

Khadi e-portal turnover cross Rs 1.12Cr within 8 months of launch

By TIOL News Service

EW DELHI, FEB 27, 2021: THE Ministry Khadi and Village Industry Commission (KVIC) said on Saturday that their foray into e-commerce is seen a turnover of over Rs 1.12 crore within eight months of its launch.

he Khadi e-portal, launched in July 7, 2020, has delivered over one lakh products to 10,100 customers till date, said the ministry. The werage online purchase has been recorded at Rs. 11,000 per customer.

"KVIC's foray into the online marketing segment has found tremendous public patronage," said the ministry.

The Khadi e-portal was developed in-house by KVIC which means that all logistics and infrastructure support like cataloguing, product photoshoot, maintaining online inventory, packaging and delivery is managed by them.

"This saves Khadi artisans, institutions and Prime Minister's Employment Generation Programme (PMEGP) units manufacturing Khadi products from any financial burden," it explained.

KVIC said they have received online orders from all 31 States and Union Territories. Their bestsellers include Khadi Masks, honey, herbal soaps, grocery, spices, fabric, and incense, among others in their nearly 800-product catalogue.