



कामये वुखतमानाम्।
प्राणिनाम् अतिनाशनम्॥

Vol.64

No.09

Jagruti

Mumbai

August 2020



Happy
independence day



**Hon'ble Union Home Minister Shri Amit Shah
on 24th July, 2020 distributed 100 electric potter wheels
to 100 trained artisans under Kumhar Sashaktikaran Yojana of
Khadi and Village Industries Commission.**

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Published By:

Directorate of Publicity
Film, & P.E.P. for
Khadi and Village Industries Commission
Gramodaya, 3, Irla Road
Vile Parle (West), Mumbai-400056.
Tel.: 2671 9465, 2671 6323
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Minister of Home Affairs distributed 100 electric Potter wheels

Empowering Potters' Community, a Big Step towards Inclusive Development: Shri Amit Shah



Seeking to empower and associate the marginalized potters' community with India's quest to become "Aatmanirbhar", Hon'ble Union Home Minister Shri Amit Shah on 24th July, 2020 distributed 100 electric potter wheels to 100 trained artisans under Kumhar Sashaktikaran Yojana of Khadi and Village Industries Commission .

Hon'ble Union Home Minister Shri Amit Shah, distributed the electric chaaks in village Balwa under Kalol Taluka in his parliamentary constituency of Gandhinagar via video conference from New Delhi.

Lauding the Kumhar Sashaktikaran Yojana, the Home Minister said the initiative would go a long way in strengthening the



marginalized potters' community while also reviving the traditional art of pottery. He also interacted with five potters – Ashok Bhai Prajapati, Rajesh Bhai Prajapati, Jayanti Bhai Prajapati, Surekhaben Prajapati and Velji Bhai Prajapati - who have been given 10-days training by KVIC in pottery making and provided with electric chaak and other equipment to empower them.



“I am glad to see the change that has ushered in the lives of our potters. Our government in the Centre is always concerned for better livelihood of the Prajapati community. The distribution of electric chaak is a gift from our Prime Minister to the people of Gujarat,” Shri Amit Shah said.

The Home Minister assured the potters that arrangements, including tie-up with the railway, will be made to provide proper marketing channel for selling their products. Shri Amit Shah appreciated the efforts of KVIC in providing sustainable employment opportunities to the weaker sections through its schemes. “Kumhar Sashaktikaran Yojana is one such step towards making the potters' community “Aatmanirbhar”. I am hopeful that KVIC will

continue to work for the benefit of marginalized sections,” he said.

KVIC Chairman Shri Vinai Kumar Saxena informed that more than 17,000 electric chaaks have so far been distributed across the country benefiting nearly 70,000 people of the potters' community. “This has impacted the lives of potters in a big way. With electric chaaks, the production of clay items has increased by manifold. At present, nearly 2 crore kulhars are made every day across the country. Potters are successfully selling these kulhars at 400 railway stations which is a perfect marketing platform for them,” Saxena said.

It may be noted that several regions of Gujarat, particularly Kutch and Saurashtra, are well-known for the traditional pottery art.



Since the launch of Kumhar Sashaktikaran Yojana in 2018, the KVIC has trained nearly 750 potters from different villages in Gujarat.

Besides training them in pottery

making, KVIC has also distributed them with electric potter wheels and other equipment like blunger machines for mixing of clay. This has eliminated drudgery from the process of pottery making and also resulted in increasing the production and higher income of potters by 3-4 times.

In Gandhinagar district, KVIC has trained 100 potters and distributed 100 electric potter wheels and 10 blunger machines. The average income of potters under Kumhar Sashaktikaran Yojana has gone up from nearly Rs. 3000 per month to nearly Rs. 10,000 per month. ◆◆◆◆



KVIC & ITBP sign MoU:

Paramilitary forces to taste Khadi Mustard Oil Now



The Khadi and Village Industries Commission (KVIC) has taken another big step towards making India “Aatmanirbhar” by joining hands with Indo-Tibetan Border Police (ITBP) to supply mustard oil. On 31 July 2020, KVIC and Indo-Tibetan Border Police (ITBP) signed a Memorandum of Understanding (MoU) to this effect. The MoU was signed by Shri VK Nagar, Director, KVIC and Shri Rama Kant Sharma, DIG, ITBP in presence of KVIC Chairman, Shri Vinai Kumar Saxena.

The development comes in wake of the instructions of Hon'ble Home Minister Shri Amit Shah to the paramilitary forces to encourage local products in a bid to support the “Aatmanirbhar Bharat Abhiyan” initiated by Hon'ble Prime Minister Shri Narendra Modi. Hon'ble Minister for MSME, Shri Nitin Gadkari welcomed the move.

Shri Amit Shah had also made it mandatory to sell only “Swadeshi” products through the CAPF canteens across India. The ITBP is the nodal agency appointed by MHA for the procurement of provisions on behalf of all paramilitary forces.

The ITBP will soon place an order for supply of 1200 quintals of high quality kacchi



ghani mustard oil which will be supplied by KVIC through its PMEGP units in a month's time.

KVIC Chairman Shri Vinai Kumar Saxena, while thanking the Hon'ble Home Minister for his initiative, said the MoU was a historic step as this is for the first time that KVIC has signed a deal with the paramilitary forces for supply of any material. He said this was a major step towards creating sustainable local employment in these trying times. "Providing best quality oil to our jawans guarding our borders, that too, on time will be our top priority," Saxena said.

The KVIC and ITBP have signed the MoU for a period of one year which will be renewed further. The next products in the

pipeline are cotton mats (dari), blankets, bed sheets, pillow covers, pickles, honey, papad and cosmetics, etc. The total value of oil and dari will be approximately Rs. 18 crore.

Notably, the KVIC recently supplied products like honey, pickles, edible oils, agarbatti, papad, amla candy and cotton towels, etc. to CAPF canteens on trial basis. Further, a list of 63 new products is being prepared for adding in the supply basket. ◆◆◆◆



KVIC opens state-of-the-art Footwear Training Center for Leather Artisans in Delhi



The first of its kind footwear training center in Delhi to train the marginalized community of leather artisans (Mochis) into “shoe makers” was inaugurated by Shri Vinai Kumar Saxena, Chairmain, Khadi and Village Industries Commission (KVIC) on 16 July, 2020.

The center has been established with the technical knowhow of Central Footwear Training Institute (CFTI), Agra, a unit of the Ministry of MSME. The “KVIC-CFTI Footwear Training Cum Production Center” located at

Gandhi Darshan, Rajghat, will provide a comprehensive 2-months training program to leather artisans for making high quality footwear.

KVIC Chairman Shri V.K. Saxena while



inaugurating the centre termed the leather artisans as “Charm Chikitsak” (leather doctors). The training center will also provide logistical support to the trained artisans in starting their own shoe-making business once their two-months training is successfully completed. The artisans will also be provided a tool kit worth Rs 5000 for carrying out their activities in future.

The KVIC-CFTI Footwear Training Cum Production Center equipped with advanced tool kits and machinery has been set up in a record time of less than two months. The inauguration was, however, delayed due to lockdown. Initially the training programs was designed for a batch of 40 leather artisans but keeping in view the social distancing norms in wake of Corona disease, the number has been reduced to a batch of 20 artisans. KVIC is setting up a similar footwear training center in Varanasi also.

The KVIC Chairman said the training of leather artisans or the 'Charm Chikitsak' is

aligned with the Hon'ble Prime Minister's vision of “Sabka Sath, Sabka Vikas”.

“Earlier, a huge quantity of footwear and other leather goods were imported from countries like China, Vietnam and Taiwan. However the government has decided to curb import of footwear and hence, there is a golden opportunity to scale up domestic production of footwear and also a great employment opportunity for our leather artisans to use their talent and become a successful entrepreneur,” Saxena said.

He said footwear has become an integral part of fashion and shoe-making no longer remains a menial job. “Through this training center, we are trying to rope in maximum people with shoe-making activities. The program has been so designed that in just two months time, the artisans will be able to manufacture all kinds of footwear. This will increase their income by manifold,” the KVIC Chairman said.



Chairman, KVIC exchanged views with future diplomats for local to global

Chairman, KVIC addressed trainees of Indian Foreign Service in a training session on "Promotion of Khadi In Abroad" at Sushma Swaraj Institute of Foreign Service New Delhi on 16 July 2020.



After his address, Shri Vinai Kumar Saxena, Chairman, KVIC expressed that, it was a great idea exchange with trainees of Indian Foreign Service. I urged them to be the Ambassadors of local to global while working as future diplomats. Young officers must also safeguard India's interest against dubious foreign funded NGOs crippling India's growth.



KVIC distributed 100 potter wheels to trained artisans in Dausa



KVIC has taken yet another step towards restoring traditional art of pottery in Rajasthan and distributed 100 potter wheels to trained artisans on 17th July 2020 in village Balahedi, Dist Dausa, Rajasthan to empower 100 potter's families. Smt. Jaskuar, Member of

Parliament, Dausa was the Chief guest in this programme .

Chairman, KVIC Shri Vinai Kumar Saxena virtually addressed to the potters on this occasion through video Conferencing .



Smt. Jaskuar, Hon'ble Member of Parliament, Dausa, visited KNHPI Hand made paper and pottery stall in Dausa , Rajasthan.

KVIC Acts Tough;

Files Police Complaint Against Seller of Fake Khadi Masks Using PM's Photograph

Taking a strict note of the fake Masks being sold in the name of Khadi and advertised over the social media, Khadi and Village Industries Commission (KVIC) has lodged a police complaint against a Chandigarh resident for registration of FIR.

KVIC has lodged a complaint with the Senior Superintendent of Police, Chandigarh, against one Ms. Khushboo, for “unauthorizedly” selling Face Masks dubbing them as Khadi Face Masks and also using the Hon'ble Prime Minister's photograph on the packets.

The masks being sold by Ms. Khushboo also had logos of Khadi and Central Government's “Make in India” and “Vocal for Local” initiatives besides the Hon'ble Prime Minister's photograph to create a false impression that her portal has the authorization of selling Khadi products.

The complaint has been filed by KVIC State Director, Chandigarh, alleging that the random Face Masks were fraudulently being sold as “Khadi Face Masks” at an exorbitant



cost. This not only created a wrong impression of Khadi in public opinion but also misled the online customers looking for genuine Khadi Masks being sold exclusively by KVIC through its E-Portal.

“It has come to the knowledge of KVIC that one Ms Khushboo, resident of Sector 15-C, Chandigarh, is indulged in the sale of Masks in the name of “Khadi Mask” without any authority and without permission from KVIC. It is further noticed that she is selling the Mask by using the registered Word Mark “Khadi” and its formative

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KVIC bags orders for 1.80 lakh face masks from Red Cross Society



The RCS mask will be made of 100% double-twist handcrafted cotton fabric in brown color with red piping. KVIC has designed these double-layered cotton masks exclusively for the Indian Red Cross Society as per the samples provided by them.

In the era of Corona epidemic, people are liking Khadi face masks. Due to the quality and cheap price of this mask, the Khadi and Village Industries Commission (KVIC) has received orders from the Indian Red Cross Society (IRCS) to purchase 1.80 lakh masks nationwide. The IRCS mask will be made of 100% double-twist handcrafted cotton fabric in brown color with red piping. KVIC has designed these double-layered cotton masks exclusively for the Indian Red Cross Society as per the samples provided by them. This mask will have the IRCS

logo on the left and the Khadi India tag on the right. The supply of masks will start by next month.

More than 20,000 meters of fabric will be required to fulfill this order. KVIC Chairman Shri Vinay Kumar Saxena said that the huge demand for Khadi face masks is a major step towards "Aatmnirbhar Bharat" and this order will help our Khadi artisans to produce more yarn and fabric. This will increase their income in this difficult time.



CEO, NITI Aayog visited Gandhi Ashram, Sewapuri



CEO, NITI Aayog Shri Amitabh Kant visited Gandhi Ashram, Sewapuri in Varanasi on 17th July, 2020 to take stock of the ongoing activities by Khadi and Village Industries Commission (KVIC). Shri Amitabh Kant inspected solar charkha and solar loom where artisans were carrying out the spinning and weaving activities. During his visit, he appreciated KVIC's efforts towards providing employment opportunities to the artisans at doorsteps and assured all assistance from the government in making Khadi artisans Aatmanirbhar.

KVIC's Sandalwood & Bamboo plantation initiative for Aatmnirbhar Bharat

Highly appreciate NITI Aayog's appeal to the states to replicate KVIC's Sandalwood & Bamboo plantation initiative. A big step towards fulfilling PM's dream of financial sustainability & making Bharat "Aatmanirbhar"



KHADI A NATURAL WAY TO HEALTHY LIFE

"Environment friendly" *"near to nature"* *"back to the basics"*, *"Green is in"* - are no new addages with KVI products since these features come naturally to them. A wide variety of artefacts to choose from these are delicate, aesthetic, exquisite, ethnic and utilitarian. And the consumer items are the last word in purity, genuineness and nutrition.

The KVIC's emphasis on quality rather than quantity makes them unique items. That is why they are sought after by all those who are for good quality, healthy and nutritious items and are going places these days with their export potential.

**Visit nearest
Khadi India sales Outlets/
Bhavans**

**KHADI AND VILLAGE
INDUSTRIES COMMISSION**

Ministry of Micro, Small & Medium Enterprises, Govt. of India
Gramodaya, 3, Irla road, Vile Parle (West), Mumbai-56.
Website: www.kvic.org.in

Download the Khadi India App from www.kvic.org.in



*"We spin employment and
weave prosperity in India"*

Electric Potter Wheels distributed at MDTC Panjokhara



Chairman, KVIC, Shri Vinai Kumar Saxena Distributed 20 electric potter wheels to trained artisans at Chaudhari Charan Singh, MDTC Panjokhara through video conferencing on 30th July, 2020 under Kumhar Sashaktikaran Mission.



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mark and widely advertising it,” the complaint said.

Further, she is also using the photograph of the Hon'ble Prime Minister of India in the advertising materials and it is not known whether the permission/authorisation of the Central Government required under Section 3 of the Emblems and Names (Prevention of Improper Use) Act, 1950, is obtained by her or not,” it further read.

KVIC Chairman Shri Vinai Kumar Saxena said, “We will not spare any individual or private firms that are misusing Khadi's name or unauthorizedly using the photograph of the Hon'ble Prime Minister on products or advertisements. This is a serious violation and a criminal act. Even in the past we have taken

strict legal action against such violators.”

It is pertinent to mention that KVIC has acted tough against any misuse of its brand name “Khadi India” and infringement into its trademark. So far KVIC has issued legal notices to over 1000 private firms including Fab India for misusing its brand name and selling products under the name of Khadi. KVIC has also sought damages from these firms for causing harm to its reputation and loss of wages to Khadi artisans due to sale of fake Khadi fabric.

In May this year, 3 Delhi-based firms were issued legal notices by KVIC for selling fake PPE kits under the brand name of Khadi. However, after legal notices were served, 200 firms have apologized to KVIC and withdrawn their products, advertisements fraudulently using Khadi's name.





A review meeting at Gandhi Ashram

A review meeting of Gandhi Ashram held on 15th July, 2020 at D.O, KVIC Meerut. Shri R.K.Shrivastava, Director, D.O, KVIC Meerut chaired the Meeting. All the social distancing measures were followed during the meeting.



Khadi Mark

The mark of authenticity
Khadi is genuine only if there is 'Khadi Mark'
Khadi - A Zero carbon Footprint fabric

Khadi and Village Industries Commission
Ministry of Micro, Small & Medium Enterprises

Download the Khadi India App from



Shri B.L Meena, Director state office KVIC Jaipur planted Moringa saplings at KNHPI Jaipur.



Press coverage

सेक्टर प्रदर्शनीयों है।
मौलिक फैसला म उपयोग प्रदानसमा एका उप विद्युत है।
कुम्हार आयोग ने एलईड होने का भी लक्ष्य है।
जाएगी।
मानसमा य।
पारी, कलया

अपने माता पिता तक यह दोहराती थी
अंतर संवाय रूप ने कहा कि परीक्षाएं
<https://gujaratvaibhav.com>

अपना प्रदर्शन उत्साह म काया-म कायसल क प्रकाश
कोरेका-से

‘कुम्हार शक्तिकरण योजना’ कुम्हार समुदाय को आत्मनिर्भर बनाने में महत्वपूर्ण कदम : शाह

केंद्रीय गृहमंत्री अमित शाह ने वीडियो कॉन्फ्रेंस द्वारा केवीआईसी की ‘कुम्हार शक्तिकरण योजना’ के तहत अपने संसदीय क्षेत्र गांधीनगर में 100 विद्युत चाक का वितरण किया



प्रधानमंत्री मोदी का इलेक्ट्रिक चाक का वितरण गुजरात के लोगों के लिए उपहार : शाह
गंधीनगर (केंद्रीय) अमित शाह ने वीडियो कॉन्फ्रेंस के माध्यम से अपने संसदीय क्षेत्र गुजरात के गांधीनगर में विद्युत चाक का वितरण किया। अमित शाह ने वीडियो कॉन्फ्रेंस के माध्यम से अपने संसदीय क्षेत्र गुजरात के गांधीनगर में विद्युत चाक का वितरण किया तथा अन्य उपहार

है कि केवीआईसी वीधा का केलाप के लिए काम चल रहा है। अमित शाह ने वीडियो कॉन्फ्रेंस के माध्यम से अपने संसदीय क्षेत्र गुजरात के गांधीनगर में विद्युत चाक का वितरण किया तथा अन्य उपहार

भारत-चीन वार्ता: ने सैनिकों की जल्द पूरी वापसी को बताने के लिए भारत सरकार ने चीन से वार्ता शुरू की है।
भारत-चीन वार्ता: ने सैनिकों की जल्द पूरी वापसी को बताने के लिए भारत सरकार ने चीन से वार्ता शुरू की है।

की भी



केंद्र के रूप में विकसित किया जाएगा कुमहार राष्ट्रीय हाथ कामज संस्थान : मीना



केंद्र के रूप में विकसित किया जाएगा कुमहार राष्ट्रीय हाथ कामज संस्थान : मीना
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अब कुम्हार चलाएंगे इलेक्ट्रिक चाक

राष्ट्रीय गृहमंत्री अमित शाह ने वीडियो कॉन्फ्रेंस के माध्यम से अपने संसदीय क्षेत्र गुजरात के गांधीनगर में विद्युत चाक का वितरण किया।

कुम्हार शक्तिकरण योजना के तहत अपने संसदीय क्षेत्र गुजरात के गांधीनगर में विद्युत चाक का वितरण किया।

BREAKING NEWS

केंद्र के रूप में विकसित किया जाएगा... बी एल मीना

कुमहार राष्ट्रीय हाथ कामज संस्थान विकसित करने के लिए केंद्र के रूप में विकसित किया जाएगा... बी एल मीना

Press coverage



ख़ादी और हाथ कागज बनाना आर के अच्छे स्रोत : बद्रीलाल
बहुधा, ख़ादी एवं ख़ादीकरण, कृषि, कृषिगत उत्पादन के विकास, ख़ादीकरण और ख़ादीकरण के विकास के लिए, ख़ादीकरण के विकास के लिए, ख़ादीकरण के विकास के लिए, ख़ादीकरण के विकास के लिए...

कुमारप्पा राष्ट्रीय हाथ कागज संस्थान उत्कृष्टता के लिए केंद्र के रूप में विकसित किया जाएगा: बी एल मीना
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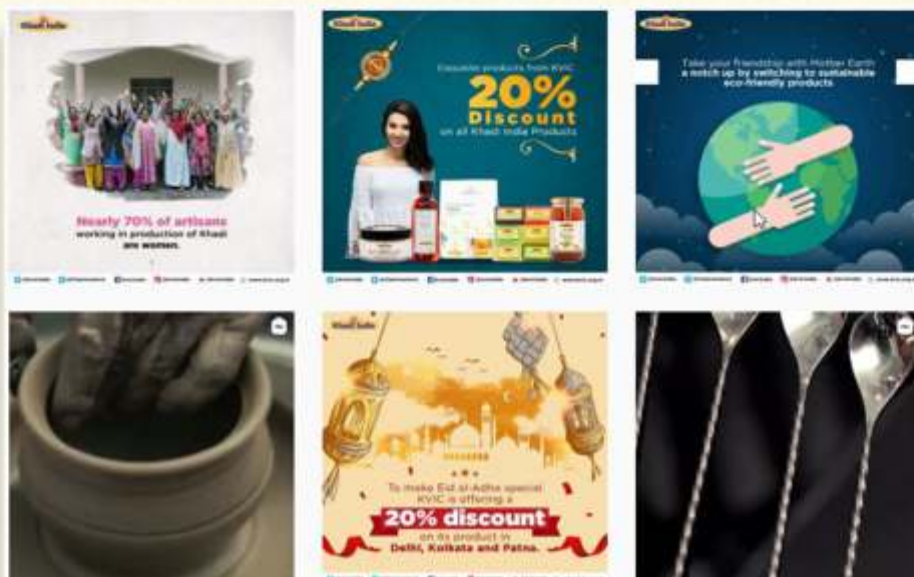
मीना ने संभाला कागज संस्थान का अतिरिक्त चार्ज
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Social Media Campaigns

• Instagram Grid •

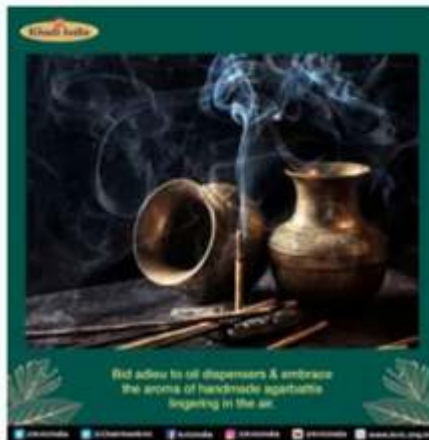
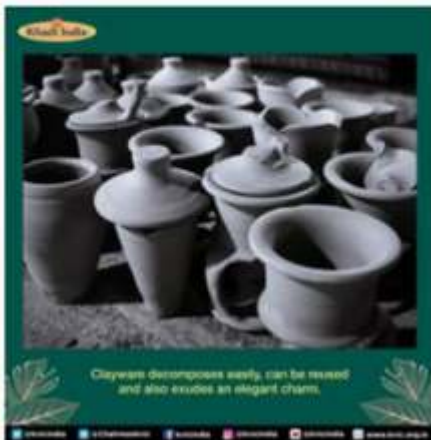


• Special Day posts •



Social Media Campaigns

• Posts Series •





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