



**KAMARAJ IAS ACADEMY**  
Only IAS Academy by Grandson of "Perunthalaivar Kamarajar"

# Gramodyog Vikas Yojana

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**Why is in news?** Tool-kits and machineries to artisans under 'Gramodyog Vikas Yojna' distributed in Bhubaneswar, Odisha

It was launched in **March 2020**.

It is one of the two components of the Khadi Gramodyog Vikas Yojana which is a Central Sector Scheme (CSS).

The other component of **Khadi Gramodyog Vikas Yojana** is the Khadi Vikas Yojana (KVY) which includes two new components such as Rozgar Yukt Gaon, Design House (DH)

GVY aims to **promote and develop the village industries** through common facilities, technological modernization, training etc.

## Eligibility & Conditions:

Target beneficiary: Artisans, Unemployed Youth and Self Help Groups (SHGs)

Eligibility criteria: Any person Traditional Artisans, Knowledge of Skill experience in Art and craft.

Khadi and Village Industries Commission (KVIC) organises short duration specialized skill development programme followed by distribution of tools and kits to start their micro/ small units activities in local area.

## Components:

**Research & Development and Product Innovation:** R&D support would be given to the institutions that intend to carry product development, new innovations, design development, product diversification processes etc.

**Capacity Building:** Under the Human Resource Development and Skill Training components, exclusive capacity building of staff as well as the artisans would be adequately addressed through the existing MDTCs and institutions of excellence.

**Marketing & Publicity:** The V.I. institutions will be provided market support by way of preparation of product catalogue, Industry directory, market research, new marketing techniques, buyer seller meet, arranging exhibitions etc.

## KVIC:

It is a **statutory body** established under the **Khadi and Village Industries Commission Act, of 1956**.

The KVIC is charged with the planning, promotion, organisation and implementation of programmes for the development of Khadi and other village industries in the rural areas in coordination with other agencies engaged in rural development wherever necessary.

Nodal Ministry: Ministry of Micro, Small and Medium Enterprises

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