### Chapter - 4

**PROFILE OF KHADI AND VILLAGE INDUSTRIES COMMISSION AND KERALA KHADI AND VILLAGE INDUSTRIES BOARD**

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Chapter - 4

PROFILE OF KHADI AND VILLAGE INDUSTRIES COMMISSION AND KERALA KHADI AND VILLAGE INDUSTRIES BOARD

4.1 Formation

All India Kerala Khadi and Village Industries Board constituted in 1953 for the promotion of Khadi and Village Industries could not function at all. Being an advisory body it had little or no financial powers and every item of expenditure had to be approved by the office of the Accountant, the officials of which were neither familiar with the programme nor with the mode of operations of the institutions in charge of them. This had created a lot of difficulties for the KVI sector. In order to overcome them, the Parliament enacted a legislation in 1956, to create a statutory body namely Khadi and Village Industries Commission. This, Act resulted in the formation of All India Khadi and Village Industries Commission with enormous powers. The Act provided for the functioning of Khadi and Village Industries Board as an advisory body, which on consultation has to advise the Commission generally in the discharge of its duties.

4.2 Governance

KVIC is an apex organization at the central level governed by the rules and regulations of the Khadi and Village Industries Act of 1956 as amended in 2004. It comes under the Ministry of Micro, Small and Medium
Enterprise, Govt of India. KVIC was designed to be a policy making cum executive body entrusted with various functions.

4.3 Functions of Khadi and Village Industries Commission

The Commission is entrusted with planning, promoting, organizing, and implementation of programmes of the Government for the development of Khadi and village industries in the rural areas in coordination with other agencies by:-

1. financing of eligible units
2. training of persons for employment
3. ensuring supply of raw materials to units
4. promotion of sales of KVI products and
5. undertaking research and development activities for the growth and spread of KVI.

4.4 Constitution of the Commission

The Commission consists of 18 members as shown below:-

1. The Chairman (Special Appointee of the Government).
2. The Chief Executive Officer, ex-officio.
3. Financial Advisor, who shall also be Chief Accounts Officer of the Commission, ex-officio.
4. The Chairman of State Bank of India, ex-officio.
5. Six non-official members having specialized knowledge and experience of Khadi and village industries and representing six geographical zones of the country.
6. Four expert members, each of them having expert knowledge and dealings with:-
i) Science and Technology
ii) Rural Development
iii) Marketing
iv) Technical Education and Training

7. Four members one each to represent (not below the rank of Executive Director)
   i) National Bank for Agriculture and Rural Development
   ii) Handicrafts
   iii) Planning Commission
   iv) Small-Scale Industries

The examination of the composition of Commission indicates that it gives adequate representation to persons having knowledge in Khadi and village industries and experts in other fields such as finance, science, technology, rural development, banking, marketing etc. These members are elected for a period of five years.

4.5 Administrative Structure

The Headquarters of the Commission is situated at Mumbai. There are six Zonal Offices in six zones (East, West, North, North-East, Central and South) in the country. The Commission is headed by the Chairman who is assisted by other members. There is an Advisory Board for KVIC which advises it on broad policy matters. It also studies reports on the functioning of the industries at the field level, including difficulties of the institutions, annual programs and other financial matters. The principal administrative officer of the Commission is the Chief Executive
Officer (CEO) who is appointed by the Commission. He is assisted by four Deputy Chief Executive Officers, a Chief Vigilance Officer and the concerned Directors.

The Government of India appoints the Financial Advisor to advise the Chairman on financial matters. About sixteen Directorates look after the Khadi sector and there are twenty Directorates to implement and monitor village industries programmes. The Joint Chief Executive Officer delegates powers to Chief Vigilance Officers, Deputy Chief Executive Officer for HRD, Deputy Chief Executive Officer for Marketing and Publicity and Six Deputy Chief Executive Officers, one each for each zone.

4.6 Chairman

The Chairman is responsible for the proper functioning of the Committees and implementing decisions taken by the Commission. His term of appointment would be for five years. He is one of the non-official members. He exercises administrative control over all departments and officers of the Commission. The Chairman has powers to preside over the meeting of the Commission.

4.7 Chief Executive Officer

The Chief Executive Officer is a member of Indian Administrative Service. He works under the general control of the Chairman. He is expected to perform such duties as delegated to him by the Chairman and
attends to the day to day functioning. He is also responsible to implement the decisions taken by the Commission and vested with the responsibility of preparing and submission of all returns, reports and statements to be furnished to the Central Government.

4.8 Financial Advisor

The Financial Advisor is also a member of Indian Administrative Service. He is in charge of all financial matters including preparation of budget, accounts and audit. He has the right to record his view on every proposal. All expenditures have to be approved by him.

4.9 Standing Committees

There are eleven Standing Committees which assist the Commission in the formulation of policies and finding solutions to problems relating to different aspects of implementation. The major standing committees are:

1. Certification Committee
2. Standing Finance Committee
3. Cotton Purchase Advisory Committee
4. Training Committee
5. Standardization Committee
6. Research Grants Committee
7. Government Supplies Committee and
8. Co-operative Advisory Committee
The Certification Committee is an autonomous body, consisting of veteran Khadi workers with wide experience. It is in charge of issuing certificates to institutions, co-operative societies and others in accordance with the rules of certification of Khadi. It is the responsibility of this committee to work out standard cost, price schedules and rates of wages to spinners, weavers and others. The committee carries out periodic audit of accounts and inspection of activities of institutions and co-operative societies to ensure that they, in fact, conform to the prescribed rules. For this purpose, the Certification Committee has several senior and junior auditors. They audit the financial records of the institutions, Boards and co-operative societies spread all over the country. If the activities or policies of these agencies do not conform to the spirit of the certification rules, certificates of these agencies will be cancelled.

The Standing Finance Committee is in charge of the scrutiny of applications of institutions and societies for financial assistance. It comprises all the members of the Commission, the Financial Advisor, the CEO and the Chief Accounts Officer. The certified institutions are required to specify, in their application for assistance, details of the loans and grants received by them during the previous year, amounts of loans repaid and outstanding under each item at the time of submitting the application. For proper disbursement of funds and quick action, the Standing Committee organizes State-wise budgetary session in every financial year. In this
budgetary session, the representatives of the institutions of the States are the main participants and they submit a brief statement showing the progress of their institutions and request assistance required for further development of these industries.

The Cotton Purchase Advisory Committee consists of the Director (Cotton), the members in charge, Khadi and cotton experts associated with well known cotton associations. The Committee has to advise the Commission regarding the markets from which different varieties of cotton are to be purchased and also regarding the transport, stocking and distribution of cotton seeds. The Committee meets once in a month to consider the questions that arise from time to time regarding stocking and disposal of cotton.

In addition the Standardization, Grants, Government Supplies Training and Co-operative Advisory Committees are also in existence and they are part and parcel of the management. The Standardization and Research Committees are responsible for testing the quality of raw materials and implements used. The Government supply Committee is fully responsible for the supply of Khadi and other village industries products to the Government. The Commission offers to supply Khadi mostly for the uniforms to the staff of different departments of the Government. The Training and Co-operative Advisory Committees advise the Commission on training programme.
4.10  Decentralization

In order to decentralize its operations separate zonal offices have been set up and these offices are headed by a Deputy CEO and supporting staff. Apart from the six zonal offices, KVIC has set up its office in every State of the country. The State KVIC offices are situated at thirty State Capitals or Union Territories, headed by a Director. KVIC has also marketing and training centers looked after by the Managing Director and Principal respectively in most of the States.

4.11  Specialized Services of the Commission

The KVIC has taken many steps to offer specialized services to units and institutions working in the field of Khadi and Village Industries. They are discussed below:-

4.11.1 Expansion of Marketing through Exports

At the instance of KVIC, Export Promotion Council has established a wing in the office of the Commission in 2006. This department acts as the nodal agency for promoting exports of village industries products. It provides all inputs for capacity building for exports under a single window system. The agency is entrusted with projecting village industries’ image abroad as a reliable supplier of high quality goods and services. It encourages and monitors the observance of international standards and specifications by exporters. It also provides trade information and professional advice, organizes visits of delegation of its members abroad to explore overseas
market opportunities, and participates in trade fairs, exhibitions and in India and abroad. It promotes interaction between the exporting community and the government both at central and state level and builds a data base of exporters and importers.

This wing of EPC is the agency nominated by the Government of India for processing applications and also disbursing grant by the Ministry of Commerce to the members of Khadi and Village Industries. It interacts closely with RBI, Financial Institutions, Foreign Exchange Dealers Association of India, as well as ECGC in an endeavor to strengthen relationship of such professional institutions and the exporting community of KVI products.

4.11.2 Rebate Scheme

The rebate on sales of Khadi products is made available by the Government so as to make the price of Khadi products competitive with other textiles. Normal rebate at ten per cent all through the year and an additional special rebate of another ten per cent for 108 days in a year are given to the customers from funds made available through budgetary support of the Ministry. The rebate is allowed only on the sales made by the institutions run by the KVIC or State KVIB’s and also at the sales centers run by the registered institutions which are engaged in the production of Khadi and polyvastra.
4.11.3 Product Development and Design Intervention Packaging Scheme

The Product Development and Design Intervention Packaging (PRODIP) scheme was launched by KVIC in November 2002 with a view to improve the quality of village industries products and also to diversify into new products. The scheme aims to bring about improvement in product quality, introduction of new designs, better packaging of products and thereby to improve the marketability. Under this scheme, financial assistance is provided to the institutions or entrepreneurs affiliated to the KVIC or State KVIB’s. The internal studies conducted by KVIC have indicated that production and sales have increased approximately by 13.0 per cent and 21.0 per cent, respectively, in the case of projects taken up under PRODIP scheme.

4.11.4 Rural Industries Service Centers (RISC) Scheme

KVIC has initiated an intervention called Rural Industries Service Centers (RISC) Scheme from 2004-05 onwards to provide infrastructural support and services to selected units to upgrade their production capacity, skills and market promotion. Rural Industries Service Centers provide testing facilities by establishing laboratory to ensure quality of products and improved machinery to be utilized as common utility facilities by nearby units or artisans. This helps to enhance production capacity or value addition of the products. Appropriate training is also provided to upgrade artisans’ skills in order to increase their earnings.
4.11.5 Khadi Karigar Janashree Bima Yojana

In order to provide insurance cover to Khadi artisans, a scheme of group insurance called ‘Khadi Karigar Janashree Bima Yojana’ (JBY) was launched on 15th, August 2003. This scheme was formulated by KVIC in association with the Life Insurance Corporation of India (LIC) with annual premium of ₹200 per beneficiary. KVIC has been able to persuade the LIC to reduce the premium to ₹100 with effect from the policy year 2005-06. The premium is shared by the Central Government Social Security Fund, Khadi institution and Khadi artisan in the ratio 50:25:25. Apart from risks arising from natural death, accidental death, disabilities etc. the insured artisans derive benefit under ‘Siksha Sahayog Yojana’ without payment of any additional premium. This Scheme is not extended to artisans of village industries.

4.11.6 Exhibitions

Apart from promoting sales of Khadi and village industries products through its network of Khadi Gramodaya Bhavans (KGB) and retail sales outlets, KVIC has been engaged in organizing number of exhibitions, in different parts of the country as a cost effective publicity and market promotion instrument. In order to expose KVI units to export trends and demand preference overseas, KVIC participates in international exhibitions abroad being organized by Indian Trade Promotion Organization.
4.11.7 Research and Development

KVIC undertakes research and development activities through in-house research and also by sponsoring projects to other R&D organizations. The main objectives of the R&D programme are achieving increase in productivity, improvement in quality, efficient use of local skills and local raw materials, and reduction of human drudgery. The major research institutes functioning in KVI sector are:-

1. Jamnalal Bajaj Central Research Institute (JBCRI) now renamed as Mahatma Gandhi Institute for Rural Industrialization (MGIRI), Wardha.
2. Central Bee Research and Training Institute (CBRTI), Pune.
3. Dr. R. Ambedkar Institute of Rural Technology and Management (AIRTM), Nashik.
5. Central Village Pottery Institute (CVPI), Khanapur, Karnataka; and

4.11.8 Government Supply

Central and State governments are big buyers of Khadi and Village Industries products. KVIC has been executing supply of its products under the ‘Rate Contract’ of Director General of Supplies and Disposal (DGS&D) to various Government Departments and Agencies. Based on the rate contract, items like dasuti Khadi, dungari cloth, dusters, long cloth, sheeting cloth,
handmade paper, candles, soaps etc. are being supplied to government agencies and bed rolls, curtains, pillow covers, etc. to Indian Railways.

4.11.9 National Flag Production Centre

As per the Bureau of Indian Standards (BIS), Khadi is the only fabric that can be used for production of India’s National Flag. One National Flag Production project has been started in consultation with South Indian Textile Research Association at Karnataka Khadi Gramodyog Samyukta Sangh, an NGO of KVIC at Bengeri, Hubli (Karnataka) at an estimated cost of ₹51.10 lakh. The first phase of the project was commissioned during 2004-05. The National Flag Production unit has been awarded BIS certification on 17th February, 2006. The unit has also installed the dyeing, processing and finishing equipment envisaged in the second phase of programme of National Flag Production Centre. The unit has the capacity to produce around 5,000 National Flags of different sizes per day.

4.11.10 Central Sliver Plants (CSPs)

With the objective of improving the quality of raw material in Khadi sector, KVIC has been operating its 6 CSPs at Kuttur, Chitradurga, Sehore, Raibareilly, Etah and Hajipur. During 2006-07, the Khadi institutions purchased slivers and rovings from these plants to the extent of 25.94 lakh kgs valued at ₹22.3 crores. During the year 2009-10, 20.39 lakh kgs of sliver amounting to ₹1729.64 lakhs was produced in these Plants and 23.48
lakh kgs of sliver worth ₹1983.85 lakhs supplied to Khadi institutions in
the year 2010-2011.

4.11.11 Artisans Welfare Trust Fund (KAWTF)

The Khadi sector has the unique distinction of having adopted specific
welfare measures for the artisans (spinners, weavers and allied artisans). Khadi
Artisans Welfare Trust Fund was set up and is run on the pattern of Employees
Provident Fund. Membership in this Trust is mandatory for all Khadi
institutions affiliated to KVIC and State KVIB’s. 21 States including Kerala
have been covered under this Fund. These Trusts handle contribution from
artisans at the rate of 12.0 per cent of their wages and matching contribution
from Khadi institutions.

4.11.12 People Education Programme (PEP)

Steps are being taken by KVIC to bring to the attention of people
about Khadi and village industries programmes through direct interaction.
For this purpose KVIC arranges and conducts People Education Programme
events. Through these programmes information about policies, programmes
and schemes of KVIC regarding rural industrialization is popularized.
Essay competitions, debates and seminars are also being organized through
these events, on issues concerning Khadi and village industries. The KVIC
provides financial assistance for this purpose through budgetary allocation.
4.11.13 Fibre Design-cum-Research Centre

Khadi & Village Industries Commission has also set up a fibre design-cum-research center near Neyyattinkara in Trivandrum District. This center helps artisans and institutions in developing new designs and imparts training in fibre products manufacturing and design development.

4.11.14 Quality Assurance of Village Industries Products

The KVIC has entered into collaboration with National Laboratories for testing and improving of the quality of products under village industries sector. The main programmes undertaken under this scheme are:-

1. Quality awareness campaigns
3. Standardization of products and process
4. Preparation of quality control manual for various products such as honey, soap, bio-manure, food products, herbal etc.
5. Use of hologram for branding items – ‘Khadi India’

In technical collaboration with IIT, New Delhi KVIC has introduced special finishing techniques in the Khadi sector to improve the quality and appearance of Khadi products.

4.11.15 Productivity Enhancement Scheme (Khadi Industry)

The spinning and weaving implements that the Khadi institutions supplied to the khadi artisans in early times have become old, unserviceable and low productivity yielding implements. Moreover, the higher spindle,
new model charkas have been developed in the sector, which are likely to improve the productivity of spinners by over 25.0 per cent. The scheme aims at replacement and renewal of 15,000 NMC units and 2,000 improved looms over next five years. The Productivity Enhancement Scheme has been integrated into other components such as centralized supply of readymade wrap beams and establishment of readymade garment units.

4.11.16 Branding and Registration of the products

KVIC has introduced common brand names for KVI products in the following manner:-

i) Khadi : Hi-fashion designer, garments and Herbal products

ii) Sarvodaya : For selected village industries FMCG products like soap, honey, pickles and agarbathi

iii) Desi Aahaar: For organic food products like cereals, pulses, spices and jaggery

4.11.17 Training Centers

A fairly extensive network of 250 training centers caters to the training needs of the KVI sector. Out of them, 34 of the training centers run multidisciplinary courses of various duration, 24 centers offer specialized training for leather, bee keeping, pottery, fibre, handmade paper, soap etc. and the rest are EDP institutes to provide short-term orientation and grounding to rural entrepreneurs taking up a wide range of village industry projects.
4.11.18 Collaboration under Training with IGNOU

An MOU was signed with Indira Gandhi National Open University by KVIC under which four courses on village industry have been recognized and certified. IGNOU conducts these courses under distance learning system and issues certificates at the end of the course. The village industries for which the courses are conducted include blacksmithy, metalsmithy, pottery and leather.

4.11.19 Mission on Khadi

In order to attract all the market segments to Khadi, the KVIC in a mission mode has embarked upon identification of lead institutions as associate institutions under the technical guidance of National Institute of Fashion Design (NIFT). Two projects have been commissioned one at Murshidabad (West Bengal) and the another at Padiyur (Tamil Nadu) for this purpose. The mission is to produce Khadi in its readymade form under a common brand name, in standardized design and with soft and stiff finish.

4.12 State Office of KVIC

The state office of the KVIC is the apex organization in the State. The Officials of the State office consist of the Director, Deputy Director, Assistant Director, and the respective Khadi and Village industries Development Officers. The Director of the State office is the most important representative of the Commission. The Officials of the State Office are responsible for implementation of the policies and decisions of
the Commission in their respective States. The Commission has set up an office at Trichur for supervision and monitoring of KVI Programmes in seven northern districts of Kerala.

4.13 Kerala Khadi Village Industries Board

Khadi and Village Industry Boards are statutory Boards functioning at the State level constituted by the respective State Governments. Kerala Khadi Village Industries Board is the State level agency in Kerala which executes the programmes of the Commission in the State of Kerala. The chief function of the Board is to plan, organize, and implement programmes for the development of Khadi and Village Industries. Towards this purpose, the Board takes steps such as:-

1. promoting, encouraging and assisting in the development of Khadi and village industries to carry on trade or business in the products of such industries;

2. providing work to persons who have been professionally engaged in Khadi and village industries;

3. granting loans to individuals, societies or institutions engaged in village industries on such terms as may be prescribed;

4. encouraging establishment of co-operative societies in Khadi and village industries;

5. conducting training with a view to imparting the necessary skill and knowledge for carrying on Khadi and village industries;
6. manufacturing tools and implements, arranging the supply of such tools and implements and raw materials in order to secure development of Khadi and village industries.

7. conducting publicity and propaganda and organizing marketing of finished products by opening stores, shops, emporia and exhibitions and

8. undertaking research with a view to improve the quality and marketability of the products of village industries.

9. collecting statistics relating to Khadi and village industries and to publish the statistics so collected.

4.14 Working of the Board

In order to achieve its various objectives and functions, the Board has been receiving financial assistance only from Khadi & Village Industries Commission (KVIC), Govt. of India, through the budgetary allocation, under Pattern of Assistance as well as Consortium Bank Credit in addition to the Margin money provided under CBC as well as Margin Money Scheme. The Board takes necessary steps to sanction and disburse loan to the beneficiaries under the village industries schemes. The beneficiaries for KVI schemes are the individuals, industrial co-operative societies, and institutions registered under society’s registration Act 1860. The Board also takes up the responsibility of collecting recoveries from the beneficiaries and repaying them to KVIC.
The Board conducts spot verifications of the units to ensure that there is the proper utilization of financial assistance given to the beneficiaries under various schemes. It also undertakes various motivational activities for creating awareness among public in respect of the schemes by way of propaganda, publicity, holding and participating in the exhibition etc. It takes up monitoring, evaluation and planning of the various schemes in accordance with the guidelines of KVIC.

The Board makes arrangement for the supply of equipments, tools, and machinery to the beneficiaries for adoption of new technology in accordance with KVIC guidelines. It also provides training to the artisans for improving their technical skills and thus increases productivity. Further, the Board assists the units in the marketing of the products. It also organizes exhibitions of various levels to promote sales of KVI products in the State and make them popular among masses.

4.15  Administrative Structure of the Board

Kerala Khadi and Village Industries Board are organized on the same lines as KVIC. The organization is headed by a Chairman and the Minister for Industries of successive State Governments will function as the Chairman. Next to the Chairman is the Vice-Chairman who is nominated by the ruling Government and he is in charge of the day to day activities of the Board. The term of office of the members of the Board shall be for three years. The Kerala Khadi and Village Industries Board comprise 15 members as shown below:-
1. Chairman
2. Vice-Chairman
3. Secretary
4. Five non-official members from the legislative Assembly
5. Two members, ex-officio
   i) Special secretary to Government Industries Department
   ii) Additional Secretary Finance Department
6. Two invitees
   i) Registrar of Co-operative Department
   ii) State Director, KVIC
7. Three members to represent the Khadi and Village Industries.

The Chairman of the Board is responsible for the proper functioning of the Board and the implementation of its decisions and discharge of duties under the Act. The Chairman has powers such as to preside over the meeting of the Board, sanction expenditure as contingencies, supplies and services and the purchase of articles required for the working of the office of the Board. The Government nominates one of the non-official members as Vice-Chairman, and he shall exercise such of the powers as are delegated to him by the Chairman.

The Secretary of the Board is a member of Indian Administrative Service and he too is a Board member. He comes under the category of the general staff of the Board. He is the Chief Executive to the Board who attends to the day to day functioning and is responsible for achieving the objectives of the Board. He is responsible for convening the meetings of the
Board under the Chairman’s direction. The secretary is the custodian of the common seal of the Board.

In addition to the Secretary, the general staff at the higher level of the KKVIB consist of Directors, Financial Advisor and Chief Accounts Officer and Deputy Directors. The staff at the subordinate level comprises upper division clerks, lower division clerks and peons. The financial Advisor is in charge of finance and accounts and he is also one of the members of the Board. His main task is to collect funds from Government and make them available for use in different schemes for the development of Khadi and village industries in Kerala.

The Board has created separate departments to deal with Khadi, Village Industries, Marketing, Technical, Co-operative, and Administration. Each department comes under the charge of the respective Director assisted by Deputy Directors. The Technical Department consists of Development Officers, Technical Experts and Technical Assistants. Subordinate to them are organizers and supervisors. There are instructors, mechanics, and managers under them and finally the artisans working in the units directly run by KVIB come at the lowest level.

The Co-operative department has Deputy Registrar at its top, assisted by Assistant Registrar and then the Technical Assistants, Co-operative Inspectors and Administrative Staff. This department is created in view of
the importance of co-operative form of organization adopted by artisans for carrying on their activities.

The Administrative department has a Superintendent and under him there is the Junior Superintendent. To assist them are Upper Division Clerks and Lower Division Clerks. The appointments are made through Public Service Commission and promotions to various posts are based on seniority basis subject to the employees satisfying the required qualification specified by the Government and the Board. The KVIC and KKVIB conduct various departmental tests required for various posts.

**4.16 District level Officers**

KKVIB has established Project Offices in all the 14 districts of the State and a major Khadi production centre by the name Payyannur Khadi Centre in Kannur district. The departmental production activities in 12 districts except in Kannur and Kasargod are looked after by the concerned Project Officer and those in Kannur and Kasargod districts by the Director, Payyannur Khadi Centre. The Project Officer is the administrative head of the organization and he is assisted by the Village Industries Officer and Assistant Registrar.

The Project Officer is in charge of the respective project offices and he is the member Convener of the District Level Committee comprising District Collector as Chairman, General Manager of the District Industries Centre, Project Director, and DRDA of the district as Members. There are
other administrative staffs to assist him.

The main functions of the Project Officer are:-

1. to plan and implement the programme in co-ordination with other agencies engaged in rural development like DRDA;
2. to advertise the programmes in the local newspapers and invite the applications from the beneficiaries;
3. to scrutinize the applications from the beneficiaries;
4. preparation of budget proposals for the ensuing year;
5. Providing the units with technical assistance through supply of designs, prototypes and information and
6. to promote sales of KVI products by providing marketing facilities.

4.17 Governmental Support

The Government of India gives support to the Kerala Khadi and village industries Board by providing substantial funds under plan fund in addition to non-plan funds for salary and rebate. The State government has reserved 75.0 per cent of their requirements of handmade paper file boards and a portion of Khadi materials for the requirement of hospitals to be procured from the Kerala Khadi and Village Industries Board. It has been made compulsory that all the staff of the Board wear only Khadi dress material during office hours, and the government has issued orders requesting other Government and Quasi-Government staff to use Khadi
dress material at least once in a week. As regards fiscal benefits, exemption of Sales Purchase tax has been extended to the KVI units for which the turnover does not exceed fifty lakhs per year. (Records of KKVIB).

4.18 Specialized Services of Kerala Khadi and Village Industries Board

The Board offers certain specialized services in the Khadi and Village Industries units for which certain institutions have been set up. They are mentioned below: -

4.18.1 Central Sliver Plant, Trichur

The KKVIB has set up a Central Sliver Plant (Muslin Project) at Kuttur, near Trichur for ensuring supply of sliver and roving to the institutions in the State. The center caters to the need of sliver and roving to the institutions of some other States also. The production carried out by the CSP in the year 2010-2011 as ₹439.89 lakhs (3,95,098 kgs) and sales effected is to the tune of ₹484.74 lakhs (4,34,973 kgs).

4.18.2 Raw Material Production Centre

The State has two raw material production centers for Khadi (rowing) one at Trichur, which is directly run by KVIC, and the other at Ettukuduka, which is a direct unit of KKVIB.

4.18.3 Training Centers

The Board has set up a Multi Disciplinary Training Centre at Nadathara near Trichur for imparting training in Khadi and most of the
village industries. The artisans sponsored by the registered institutions and individual units are being trained in these programmes. In addition to this there exit two non-departmental training centers which impart training in design weaving, paper conversion, spices and masala making etc, they are Gandhi Smarak Grama Seva Kendram and Changanaserry Social Service Society and they function under the guidance of KKVIB.

4.18.4 Sales Outlets

The marketing wing of the Khadi and Village industries functions directly under the Board with a Director in charge of the marketing as the chief. In order to assist artisans in marketing the Board has its own Office cum Shopping complex in Kollam Pathanamthitta, Alappuzha, Ernakulam, Thrissur, Palakkad, Kozikode and Kannur Districts and at the sub office at Payyannur Khadi Centre. The Board also runs sales outlets in all districts departmentally and on agency basis. The sales outlet under the Board are known as “Soubhagya”. The Direct Soubhagyas run by the Board are called ‘Khadi Grama Soubhagyas’ and the outlets run by agencies are called ‘Khadi Soubhagyas’ and outlets attached to the production centers are called ‘Grama Soubhagyas’. At present there are 30 Khadi Grama Soubhagyas, 53 Grama Soubhagyas and 76 Khadi Soubhagyas and one mobile sales van operated for the sale of KVI products in Kerala.
The Board gives financial assistance to units to set up their own sales outlets, for renovation or expansion of existing sales outlets, purchase of mobile vans and organizing exhibitions to create awareness about Khadi and village industries products. The Board has been participating in Indian Trade Promotion Organization (ITPO).

4.18.5 Honey Marketing Depot, Tripunithura

A Honey Marketing & Processing Depot has been set up at Tripunithura, near Ernakulam. The unit procures raw honey from the individual bee keepers at the floor rate prescribed by the cost chart committee. This step is intended to free bee keepers from the exploitation of middlemen.

4.18.6 Regional Analytical Laboratory, Nadathara

This unit was established with the main objective of providing testing facilities on non edible oil seeds, oil cakes, laundry soaps, soap base etc manufactured by various implementing agencies of the Board and to give proper guidance to the agencies for improvements in the production confirming to the Bureau of India’s standard specifications.

4.18.7 State Bee keeping Extension Center

A State level bee keeping extension center has been set up at Nadathara by the Board to take up different training activities and other developmental programmes under Bee keeping. It also provides facilities for preserving and processing of honey.
4.19 Conclusion

All India Khadi and Village Industries Commission is an all India institution created under an Act in Parliament for the promotion and development of Khadi and Village Industries. The Commission comprises experts in the field of finance, marketing, rural development, banking, science and technology in addition to experts associated with KVI sector. In order to decentralize its activities, the Commission has opened six Zonal offices and office in every State of India. There are 11 Standing Committees to help Commission formulate policies and find solution to the problems pertaining to Khadi and village industries. Kerala Khadi Village and Industries Board is the State level agency for implementation of the programmes of Khadi and village industries Commission in the State of Kerala. It is also a giant organization having its Project Office in all the districts of Kerala.
References

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