahyog Scheme, 150 Numbers of NMCs and 8 Numbers of looms under Khadi Reform and Development Programme (KRDP) to implement the Khadi program in Sundarbans area of West Bengal to promote the Khadi Sector which in turn creates sustainable employment opportunities to its inhabitants.

Technology up-gradations in Khadi Sector are as follows:

- i. Quality Standards for Khadi yarn and fabric.

- ii. Yarn dyeing machine suitable for dyeing of Khadi Yarn in hank form for uniform colouring.
- iii. Technology development of Computer aided woven & Garment designs.
- iv. High productivity hand operated charkha.

## Annexure-II

The steps/initiatives taken/being taken by the KVIC to promote the export and exporters of Khadi Textiles are as follows:

- i. To ensure genuineness of Khadi, “Khadi Mark” has been notified by Government of India.
- ii. KVIC has been granted the status of Deemed EPC by Ministry of Commerce & Industry in December, 2006. KVIC is also extended assistance on the pattern of an umbrella EPC like FIEO/ITPO/CII/FICCI.
- iii. 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 revitalizing business opportunities in the overseas market by conducting exhibitions and workshops for Khadi Institutions.
- iv. KVIC Exhibiting/Promoting Khadi products globally and displayed the Khadi and Village Industry products abroad in 66 Indian Embassies/Missions so far.
- v. KVIC has obtained registration of the Trade Mark “KHADI” in 17 countries namely; Germany, U.K., Australia, Russia, China, Bahrain, Oman, Kuwait, Saudi Arabia, Mexico, Maldives, Myanmar, Singapore, Austria, Sweden, UAE and Bhutan. Decision has also been taken to register the Trade Mark “KHADI” and “Khadi India logo” in major countries of the world including Gulf countries.
- vi. Government of India has issued Harmonized System (HS) code bracket to KVIC to categorize 11 Khadi & Village Industries (KVI) products in export.
- vii. KVIC engaged fashion designer of national and international repute for Fashion Designing to make Khadi products more competitive and appealing in the domestic as well as overseas market segment.
- viii. KVIC participated with all States KVI Institutions/units in the International Exhibitions organised by different organisations like ITPO, FIEO, TEXPROCIL and other Govt. bodies in different countries. The Exhibition provided an opportunity and strong platform to showcase quality KVI products.
- ix. Financial support is provided under International Cooperation (IC) Scheme of Ministry of MSME for Technology infusion and /or up-gradation of MSMEs, their modernization and promotion of their exports through participation in international exhibitions/trade fairs etc.