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PMEGP ENTREPRENEUR RECEIVES AWARD FROM HON'BLE MINISTER MSME



KVIC revives Karnataka's 100-year old honey activities in Coorg under Honey Mission



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Khadi Mujeeb Jackets Adds Sheen to Celebrations during PM's Visit to Bangladesh



Khadi, the heritage and national fabric of India, drew considerable attention during the Hon'ble Prime Minister's two-day diplomatic visit to Bangladesh on March 26 and 27. Khadi and Village Industries Commission (KVIC) had supplied 100 custom-designed "Mujeeb Jackets" that was the attire of dignitaries during the visit of Hon'ble Prime Minister Modi.

"Mujeeb Jacket" is famed as the signature garment worn by Bangabandhu Sheikh Mujibur Rahman, who is called Bangladesh's Father of the Nation. As Bangladesh is celebrating "Mujib Borsho", the birth centenary of Sheikh Mujibur Rahman, Cultural Centre of the Indian High Commission in Dhaka, had placed an order for 100 Mujeeb Jackets, ahead of the Hon'ble PM's visit.

The Hon'ble PM has always been particular about Khadi and its heritage and cultural value to strengthen diplomatic ties with foreign countries. In 2016, the BRICS leaders along with the Indian Prime Minister had attended the summit in Khadi jackets in Goa.

"The Hon'ble Prime Minister always accorded top priority to Khadi during his diplomatic

visits. This is to carry forward the legacy of Mahatma Gandhi who always carried Khadi products specially Khadi Rumal (handkerchief) with him and presented it to dignitaries during his foreign visits," said KVIC Chairman, Shri Vinai Kumar Saxena.

The specially designed Mujeeb Jackets was made of high quality handcrafted Khadi fabric. The black Mujeeb Jackets had been designed with 6 buttons, two pockets on the lower half and a front pocket on the left, as worn by Rahman. In keeping with the eco-friendly nature of the Khadi fabric, the zip-covers for these jackets was also made of black Khadi cotton fabric with "Khadi India" logo embroidered over it.

These jackets was carried in specially designed white colour waste plastic-mixed handmade paper carry bags made at KVIC's Kumarappa National Handmade Paper Institute (KNHPI) in Jaipur.

Mujeeb Jacket is historically significant in Bangladesh and it is a matter of great pride that Mujeeb jackets made of Khadi fabric were adorned during the Bangladesh visit of Prime Minister Shri

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Despite Covid Pandemic, KVIC Creates Highest Ever Employment under PMEGP

MSME Minister Shri Nitin Gadkari Hails Performance

In a year marred by the economic despair surrounding the Covid-19 pandemic, Khadi and Village Industries Commission (KVIC) has just recorded its best ever performance in employment creation under the Prime Minister's Employment Generation Program (PMEGP). In FY 2020-21 ending March 31, that was largely affected by the nationwide lockdown, KVIC disbursed Rs 2188.78 crore to create a whopping 5,95,320 employments under PMEGP, the highest ever since its launch in the year 2008. In 2020-21, KVIC established 74,415 projects across the country. KVIC is the nodal agency for implementation of PMEGP, the flagship scheme of the Central Government for employment creation.

Hon'ble Minister for MSME, Shri Nitin Gadkari lauded the achievement of KVIC saying creation of local employments would support lakhs of livelihood and bolster country's economy. The achievement assumes greater significance as all production activities, transportation and logistics remained suspended for over 3 months due to lockdown.

In the year 2020-21, against the margin money target of Rs 2120.81 crore, KVIC disbursed Rs 2188.78 crore and thus achieved 103.2 % of the target which is nearly 12.19% higher than the margin money disbursed in 2019-20. Similarly, in setting up of new projects and employment creation, KVIC achieved 106.2% of the target.

KVIC Chairman Shri Vinai Kumar Saxena attributed this quantum jump in employment creation to the Hon'ble Prime Minister's clarion call for "Aatmanirbhar Bharat" and "Vocal for Local" and the constant guidance and support of MSME Minister Shri Nitin Gadkari.

"The government's big thrust to local manufacturing and self-employment in wake of the Covid-19 pandemic has done wonders. A large number of youths, women and distressed people from the weaker sections of society were prompted to take up self-employment activities under PMEGP. Further, a slew of policy decisions taken by the Ministry of MSME and KVIC to expedite the execution of projects under PMEGP helped KVIC achieve its best ever performance," Saxena said.

The role of District Level Task Force Committee (DLTFC), headed by district collectors, was seen as a bottleneck in timely and swift execution of projects under PMEGP as it was often noticed that this important scheme was accorded the least priority by district collectors. Accordingly, the Ministry of MSME, on 28th April 2020, amended the PMEGP guidelines to do away with the role of the DLTFC in approving the PMEGP projects and authorized state directors of KVIC for approval of projects, which significantly expedited the execution of applications.

"KVIC, on its part, also took two major decisions to ensure timely execution of applications. In the first move, KVIC reduced the

YEAR	No of Projects Established	Margin Money Disbursed (Rs. crore)	Employments Created
2020-21	74,415	2188.78	5,95,320
2019-20	66653	1950.83	5,33,224
2018-19	73,427	2070.00	5,87,416

Cont. on page...06

KVIC Rolls Out Project RE-HAB to Prevent Elephant – Human Conflict Using Tiny Bees



Imagine a herd of elephants, the largest animal with an equally intelligent brain, being shoed away by the tiny honey bees. One may call this exaggeration but this is a reality in the forests of Karnataka.

Khadi and Village Industries Commission (KVIC) on 18th March, 2021 launched a unique project of creating “bee-fences” to mitigate human – elephant conflicts in the country. The objective of Project RE-HAB (Reducing Elephant – Human Attacks using Bees) is to thwart elephant attacks in human habitations using honey bees and thus reduce fatalities of humans as well as retaliatory deaths of elephants in the hands of humans. The pilot project was launched at 4 locations around village Chelur in Kodagu district of Karnataka today by KVIC Chairman Shri Vinai Kumar Saxena. These spots are located on the periphery of Nagarhole

National Park and Tiger Reserve and are known to be human-elephant conflict zones. The total cost of the project is just Rs 15 lakh.

Project RE-HAB is a sub-mission of KVIC's National Honey Mission. While the Honey Mission is a programme to increase the bee population, honey production and beekeepers' income by setting up apiaries, Project RE-HAB uses bee boxes as a fence to prevent the attack of elephants.

KVIC has set up 15-20 interspersed bee boxes at each of the four locations. The bee boxes are set up in the passage ways of elephant-human conflict zones to block the entrance of elephants to human habitations. The boxes are connected with a string so that when elephants attempt to pass through, a tug or pull causes the bees to swarm the elephant herds and dissuade them from progressing further. Bee boxes have been placed

on the ground as well as hung from the trees to block the passage way of elephants. High resolution, night vision cameras have been installed at strategic points to record the impact of bees on elephants and their behaviour in these zones.

KVIC Chairman Shri Saxena said this unique initiative has been taken as a sustainable resolution to the human-elephant conflicts that are common in several parts of the country. "It has been scientifically recorded that elephants are annoyed and even frightened of honey bees. Elephants fear that the bee swarms can bite their sensitive inner side of the trunk and eyes. The collective buzz of the bees is annoying to elephants that force them to return. Elephants, who are the most intelligent animal and carry their memories for long, avoid returning to the place where they have encountered honey bees," Saxena said. "The biggest advantage of Project RE-HAB is that it dissuades elephants without causing any harm to them. Besides, it is extremely cost-effective as compared to various other measures like digging trenches or erecting fences," Saxena added.

Nearly 500 people die every year due to elephant attacks in India. This is nearly 10 times more than the fatalities caused by big cats across



the country. From 2015 to 2020, nearly 2500 people have lost their lives in elephant attacks. Out of this, nearly 170 human fatalities have been reported in Karnataka alone. On the contrary, nearly one-fifth of this number, i.e. nearly 500 elephants have also died in retaliation by humans in the last 5 years.

In the past, governments have spent crores of rupees on digging up trenches and erecting fences to dissuade elephants. Also hundreds of crores of rupees have been spent on compensation for loss of human lives. These trenches and

barbed wire fences have often caused the deaths of elephant calves and thus rendering these ideas largely impractical.

Earlier, Central Bee Research and Training Institute, Pune, which is a unit of KVIC, had conducted field trials of creating "bee-fences" in Maharashtra to mitigate elephant attacks. However, this is for the first time, KVIC has launched this project in totality. KVIC has roped in the College of Forestry under the University of Agriculture and Horticultural Sciences, Ponnampet, for impact assessment of the project. KVIC Chief Advisor (Strategy & Sustainable Development) Dr R Sudarshana and Dr CG Kushalappa, Dean of the College of Forestry, were present on the occasion.



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Despite Covid Pandemic, KVIC Creates Highest Ever Employment under PMEGP

timeframe for scrutinizing and forwarding the applications to the banks by its state directors from 90 days to just 26 days. Further, monthly coordination

meetings with the banks were started at different levels which too has resulted in timely disbursement of loans to the beneficiaries," Saxena said.



Nitin Gadkari Inaugurates Workshop on Implementation of Clusters under SFURTI

Union Minister for Micro, Small and Medium Enterprises, Shri Nitin Gadkari inaugurated a two-day Workshop on implementation of traditional artisan clusters under Scheme of Fund for Regeneration of Traditional Industries (SFURTI) at the Dr. Ambedkar International Centre in New Delhi on Tuesday.



Minister of State for MSME, Shri Pratap Chandra Sarangi was also present on the occasion. Shri Gadkar inaugurated the workshop by lighting the lamp. The purpose of the workshop is to train the stakeholders to plan the implementation of the clusters in a time-bound manner so that the benefits of the Government interventions reach the beneficiaries early, enhancing their quality of production and increasing their income. Nearly 400 organisations associated with the SFURTI scheme in different capacities are expected to attend the two-day event, either physically or through video conferencing. Case studies of successful implementation of SFURTI clusters will also be discussed.

Speaking on the occasion, Shri Gadkari set a target of 5,000 clusters under SFURTI, from present 394 approved clusters, and said that “the system should be digitalised and made time-bound, result-oriented, transparent and corruption-free”. He said that contribution of MSME sector to the GDP of the country should be increased to 40 per cent. He also mentioned that the MSME sector has provided around 11 crore jobs across the country. The Minister also exhorted the MSME Ministry for adhering to a timeline of three months for scrutiny and approval / rejection of an application. He said the dilly-dallying tactics

should be done away with. Shri Gadkari stressed on proper “cooperation, coordination and communication between the stakeholders”.

Shri Gadkari emphasised that “every district should have a branch of Khadi Gramodyog and Village Industries and the turnover should reach five lakh crore from present 88,000 crore rupees”. He also said that “all schemes should be assessed in terms of how many jobs they have created and how many lives it has improved”.

Speaking on the occasion, Minister of State for MSME, Shri Pratap Chandra Sarangi said that “in order to achieve the goal of an Aatmanirbhar Bharat, the country will have to adapt competitive speed”. He said that “there should be such clusters in every village and the willpower, technical upgradation of all concerned agencies can certainly make anything possible”. He said that “we should use sustainable technology and keeping the nation first, will benefit everyone”.

As on date, 394 clusters have been approved under SFURTI, out of which 93 are functional clusters, assisting 2.34 lakh beneficiaries with the Government of India assistance to the tune of Rs.970.28 crore. The main sectors covered under the scheme include handicrafts, handloom, khadi, garments, coir, bamboo, agro processing, honey etc.

KVIC revives Karnataka's 100-year old honey activities in Coorg under Honey Mission



Since the pre-independence era, beekeeping activity was a part of the local culture at Ponnampet in the picturesque landscape of Coorg, now renamed as Kodagu, in Karnataka. But due to lack of any scientific knowledge, it was practiced in a crude manner.

in the 1920's, Swami Shambavanand ji of Sri Ramakrishna Sharada Ashram introduced bee boxes and engaged local population with beekeeping activities scientifically. He also provided handholding to local beekeepers for selling their honey across the country. The bee boxes were brought first time from America by a woman disciple of Swami Shambavanand ji. Later on, in the year 1934, Mahatma Gandhi visited Ponnampet and further encouraged beekeeping as

a part of the village industry activities.

Due to lack of proper technical and marketing support, beekeeping activities in Coorg region witnessed a sharp decline. However, seeking to carry forward this rich legacy and strengthen the local beekeepers, Khadi and Village Industries Commission (KVIC) has rolled out a comprehensive plan.

KVIC Chairman Shri Vinai Kumar Saxena on



18th March, 2021 distributed 500 bee boxes to 50 trained local farmers under Honey Mission. The bee boxes were distributed at the College of Forestry, Ponnampet. During the last two years, KVIC has already distributed 1250 bee boxes to local beekeepers and farmers. Encouraged by the feedback and growing inclination of the locals towards beekeeping, KVIC is in the process of setting up a honey cluster under its SFURTI Scheme that will benefit more than 700 local farmers.

Located along the Karnataka – Kerala border, Kodagu is nestled in the rich biodiversity of Western Ghats. The area surrounded by dense

forests and coffee plantation is almost a zero-pesticide region. A variety of wild edible fruits like Sebesten Plum, Dragon's Eye fruit, Jack Fruit, Wild Olive, Cluster Fig and Madagascar Plum and Indian spices like cardamom, black pepper and others are also grown in this region and the honey produced here have rich medicinal values.

“KVIC is progressing swiftly with setting up of honey cluster under SFURTI Scheme to support the beekeepers and create a marketing platform for them. Under this scheme, 90% of the fund required for setting up the cluster is provided by the government while only 10% of the funding is done by the implementing agency. This cluster will further boost the beekeeping activities in Kodagu district where KVIC has just launched the unique Project RE-HAB to mitigate Human – Elephant conflicts using Honey Bees,” Saxena said

The proposed honey cluster namely “Kodagu Buzzing Bee Honey Cluster” is being implemented by Agriculture Sciences Forum of Kodagu. The rich flora of the region is conducive for production of high quality honey. The cluster will provide the beekeepers and artisans with a common facility centre (CFC) and all other technical support like extraction, bottling and packaging of honey as well as marketing support to sell the honey.



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Khadi Mujeeb Jackets.....

Modi who is the biggest brand ambassador of Khadi.

“Mujeeb jacket is an immensely popular outfit in Bangladesh. For the older generation Mujeeb Jacket is symbolic of the ideology of their great leader Sheikh Mujibur Rahman while it has increasingly become a fashion statement for the youths of Bangladesh. Likewise, Khadi, the heritage fabric of India, is a unique blend of tradition and fashion. Mujeeb jackets made of Khadi has added

significantly to the historical and cultural values of the celebrations,” Saxena said, adding, this will also promote Khadi on the global and diplomatic platform in a big way.

Since the jackets were meant for diplomatic purposes, KVIC accorded top priority to it and delivered the consignment before time. Earlier KVIC sent its high quality cotton and silk masks to various countries.



KVIC's E-Market Portal Touches New Milestone Gives a Big Push to “Swadeshi”



27th February, 21: Khadi and Village Industry Commission's (KVIC) foray into the online marketing segment has found tremendous public patronage. Testimony to this is the gross turnover of over Rs 1.12 crore in just 8 months of the launch of Khadi's e-portal www.khadiindia.gov.in.

Launched on 7th July 2020, Khadi e-portal has delivered orders to over 10,000 customers out of the 65,000 people who visited the e-portal till date. KVIC has also delivered more than 1 lakh articles/commodities to these customers. During this period, the average online purchase has been recorded at Rs 11,000 per customer which is an indication of Khadi's ever-growing popularity and the diversity of its product range to suit all segments of buyers.

Hon'ble Minister of MSME, Shri Nitin

Gadkari has lauded Khadi's successful e-commerce venture saying this provided a wide marketing platform for various Khadi and village industry products to a larger population. "E-marketing of Khadi is proving to be a game-changer. Our efforts should be to reach a turnover of Rs 200 crore per year," Shri Gadkari said.

KVIC has developed the e-portal in-house without spending a single rupee on web-developing. Here's another factor that differentiates Khadi e-portal from other e-commerce sites - unlike other online portals, KVIC takes care of all logistics and infrastructure support like cataloguing, product photoshoot, maintaining online inventory and packaging and transportation of goods to the customers' doorsteps. This saves Khadi artisans, institutions and PMEGP units manufacturing Khadi products from any financial burden.



MSME Minister, Shri Nitin Gadkari addressed a programme Shakti-Empowering Women Entrepreneur 2021 organised by India SME Forum, Mumbai on 8th March 2021. Minister of State, MSME Shri Pratap Chandra Sarangi and Chairman, KVIC Shri Vinai Kumar Saxena also graced the programme. On this occasion women entrepreneurs were awarded. PMEGP entrepreneur from Palghar Dist. Maharashtra received Award from Hon'ble Minister MSME.



Bamboo Industry has potential to be worth Rs.30,000 crore

MSME Minister Calls for multiple use of Bamboo to increase its demand and plantation



New Delhi : Minister for Road Transport & Highways and Micro, Small and Medium Enterprises, Shri Nitin Gadkari addressed a virtual exhibition on Bamboo Technology, Products and Services through video conferencing on 23 March, 2021. The exhibition was organised by the Indian Federation of Green Energy (IFGE).

In his address, Shri Gadkari said that there is a need to increase demand for bamboo. He said that bamboo has potential to be used as an alternative to coal and can also be used in construction. Shri Gadkari said that use of jute and coir mattresses is soon going to be made mandatory for all NHAI roads.

He advocated varied use of traditional materials like jute, coir and bamboo by developing them further. Shri Gadkari expressed hope that, with integrated efforts from all stakeholders, bamboo industry in India will be worth 25-30 thousand crore rupees.

Technologically proven, cost effective and attractive product designing can establish and promote the use and demand of bamboo, which

will encourage people to go for bamboo plantation.

He assured all assistance from Ministry of MSME for any scheme related to promotion of bamboo. The Minister said that we need more research, more appropriate approach for product development, market support. He also said that he is trying to get 50 per cent subsidy from Railways for bamboo and bamboo sticks. He exuded confidence that by increasing use and requirement of bamboo will lead to increase in its plantation.

He said that bamboo can also be used to make bio-CNG and charcoal and IITs can be roped in to conduct further research on this with help of special grants from Bamboo Mission.



MSME Minister Inaugurates Technology Centres, Extension Centres and Udyam Express of MSME



Minister of Micro, Small and Medium Enterprises, Shri Nitin Gadkari virtually inaugurated two technology centres at Visakhapatnam in Andhra Pradesh and Bhopal in Madhya Pradesh, three extension centres of big technological centres and seven mobile Udyam Express on 10th March, 2021.

Speaking on the occasion, Shri Gadkari said that “if the country has to overcome three biggest problems of poverty, starvation and unemployment, then we have to create jobs”. He emphasised on “conversion of knowledge into wealth”. The Minister stressed on a “district-wise development plan to realise the dream of making an Aatmanirbhar Bharat”. He said that “the technological centres should have coordination, cooperation and communication with the local industries”

Talking about huge potential of Indian youth for research and innovation, Shri Gadkari said that “the youth of the country needs exposure,

assistance and equipment to be successful”. Shri Gadkari said that “all arms of the Government should work in a coordinated manner to change social-economic landscape of the place”. He emphasised that “the country has huge potential for raw material, young and skilled manpower, government is ready to support all entrepreneurs and we need to take the cooperation of IITs, engineering colleges and successful persons in the society”. Shri Gadkari highlighted the need for integrated thinking and exhorted all stakeholders to come together, think together and work together. Talking about Indian automobile sector, Shri Gadkari said that “the target is to make Indian

automobile industry worth 10 lakh crore rupees in next five years from present 4,50,000 lakh crore rupees”.

The MSME Minister laid more emphasis on performance audit of all the technological and extension centres. He called upon all concerned to make the system “result-oriented, transparent and corruption-free”.

Speaking on the occasion, Minister of State for MSME, Shri Pratap Chandra Sarangi said that “around 2,50,000 students are getting training at these centres and the tool room works from normal designing to the area of robotics”. Talking about the mobile Udyam Express, Shri Sarangi said that “these mobile vans will go to the villages and make people aware about all aspects of entrepreneurship along with imparting training to them”. He said these vans will help people know everything about MSMEs.

By establishing the new Technology Centres and Extension Centres throughout the country, the main objective of the Ministry of MSME is to further increase the geographic footprint of Technology Centres network through future ready new Technological Centres with vertical as well as horizontal expansion to cover more states and regions.

It is estimated that after establishment of the new TCs/ECs, an additional capacity of skilling four lakh trainees and assisting one lakh MSMEs will be created to provide technology, incubation, skilling and advisory support to the Industry in the country, enabling increased competitiveness of the MSMEs, creation of new MSMEs and enhancement in the employability of the employed/unemployed youth in the country.



KVIC Empowers 1000 Potter Families of 11 Districts in Rajasthan under Kumhar Sashaktikaran Yojana



KVIC Chairman Shri Saxena said the main objective behind the program is to empower the marginalized potters' community by ensuring their financial sustainability. "Empowering the Kumhar community, reconnecting them with the mainstream of development and reviving the dying art of pottery is the

Khadi and Village Industries Commission's (KVIC) employment drive got a big push with distribution of 1000 electric potter wheels and other pottery equipment to 1000 trained potter families in Rajasthan. KVIC Chairman Shri Vinai Kumar Saxena on 21 March, 2021 distributed the equipment in a function held at Udaipur in presence of local MP Shri Arjun Lal Meena. The exercise, under Kumhar Sashaktikaran Yojana of KVIC, will provide employment and sustainable livelihood to over 5000 people of the potters' community. The beneficiaries of this distribution program belong to 74 self-help groups (SHGs) across 11 districts of Rajasthan including Jaipur, Udaipur, Alwar, Dausa, Pratapgarh, Chittorgarh, Tonk, Jhalawar, Bhilwara and Banswara that are highly acclaimed for their exquisite clay pottery. Apart from electric potter wheels, 100 blunger machines was also distributed.

These potters was provided 10-days training by KVIC. Distribution of 1000 electric potter wheels is one of the biggest such exercise in Rajasthan since the launch of Kumhar Sashaktikaran Yojana in 2018. Since then, over 3000 electric potter wheels have been distributed in cities like Jaisalmer, Barmer, Kota, Jaipur, Dausa and Sri Ganganagar among others.

dream of the Hon'ble Prime Minister which is being realized by KVIC through Kumhar Sashaktikaran Yojana," Saxena said.

Rajasthan has a rich heritage of terracotta products. But the art of pottery began dying over the years owing to financial unviability. The potters started looking for other sources of livelihood due to heavy drudgery in the work and no market support. However, under Kumhar Sashaktikarn Yojana, KVIC is also provide marketing platform to these potters to sell their products and earn. Potters of Rajasthan have been selling their products to neighboring states like Madhya Pradesh, Hujarat and



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KVIC Workshop to Strengthen Pottery Industry through Financial Aid

Khadi and Village Industries Commission (KVIC) on 2 March, 2021 conducted a day-long workshop to explore financial aid to strengthen the Indian pottery industry and empower the marginalized potters' community. The workshop chaired by KVIC Chairman Shri Vinai Kumar Saxena saw participation of various stakeholders including representatives of banks, Maati Kala Board and the potters' (Kumhar) community who discussed various aspects of pottery and converting it into a tool of sustainable livelihood.

The workshop aimed at gathering expert opinion on the production and marketing challenges being faced by the potters. Apart from providing skill development training and modern pottery equipment, KVIC is also exploring bank finance to support the pottery industry. The idea is to create an entrepreneurship model to strengthen the potters.

KVIC Chairman Shri Vinai Kumar Saxena said KVIC's Kumhar Sashaktikaran Yojana is already playing an instrumental role in creating sustainable livelihood for the potters while also preserving the heritage art of pottery, which is the dream of Hon'ble Prime Minister Shri Narendra Modi.

"In continuation with our ongoing efforts, KVIC is exploring ways to make Indian potters into entrepreneurs. KVIC is working out a mechanism to provide handholding to these artisans through bank finances and advanced training that will

eventually make them Aatmanirbhar and contribute to the revival of this art. The idea is to further boost the momentum created by Kumhar Sashaktikaran Yojana which has so far benefitted over 80,000 people of the potters' community," Saxena said.

A number of potters and their representatives – Shri Dutta Prajapati, Chairman of Maati Kala Vikas cell, Shri Shivanand, President of Hyderabad Prajapati Kumhar Mahasangh, Shri Devilal of Rajasthan Prajapati Kumhar Mahasangh, Shri KK Prajapati Verma, vice chairman of Maati Kala Board, Himachal Pradesh among others – attended the workshop. The potters expressed gratitude for KVIC's efforts to empower the Kumhar community through various schemes. They thanked KVIC for the employment schemes like Kumhar Sashaktikaran Yojana that resulted in manifold increase in their production and income.

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KVIC Empowers 1000 Potter Families of 11 Districts in Rajasthan under Kumhar Sashaktikaran.....

Maharashtra.

"On the initiative of KVIC, the ministry of railway has earmarked 400 railway stations where only earthenware is used for serving eatables/beverages to passengers. These include 25 railway stations in Rajasthan like Udaipur, Jaipur, Jodhpur, Jaisalmer, Bikaner, Ajmer and others. This has provide a huge marketing platform to the potters. Railways will add another 100 railway stations to the list very soon. For the first time, KVIC has also started selling clay items

like Diya (earthen lamps) through its online portal. This has enable these potters to sell their products in every part of the country," Saxena said.

Under Kumhar Sashaktikarn Yojana, KVIC has so far distributed nearly 25,000 electric potter wheels across the country. The advanced equipment has almost eliminated drudgery from pottery and increased their production by manifolds. On an average, the daily production of 150-200 kulhars on a traditional chaak has gone up to nearly 800 kulhars using electric chaak. Also, the average monthly income of potters has gone up by 3 to 4 times using the modern equipment.

DTC Drivers and Conductors to Sport Khadi Face Masks



Khadi and Village Industries Commission (KVIC) has supplied a bulk of 45,000 Khadi face masks to be used by the drivers and conductors of Delhi Transport Corporation (DTC). KVIC received the purchase order from the Transport Department of Delhi Government last month and the masks were supplied last week.

KVIC has supplied double-layered Cotton face masks that are breathable, skin-friendly and suitable for long-duration use. KVIC has specifically used Double Twisted Khadi fabric for manufacturing of these masks as it helps retain 70% of the moisture content inside, while providing an easy passage for the air to pass through. These masks are washable and reusable. These face masks have been made using a combination of blue colored fabric with DTC logo placed on the masks.

KVIC Chairman Shri Vinai Kumar Saxena said the bulk purchase of Khadi face masks by Transport Department of Delhi Government manifests Khadi's growing popularity and also the acceptance of Khadi in various government departments. "Such big orders create additional jobs for Khadi artisans. At the same time, Khadi masks will provide a good protection of scores of

DTC drivers and conductors who are vulnerable to the disease," Saxena said.

It is worth mentioning that KVIC has sold more than 26 lakh face masks in just 10 months since its launch in April last year. Owing to the comfort and high quality of these face masks, KVIC has received several bulk orders including 12.30 lakh masks from the Indian Red Cross Society.

Recently, the Government of Arunachal Pradesh had purchased 1.60 lakh Khadi cotton face masks for its students, becoming the first North Eastern state to go for the bulk purchase of Khadi masks. During the Covid-19 lockdown, the Government of Jammu & Kashmir had purchased 7.50 lakh Khadi face masks. KVIC has also received repeat orders from Rashtrapati Bhavan, Prime Minister's Office and various Central government ministries and PSUs apart from the general public.



KVIC Celebrates International Women's Day



KVIC, Mumbai 8th March 2021: The zeal to celebrate the International women's Day among women employees of Khadi and Village Industries women during Pandemic was as high as ever. On this occasion Ms. Preeta Verma, Chief Executive Officer, KVIC in the august presence of Ms. Ashima Gupta, Financial Advisor and Dr. Sanghamitra, Chief Vigilance Officer, KVIC inaugurated a book fair and a new Ladies room for women employees of the organisation .



Saluting the indomitable Nari Shakti on International Women's Day, KVIC took pride in the many accomplishments of the women towards furthering women empowerment across a wide range of sectors.

The women employees performed cultural activities which were digitally shared through webinar with all the employees. The KVIC women employees who are due for retirement on superannuation were also felicitated today.

C B Kora Kendra Borivali



Dahanu



Bhopal



Dehradun



Cont. from page 14

KVIC Celebrates International Women's Day

Trivendrum



Guwahati



Lucknow



Tripura



100 Bee boxes with Bee colonies and Tools-kits supplied in Idukki District of Kerala under Honey Mission programme.



The panchayat president, Ward member, Agriculture officer were present during distribution.

PMTIC, KVIC, Pampore distributed EDP certificates to 76 candidates of 3 batches



MDTC, KVIC, Dehradun organised Entrepreneurship Awareness Programme on 22-03-2021 at Government Girls Inter College, Lakhibagh, Dehradun. 51 girls participated in this programme.



Shri Harendra Singh Bist, Gram Pradhan inaugurated 1st program on Scientific Beekeeping and Quality Control at Kuwarpur, Haldwani conducted on 28.2. 21 by Kumaoun Beekeeping Cluster implemented by Chaitanya Mouna.



An Awareness Camp under SFURTI Scheme at Dungri, Okhalkanda

On 02.03.2021, a one-day Awareness Camp under SFURTI was organized at Dungri, Okhalkanda by Kumaoun Beekeeping Cluster run by Chaitanya Maunalaya organization and Krishi Seva Samiti, Haldwani under PES scheme in village Dungri Okhalkanda. on the occasion Shri K. Indrajit, Assistant Director, MDTC, KVIC, Haldwani, Shri Brajpal Singh Negi, PS Senior Research Assistant of Government Moolaapalan Center Geolikit, Kanwal and other representatives of the village attended the programme. Around 150 people participated in this program.

State Level Khadi Exhibition organised at Prayagraj Dist.

State Level Khadi Exhibition organised by KVIC, Varanasi from 10.02.2021 to 01.03.2021 at Magh Mela ground Prayagraj Dist., U.P., where 80 Khadi Institutions of 20 States along with PMEGP units participated with their various types of excellent Khadi and V.I. products. More than 450.00 lakhs, record sale of Khadi and VI products have noticed during the exhibition. All precautions related to guidelines of Govt. of India for COVID, 19 were observed strictly.





Training programme held at MDTC Khadi Village Industries Commission, Dahanu on jaggery making by processing of Neera on 23rd March, 2021



Maharashtra State Minister Shri Navab Malik visited Udyog Bharti Gondal on 10th March, 2021



500 honey bee boxes and tool kits were distributed by the Divisional Office, KVIC, Gorakhpur on 27th March, 2021 under the Honey Mission and Village Industries Development Scheme.



On 17 March 2021, a one-day awareness program was organized by MTDC, KVIC, Dehradun in Luxor, Haridwar on various KVI schemes and programs run by Khadi and Village Industries in which 157 students participated.

Bankers Review Meeting on PMEGP at Chennai



Bankers Review Meeting on PMEGP chaired by Shri M. Rajanbabu, Dy.CEO (PMEGP), KVIC at State Office, Chennai on 5.3.2021.



MDTC, KVIC Dehradun organised a Beekeeping Training for Students of BSc.final year Agriculture of Dolphin (PG) Institute of Biomedical & Natural Sciences, Maduwala, Dehradun, (Uttarakhand) from 08-03-2021 to 13-03-2021 in the first batch, 29 female / male (in two benches) in the first batch and 24 participants are participated in training.



State Office, KVIC, Dehradun participated in Ujwal Uttarakhand 2021.



MDTC, KVIC, Dehradun organised a 5 days training programme on beekeeping on 01 March, 2021.

On 16 March, 2021, under KVIC Honey Mission project, Divisional Office, KVIC, Gorakhpur distributed bee boxes and tool kits to three SHGs groups, one group of Bahraich district and two groups of Gonda District respectively. On this occasion, Shri Alok Kumar Morya, Manager, Gramodyog Ptashikshan Sansthan, Prayagraj, Shri. Mukesh Kumar Srivastava, Assistant Director-II, Shri Chittaranjan Sethi, Shri Balram Sharma, Junior Executive, FBAA, etc. were also present.



3 Months Garment Tailoring batches successfully completed and issued certificates to all participants in the valedictory function organised at MDTC, KVIC, Trichur.

HINDI WORKSHOP ORGANIZED AT KVIC, H.Q., MUMBAI

To achieve the target set in the Annual Program 2020-21 released by the Department of Official Language, Ministry of Home Affairs, Government of India, a Hindi Workshop was organized on 04 March, 2021 at Dhebarbhai Auditorium, KVIC, H.Q., Mumbai.

In the workshop, a lecture was given to newly appointed employees at the Commission's headquarters on the topic "Use of Hindi in official work". At the inauguration of the workshop, Shri Krishna Pal, Assistant Director (Rajbhasha) / In-charge (Hindi Department) welcomed guest speaker Shri Vidya Bhushan Tiwari, Retired Assistant Manager, (Rajbhasha) New India Life Insurance, Mumbai by giving a Khadi kit. On the occasion, Shri Krishna encouraged the newly appointed staff in the office to do more and more government work in Hindi by encouraging them to work in the official language Hindi. Guest speaker Shri Vidya Bhushan Tiwari described the importance of Hindi as a contact language. He gave very important information related to the use of official language to the employees present. In the



official work, using the official language Hindi gave very simple and important suggestions for increasing the percentage of correspondence and comments. He also highlighted the problems related to grammar used in official work.

The participants described the workshop conducted as very useful. At the end Mr. Vivek Sharma, Executive (Village Industries) thanked the guest speaker and the staff present.



On 18th March, 2021 State Office, KVIC, Bhopal organized Hindi workshop, Dy. CEO, C.Z. Shri Om Prakash chaired the inaugural programme.



Workshop on Hindi progress report and Unicode was held on 24.3.2021 at MDTC, KVIC, Dehradun, (Uttarakhand).



12th March 2021: Review Meeting of North East Zone organised by Zonal Office, KVIC, Guwahati under chairmanship of Hon'ble Member, NEZ Shri Duyu Tamo, in which all State Director, KVIC of North East zone presented, meeting was very fruitful and discussed all KVI Program. Hon'ble Member told to all officers to work in a positive manner. Dr. Sukumal Deb, Dy. CEO I/c, NEZ, KVIC, Guwahati welcome to all participants. Shri I. Jawahar, State Director, KVIC Meghalaya given a vote of thanks to all participants.

Five-day beekeeping training was organised at Basti District in U.P. on 20.3.2021 under the Village industry development scheme and Honey Mission Programme in by Divisional Office, KVIC Gorakhpur.



KVIC joins hands with ITBP under "Azadi ka Amrut Mahotsav."

■ Farooq Rather.
■ IT CORRESPONDENT.

Jammu March 14: Khadi and Village Industries Commission (KVIC) on Saturday joined hands with ITBP under Azadi ka Amrut Mahotsav by starting a training programme of pottery at Gram Rakh Badoi Jammu to the traditional potters people of the area.

On the Occasion Shri Anil Kumar Sharma, Principal/Assistant Director, PMTC, KVIC Pampore, 52 Battalion Assistant Commandant, Besides large No. of people were present. This 10 day training programme for potters is conducted by training centre of KVIC namely PMTC, KVIC, Pampore. It is worth to mention here that this initiative was taken by the Commandant 52 Battalion Shri Narendra Singh.



Addressing the gathering Shri Anil Kumar Sharma highlighted the various programmes / schemes of KVIC through which the people can be benefited. Shri Anil emphasised on the traditional arts which are dying due to no interest shown by the people. He requested the people to come forward and help KVIC to restore the traditional arts of J&K. Shri Anil said that Rela-

tionship between KVIC and ITBP is not new. KVIC has already started big Swadeshi drive in ITBP. KVIC has already signed MOU with ITBP for supply of 1.72 lakh cotton Durries every year. Earlier KVIC had signed an agreement with ITBP for supplying Kacchu Ghani mustard oil. In the meantime two training courses on pottery were inaugurated by State

Director KVIC, J&K Shri S.P. Khandehwalat Haripur patal Hiranagar Kathua and handle Check Chhan Lal Din Marbeen Kathua. On the Occasion S.P. Khandehwal said that KVIC is going to impart 10 days training to the potters and after that Self help Groups (SHG's) will be created for the benefit of these potters. Pertainly, Seventy-five weeks ahead of 75th Independence Day, Prime Minister Narendra Modi recently launched the 'Azadi ka Amrut Mahotsav'. The Mahotsav is being launched on March 12 to commemorate 91 years of Dandi March. 'Azadi ka Amrut Mahotsav' is a series of events organized by the government of India to commemorate the 75th anniversary of Independence. The mahotsav will be celebrated as a peoples' movement across the country.

गोरबंजारा समाजाच्या विकासासाठी प्रयत्नशील - ना.नितीन गडकरी

बंजारा पारंपारीक ड्रेस मेकींग बलस्टरच्या सामान्य सुविधा केंद्र संकुलाचे उद्घाटन

बीड- गोर बंजारा समाजातील महिलांच्या उल्लेखनीयतेने केंद्र सरकार प्रयत्नशील जमून त्या अनुषंगाने दोन प्राकृत उद्योग अखत्यारी मंत्री के.टि.ए. मंत्री नितीन गडकरी यांनी दिले.

बारा सरकारच्या सुभम मधु व मधुम उद्योग मंत्रालय, खादी व ग्रामउद्योग संस्था यांच्या मार्फत राबविण्यात येणाऱ्या 'स्फुर्ती' सोपवनेरीत अंकाबोवई, केंद्र येथील इत्यनी गोरबंजारा महिला कला विकास मंडळाच्या कारीने राबविण्यात येणाऱ्या बंजारा पारंपारीक ड्रेस मेकींग बलस्टरच्या सामान्य सुविधा केंद्र संकुलाचे उद्घाटन के.टि.ए. मंत्री नितीन गडकरी यांच्याहस्ते झाले.

या प्रसंगी प्रमुखमंत्री महोदय, खा.नि.ग. मंत्री, खा.उद्योग मंत्री, विधानसभेचे सदस्य, मंत्री नितीन गडकरी यांच्या मार्फत राबविण्यात येणाऱ्या 'स्फुर्ती' सोपवनेरीत अंकाबोवई, केंद्र येथील इत्यनी गोरबंजारा महिला कला विकास मंडळाच्या कारीने राबविण्यात येणाऱ्या बंजारा पारंपारीक ड्रेस मेकींग बलस्टरच्या सामान्य सुविधा केंद्र संकुलाचे उद्घाटन के.टि.ए. मंत्री नितीन गडकरी यांच्याहस्ते झाले.



मुख्याकार्यकारी संचालक वारीड बेदीकर शिंदे यांचे सहकाराने, पंचांगाने आपले, इतपती मंत्रालय महिला कला विकास मंडळाचे अध्यक्ष के.टि.ए. मंत्री नितीन गडकरी यांच्या मार्फत राबविण्यात येणाऱ्या 'स्फुर्ती' सोपवनेरीत अंकाबोवई, केंद्र येथील इत्यनी गोरबंजारा समाजातील सुमारे २५० महिलांना बलस्टरच्या सामान्यात सहज बनविण्यासाठी व सोपवनेरीत संधी उपलब्ध करून देण्यासाठी महानुपूर्णे प्रयत्न करायची आहे. त्यासाठी पवार यांचे ही या उपकल्पना मोलाचे योगदान आहे. सुभम मधु

व मधुम उद्योग मंत्रालयांतर्गत या बलस्टरच्या कारागिरांसाठी कौशल्य प्रशिक्षण अद्ययावत गंग साजुगी, सामान्य सुविधा केंद्र, खेडोरी गावठणे जवळीसारी एर कोटी परंपरा लागू करणेची मंत्री नितीन गडकरी यांच्या दिशा असून त्या समाजातील महिला व बलस्टरच्या विकासासाठी केंद्र सरकार कॅम्पेड जाल्याचे महकरी म्हणते. कारागिरांचे प्रत्येकिक कामेड बेदीकर शिंदे यांनी केले तर नितीन गडकरी यांनी जागरण मानते.



KVIC president Vinay Kumar Saxena distributes honey bee colonies to a trainee during a programme held at the College of Forestry in Ponnampet.

KVIC launches RE-HAB pilot project in Kodagu

PONNAMPET, DHNS

Khadi and Village Industries Commission (KVIC) has launched research project RE-HAB (Reducing Elephant Human Attack by using Bees) in Kodagu district.

KVIC president Vinay Kumar Saxena inaugurated the RE-HAB pilot project at the College of Forestry in Ponnampet.

The project aims at controlling the human-elephant conflict. In the first phase, beehives were placed in the Namachal area on Sunday.

Depending on the success of the project, it can be extended to West Bengal, Chhattisgarh and Assam.

On average, 500 people are attacked by the elephants in Karnataka in a year.

KVIC deputy CEP Satyanarayana Sholela said that under the RE-HAB project, both human and elephant can be saved. It will also help in maintaining a balance in nature, along with the conservation of biodiversity.

Apiculture is not for business alone. It will help in increasing the production in agriculture. Along with honey,

farmers can sell bee wax to supplement their income, he added.

College of Forestry head Dr. Cheppudira G. Kishalappa also spoke on the occasion.

The programme commenced with offering floral tribute to a portrait of Mahatma Gandhi.

KVIC president Vinay Kumar also visited the agriculture, hampoo resource centre, GIS lab and forest nursery at the college.

Honey bee colonies were distributed to the beekeeping trainees trained under the Honey Mission of KVIC.

Press Coverage

15th March - 2021

कागज के बने उत्पाद के जरिए मिलेंगे रोजगार

एक समूह में 10 लोग होंगे शामिल, मशीन लगाने को मिलेगा अनुदान

समाप्त 'मूज एलसी'

कागज (रिसाइक्लिंग पैपर) का बाजार को बचाने वाली होवे। आम इंसानों को रोजगार के मौके, फेर स्टैंड और सजावटी सामानों का बिक्री। इसके लिए खादी प्रौद्योगिकी अकादमी ने एक कल्याणकारी निधि के तहत कागज तैयार कर दिया है। पहले जमाने में मात्र मशीनों को उपलब्ध करने के लिए 17 लाख से ऊपर विकास प्रशिक्षण दिए गए। इसके बाद मात्र के साथ एक ही युनिट लगाने के लिए उपलब्ध हो 90 प्रतिशत तक अनुदान भी दिया जाएगा।

अकादमी के निदेशक शिवम भट्टी के प्रशिक्षण, शोधन इकाई में कर्मियों को रोजगार प्रोत्साहित करने के लिए कागज तैयार कर रहे हैं। इसमें हरी मिट्टी, गैर-प्लास्टिक, कुचरे और अकार्बनिक रंगों का उपयोग

90 प्रतिशत तक मिलेगा अनुदान

समाप्त 'मूज एलसी' के तहत कागज के उत्पादन के लिए अनुदान के लिए 17 लाख से ऊपर विकास प्रशिक्षण दिए गए। इसके बाद मात्र के साथ एक ही युनिट लगाने के लिए उपलब्ध हो 90 प्रतिशत तक अनुदान भी दिया जाएगा।

निशुल्क मिलेगा प्रशिक्षण

भट्टी ने बताया कि वर्चस्वित मशीन के तहत कागज तैयार करने के लिए 17 लाख से ऊपर विकास प्रशिक्षण दिए गए। इसके बाद मात्र के साथ एक ही युनिट लगाने के लिए उपलब्ध हो 90 प्रतिशत तक अनुदान भी दिया जाएगा।

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News FOREVER NEWS 26 Feb. 4 March 2021 3

Gadkari inaugurates 50 SFURTI clusters in 18 States for supporting traditional craft artisans

New Delhi: Gadkari inaugurates 50 SFURTI clusters in 18 States for supporting traditional craft artisans. Union Minister for MSME & Road Transport & Highways, Shri Nitin Gadkari this evening inaugurated 50 artisan-based SFURTI clusters, spread over 18 States. In the 50 clusters inaugurated today, over 42,000 artisans have been supported in the traditional segments of muslin, khadi, coir, handicraft, handlooms, woodcraft, leather, pottery, carpet weaving, bamboo, agro-processing, tea, etc. The Ministry of MSME, Govt. of India has funded an amount of around Rs.85 crore for the development of these 50 clusters. The Ministry of MSME is implementing a Scheme of Fund for Regeneration of Traditional Industries (SFURTI) with a view to organize traditional industries and artisans into clusters to make them competitive and increase their income.

Gadkari inaugurates 50 SFURTI clusters in 18 States for supporting traditional craft artisans. Inaugurating the clusters, Shri Gadkari said more research needs to be done on what kind of village products are required by the consumers, and how to attractively design and market these products. He suggested that the National Institute of Design, Ahmedabad may be approached to improve the design and attractiveness of traditional products. A web portal is also required, on the lines of Amazon or Alibaba, to market these products effectively, both in India and abroad, he added.

www.forevernews.in



Pitting David against Goliath

Kodaga to have 'bee fences' to ward off wild elephants

Being the largest animal on land against a man's steel. This is how the authorities intend to mitigate human elephant conflict that seems to continue unabated in Kodaga and other parts of south Karnataka region.

A pilot project launched at Kodaga entails installing bee boxes along the periphery of the forest and the villages with the belief that the elephants will not venture near where close to the bees and thus avoid transgressing into human landscape. This idea comes from the elephants' proven fear of the bees.

An initiative of the Khadi and Village Industries Commission (KVIC), Project RE-HAB (Rural Elephant Habitat) aims to create 'bee fences' to thwart elephant attacks in human habitations using honeybees.

The pilot project was launched at four locations around Chelur village in Kodaga district by KVIC chairman Vinod Kumar Kauria on Monday.

These sites are located on the periphery of Nagarhole National Park and Tiger Reserve, known conflict zones.

The total cost of the project is Rs 1.5 lakh and

bees and honeybees that have been progressively further from honey farms (hives) on the ground as well as being from the trees. In such situations, single queen colonies have been installed at strategic points to control the impact of bees on elephants and their behaviour in these zones.

The biggest advantage of Project RE-HAB is that it ensures elephants without causing any harm to them. Bees are being extensively used as they are easy to rear and other measures such as digging trenches or erecting fences, according to Mr. Kauria.

Between 2008 and 2020, nearly 2,300 people have lost their lives in elephant attacks across India out of which about 170 human fatalities have been reported in Karnataka alone, according to KVIC.

KVIC has signed in the College of Forestry under the University of Agricultural and Horticultural Sciences, Ponnasepet, for expert assessment of the project.




ग्रामीण जनजागृती शिबिरात मार्गदर्शन करताना विजय मोरे शेजारी मान्यवर. (छाया-अनिल वीर)

महाबलेश्वर तालुक्यात ग्रामीण जनजागृती शिबिर संपन्न

महाबलेश्वर/प्रतिनिधी :- महाबलेश्वर तालुक्यातील विरमणी, हटलोट व घोगलवाडी येथे ग्रामीण जनजागृती शिबिर संपन्न झाले. खादी ग्रामोद्योग आयोग भारत सरकार, सी. बी. कोर ग्रामोद्योग संस्थान बोरिवली मुंबई, माऊली बहुउद्देशीय प्रशिक्षण विकास संस्था व घाटोड एन्युकेशन बोर्डाच्या संयुक्त विद्यमाने ग्रामीण जनजागृती शिबिर प्रामाण्यत विरमणी, हटलोट आणि घोगलवाडी या ठिकाणी कोरोना'च्या पार्श्वभूमीवर सर्व निव्वम पाळून आयोजित करण्यात आले होते.

सदर कार्यक्रमास प्रमुख पाल्ले खादी आणि ग्रामोद्योग सी.बी. कोर बोरिवली'चे संचालक प्राचार्य असद मलिक, खादी आणि ग्रामोद्योग मार्फत उमाफतेत शोहरुधे आणि जि. के. असोलकर, दीपक बोर्डे (कृषी अधिकारी महाबलेश्वर), पैयंशील गावकवाड (ग्रामसेवक), व रोहन निगडे (कृषी सहाय्यक) या मान्यवरांनी उपस्थित राहून शेतीला जोडपंदा, मध उत्पादन, लघु उद्योग प्रशिक्षण व शास्त्राच्या विविध योजनेची परिपूर्ण माहिती दिली.

बांधणी आयोजक माऊली बहुउद्देशीय प्रशिक्षण अली विकास संस्थेचे संस्थापक अण्णस विजय भाऊराज घाटो यांनी या पुढे नवनवीन उद्योग निर्मितीसाठी ग्रामस्थांना सहकार्य करण्यासाठी उत्साहशील केले. सदरच्या कार्यक्रमास ग्रामस्थ उपस्थित होते.

KVIC joins hands with ITBP under “Azadi ka Amrut Mahotsav”

**FAROOQ RATHER
RAJOURI, MAR 14 :**

Khadi and Village Industries Commission (KVIC) on Saturday joined hands with ITBP under Azadi ka Amrut Mahotsav by starting a training programme of pottery at Gram Rakh Badoi Jammu to the traditional potters people of the area.

On the Occasion Shri Anil Kumar Sharma, Principal/Assistant Director, PMTC, KVIC Pampore, 52 Battalion Assistant Commandant, Besides large No. of people were present.

This 10 days training programme for potters is conducted by training centre of KVIC namely PMTC, KVIC, Pampore.

It is worth to mention here that this initiative was taken by the Commandant 52 Battalion Shri Narendra Singh.

Addressing the gathering Shri Anil Kumar Sharma highlighted the various pro-



grammes / schemes of KVIC through which the people can be benefited.

Shri Anil emphasised on the traditional arts which are dying due to no interest shown by the people. He requested the people to come forward and help KVIC to restore the traditional arts of J&K.

Shri Anil said that Relationship between KVIC

and ITBP is not new. KVIC has already started big Swadeshi drive in ITBP KVIC has already signed MOU with ITBP for supply of 1.72 lakh cotton Durries every year.

Earlier KVIC had signed an agreement with ITBP for supplying Kacchu Ghani mustard oil.

In the meantime same two training courses on pottery were inaugurated by State

Director KVIC, J&K Shri S.P. Khandelwal at Hariipur patal Hiranagar Kathua and handle Check Chhan Lal Din Marheen Kathua.

On the Occasion S.P. Khandelwal said that KVIC is going to impart 10 days training to the potters and after that Self help Groups (SHG's) will be created for the benefit of these potters.

Pertainly Seventy-five weeks ahead of 75th Independence Day Prime Minister Narendra Modi recently launched the 'Azadi ka Amrut Mahotsav'. The Mahotsav is being launched on March 12 to commemorate 91 years of Dandi March.

'Azadi ka Amrut Mahotsav' is a series of events organized by the government of India to commemorate the 75th anniversary of Independence. The mahotsav will be celebrated as a peoples' movement across the country

KVIC celebrates International Women's Day

By Chandrashekhar Hendve

The zeal to celebrate the International women's Day among women employees of Khadi and Village Industries women during Pandemic was as high as ever. On this occasion, Preeta Verma, Chief Executive Officer, KVIC in the presence of Ms. Ashima Gupta, Financial Advisor and Dr. Sanghamitra, Chief Vigilance Officer KVIC inaugurated a book fair and a new ladies' room for women employees of the Organisation.

Saluting the indomitable Nari



Shakti on International Women's Day, KVIC took pride in the many accomplishments of the women towards furthering women empowerment across a wide range of sectors.

The women employees performed cultural activities which were digitally shared through webinar with all the employees. The KVIC women employees who are due for retirement on superannuation were also felicitated on the occasion.

KVIC on Social Media

-On Facebook

Shreya's Creations
 On the eve of Women's Day, avail up to
20% OFF
 ON CELEBRATE WASH PRODUCTS ACROSS ALL WASH CAPACITIES SHARING

Shreya's Creations
 Shreya Creations, Patna
 Enterprise: Readymade Garments, Embroidery
 Turnover : Rs. 100 lakh p.a.
Successful entrepreneur and founder of Shreya's Creations turned her dreams into reality

Today, let's build a **Gender equal World**
HAPPY WOMEN'S DAY

Bailey Boutique
 Bailey Boutique, Patna
 Enterprise: Readymade Garments, Embroidery
 Turnover : Rs. 40 lakh p.a.
Living a long cherished dream of becoming a successful entrepreneur and owner of a boutique

Shreya's Creations
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20% OFF
 ON CELEBRATE WASH PRODUCTS ACROSS ALL WASH CAPACITIES SHARING

Shri Ram Agro Food Products
 Shri Ram Agro Food Products, Muzaffarnagar
 Enterprise: Litchi, Mango pulp and Juice
 Turnover : Rs. 50 lakh p.a.
Rising from the hinterlands to become successful manufacturer of Litchi, Mango Juice and Pulp

HKA Herbs
 HKA Herbs, Salem
 Enterprise: Herbal Products Production
 Turnover : Rs. 7 lakh p.a.
Founder of HKA Herbs that produces an assortment of herbal products

Shreya's Creations
 On the eve of Women's Day, avail up to
20% OFF
 ON CELEBRATE WASH PRODUCTS ACROSS ALL WASH CAPACITIES SHARING

ORA Infos
 ORA Infos, Dehradun
 Enterprise: Manufacturing of LED
 Turnover : Rs. 25 lakh p.a.
Dehradun based manufacturer of LED lights

KVIC on Social Media

-On Instagram



• Special Day posts •

