

# Khadi Institutions Registration Certification Seva' and Khadi Mark

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## **Need for KIRCS**

For establishment of Small Scale Industries (SSIs) **to encourage Khadi in the country**, Ministry of MSME, through Khadi and Village Industries Commission (KVIC), has developed an online application system 'Khadi Institutions Registration and Certification Seva' (KIRCS) **for encouraging more number of Khadi Institutions** so that entrepreneurs and NGOs interested in production and sales activities of Khadi can obtain 'Khadi' Certificate and 'Khadi Mark' from KVIC and start their Khadi activities

## **Benefits to institutions for having Khadi mark**

The institutions registered and having 'Khadi Mark' Certificate can get **assistance under the following schemes:**

- **Market Promotion Development Assistance (MPDA):** A unified scheme by merging Market Development Assistance, Publicity, Marketing and Market Promotion. A new component for Infrastructure namely setting up of Marketing Complexes /Khadi Plazas has been added to expand the marketing network of Khadi & Village Industries products. Under the Modified MDA (MMDA) **financial assistance** at 30% of the Prime Cost is distributed amongst Producing Institutions (20%), Selling Institutions (10%), Artisans (40%). The remaining amount is to be given to best performing Khadi Institutions selected through a transparent scorecard.

- **Interest Subsidy Eligibility Certificate (ISEC) Scheme:** It provides **credit at concessional rate of interest through Banks** as per the requirement of the Khadi institutions. The institutions are required to pay interest of only 4%, any interest charged by banks over 4% will be paid by the Government of India through KVIC to the banks.
- **Strengthening infrastructure of weak Khadi institutions and assistance for marketing infrastructure:** This scheme **provides need-based support towards the Khadi sector for nursing the sick/problematic institutions** for elevation from “D” to “C” category as well as those whose production, sales and employment have been declining. Under this scheme, **financial assistance** is provided to existing weak Khadi Institutions **for strengthening of their infrastructure** and for renovation of khadi sales outlets.
- **Workshed Scheme for Khadi Artisans:** It provides **financial assistance to khadi artisans belonging to BPL Category for construction of work sheds.** The objective of the scheme is to provide a better workplace for spinners and weavers, providing more working space and storage for housing slivers, raw materials, implements, etc. and improving efficiency and productivity of the spinners through electricity connections for lighting. Assistance for construction of worksheds is provided through the Khadi Institutions with which the khadi artisans are associated