



75
Azadi Ka
Amrit Mahotsav

Jagruti

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Mann Ki Baat

25th July, 2021



Khadi India

**HIGHEST
SINGLE-DAY SALE**
AT KHADI SHOWROOM
IN NEW DELHI



Date	Sale (Rs.)
October 22, 2016	116.13 lakh
October 17, 2017	117.08 lakh
October 2, 2018	105.94 lakh
October 13, 2018	125.25 lakh
October 20, 2018	102.14 lakh
November 17, 2018	102.72 lakh
October 2, 2019	127.57 lakh
October 2, 2020	102.24 lakh
October 24, 2020	105.62 lakh
November 7, 2020	106.18 lakh
November 13, 2020	111.40 lakh

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Manifold Rise in Khadi Sales following PM's Push through “Mann ki Baat”

The sale of Khadi products across the country has grown tremendously since 2014, thanks to the repeated appeals of Hon'ble Prime Minister Shri Narendra Modi to promote Khadi. Since October 2016, the single-day sale at Khadi India's Flagship Outlet in Connaught Place, New Delhi, has crossed Rs 1 crore mark on 11 different occasions. This record performance of Khadi found a special mention in the latest episode of Prime Minister's radio program “Mann ki Baat” aired on Sunday, 25th July.

What makes this performance even more significant is the fact that Khadi's single-day sales exceeded Rs 1 crore for 4 times in October - November 2020, despite the economic distress and the fear surrounding Corona pandemic. Earlier in 2018 also, the single-day sales at Khadi's CP outlet had crossed Rs 1 crore mark for 4 times. On 2nd October 2019, Khadi and Village Industries Commission (KVIC) registered the highest single-day sale of Rs 1.27 crore at the CP outlet which continues to be a record till date.



1st July, 2021 : Last 7 years under Hon'ble Prime Minister Shri Narendra Modi's leadership have been more fruitful for Khadi than the 20 years rule of previous Governments Khadi sale from 1994-2013 was just Rs 15,068 Cr. while it soared to 18,445 Cr in just 7 years i.e. from 2014 to 2021.

It was for the first time on 22nd October, 2016, that the single day sale at Khadi India outlet in CP had reached Rs 1.16 crore. Earlier, the highest single day sale of Khadi stood at Rs 66.81 lakh that was recorded on 4th October 2014, just a day after the Prime Minister's first address through "Mann ki Baat". In the first episode of his radio program, the PM had appealed the countrymen to buy at least one Khadi product as it would help poor artisans to light lamps on Diwali.

KVIC Chairman Shri Vinai Kumar Saxena attributed the growth in Khadi sales to the constant support of the Hon'ble Prime Minister to promote Khadi. "It is

because of the Hon'ble PM's appeals that a large number of people particularly youths have been inclined to buy Khadi. The growing buzz around "Swadeshi" has significantly helped lakhs of village industries prosper even during the challenging times of Covid-19 pandemic," Saxena said.

It is pertinent to mention that despite the severe impact of Covid-19 pandemic, KVIC, in 2020-21, registered its highest ever annual turnover of Rs 95,741.74 crore, as compared to Rs 88,887 crore turnover in 2019-20, and thus registering a growth of 7.71%.

Khadi's Single Day Sale Figure

October 4, 2014	Rs 66.81 lakh
October 2, 2015	Rs 91.42 lakh
October 22, 2016	Rs 116.13 lakh
October 17, 2017	Rs 117.08 lakh
October 2, 2018	Rs 105.94 lakh
October 13, 2018	Rs 125.25 lakh
October 17, 2018	Rs 102.72 lakh
October 20, 2018	Rs 102.14 lakh
October 2, 2019	Rs 127.57 lakh
October 2, 2020	Rs 102.24 lakh
October 24, 2020	Rs 105.62 lakh
November 7, 2020	Rs 106.18 lakh
November 13, 2020	Rs 111.40 lakh



Shri Nitin Gadkari Becomes "Brand Ambassador" of Khadi Prakritik Paint; Purchased 1000 liters of Prakritik Paint

Hon'ble Minister for Road Transport and Highways & Former MSME Minister Shri Nitin Gadkari virtually inaugurated the new automated manufacturing unit of Khadi Prakritik Paint, India's first and only paint made from cow dung, in Jaipur on Tuesday. Shri Gadkari appreciated the technology innovation and said this would go a long way in empowering the rural and agro-based economy in the country.

On this occasion, Shri Gadkari also placed an order for 1000 liters of Khadi Prakritik Paint (500 liters each of Distemper and Emulsion) which he intends to use at his residence in Nagpur. The Minister declared himself the "Brand Ambassador" of Khadi Prakritik Paint and said he would promote it across the country so as to encourage young entrepreneurs to take up the manufacturing of cow dung paint.

"Even inaugurating infrastructure projects worth

lakhs of crores of rupees is not as pleasing and satisfying as I feel today while inaugurating this manufacturing unit. I appreciate Khadi and Village Industries Commission for the successful research. Khadi Prakritik Paint has immense potential of creating sustainable development for benefit of the poorest of the poor. Our target should be setting up a Parkritik Paint unit in each and every village and for this I will promote this paint as its Brand Ambassador. I am placing an order for 1000 liters of Khadi Prakritik Paint and I will use this paint in my own house," Shri Gadkari said.

The new plant has been set up on the campus of Kumarappa National Handmade Paper Institute (KNHPI), Jaipur, which is a unit of Khadi and Village Industries Commission (KVIC). Earlier Prakritik Paint was being manufactured manually on a prototype project. Commissioning of the new manufacturing unit will double the production capacity of Prakritik





Paint. At present the daily production of Prakritik Paint is 500 liters which will go up to 1000 liters per day.

KVIC Chairman Shri Vinai Kumar Saxena said the new plant is equipped with modern technology and machinery that will also ensure highest standards of the product in terms of quality and uniformity. "Technology upgrade will also benefit the young entrepreneurs undergoing training at KNHPI in making of Khadi Prakritik Paint as they will get to learn the latest techniques," Saxena said.

Khadi Prakritik Paint was launched by Shri Gadkari on 12th January 2021. KNHPI, which has developed the paint, is providing 5-day training to applicants in making Prakritik Paint. So far, KNHPI has already provided training to 418 persons and training of 150 applicants is awaited. The training process stopped due to Covid-19 lockdown; however, training will



resume shortly. So far KVIC has sold over 11,000 liters of Prakritik Paint through its stores and KVICe-portal.

The Paint has been launched with the twin objectives of increasing farmers' income and creating self-employment across the country. To enable maximum people to benefit from this innovation, KVIC has included this project under the Prime Minister Employment Generation Program (PMEGP), a flagship scheme of the Central government for employment generation.

Available in two variants- Distemper and Emulsion, Khadi Prakritik Paint contains "Ashta Laabh"; i.e. the eight benefits like anti-bacterial, anti-fungal and natural thermal insulation properties. This paint is eco-friendly, non-toxic, odorless and cost-effective.



Newly appointed Cabinet Minister and MoS for MSME Assumed Charge of Ministry



New Delhi, Union Minister Shri Narayan Tatu Rane and Hon'ble MoS for MSME Shri Bhanu Pratap Verma assumed his charge as Minister of Micro, Small and Medium Enterprises on 8th July, 2021 .



9th July 2021 : Chairman, KVIC Shri Vinai Kumar Saxena called on the newly appointed Hon'ble Minister for MSME Shri Narayan Rane and Hon'ble MoS for MSME Shri Bhanu Pratap Verma ji on 9th July 2021. Their hands on experience in administration & governance will surely take KVIC & the MSMEs to new heights & fulfill Hon'ble PM's dream of Aatmanirbhar Bharat, Chairman, KVIC said.

KVIC's Unique Project BOLD to Boost Tribals' Income and Bamboo-based Economy in Rajasthan

A unique scientific exercise serving the combined national objectives of reducing desertification and providing livelihood and multi-disciplinary rural industry support has been initiated by Khadi and Village Industries Commission (KVIC). The project named “Bamboo Oasis on Lands in Drought” (BOLD) is the first of its kind exercise in India which was launched on 4th July 2021 from the tribal village Nichla Mandwa in Udaipur, Rajasthan by KVIC Chairman Shri Vinai Kumar Saxena in presence of local MP Shri Arjun Lal



been planted over 25 bigha (16 acres approx) of vacant arid Gram Panchayat land. KVIC has thus created a world record of planting the highest number of bamboo saplings on a single day at one location.



Meena and over 2000 local villagers. Strict social distancing and Covid-19 norms were followed during the event.

A whopping 5000 saplings of special bamboo species – Bambusa Tulda and Bambusa Polymorpha specially brought from Assam – have

Project BOLD, which seeks to create bamboo-based green patches in arid and semi-arid land zones, is aligned with Hon'ble Prime Minister Shri Narendra Modi's call for reducing land degradation and preventing desertification in the country. The initiative has been launched as part of KVIC's “Khadi Bamboo Festival” to celebrate 75 years of independence “Azadi ka Amrit Mahotsav”. KVIC is set to replicate the Project at Village Dholera in Ahmedabad district in Gujarat and Leh-Ladakh region by August this year. Total 15,000 bamboo saplings will be planted before August 21.

India is a signatory to the UN Convention to Combat Desertification (UNCCD). In his keynote address at the UN High-Level Dialogue on Desertification, Land Degradation and Drought on June 14, Prime Minister Modi gave a clarion call of restoring 26 million hectares of degraded land by 2030. This assumes great significance as nearly 30 percent of land in India is undergoing desertification at a rapid pace.

KVIC Chairman Shri Vinai Kumar Saxena said the green patches of bamboo on these 3 places will help in reducing the land degradation percentage of the country, while on the other hand, they will be havens of sustainable development and food security “Bamboo plantation drive on such a large scale will create additional income for the local tribal population while it will also support the local bamboo-based industries and thus boost the rural economy. In three years, these bamboo patches will be able to meet the bamboo requirement of Agarbatti manufacturers in Rajasthan, Gujarat and Madhya Pradesh. This way, the bamboo patches will fulfil the larger UN sustainable development goals (SDGs),” Saxena said.

Member of Parliament Shri Arjun Lal Meena said the bamboo plantation program in Udaipur will boost self-employment in the region. He said such projects will benefit a large number of women and unemployed youths in the region by connecting them to skill development programs. He lauded KVIC for creating self-sustainable employment opportunities and said this will contribute towards achieving the Hon'ble Prime Minister's dream of Aatmanirbhar Bharat.

KVIC has specially brought two species of



bamboo – Bambusa Tulda and Bambusa Polymorpha – from Assam. While Bambusa Tulda is used for making Agarbatti sticks; Bambusa Polymorpha is used for making furniture and handicraft items. Further, to develop the plantation site into a hub of beekeeping activities, KVIC has planted 100 trees each of papaya, pomegranate and Moringa.

KVIC has judiciously chosen bamboo for developing green patches. Bamboos grow very fast and in about three years' time, they could be harvested, and income recorded. In these three years, the 5000 bamboo plants will produce at least 20,000 bamboo logs weighing about 500 MT of bamboo. At the current market rate of Rs 5000 per ton, this bamboo produce will generate an income of nearly Rs 25 lakh after three years and later on every year, thus supporting the local economy.

Bamboo can be used for making agarbatti sticks, furniture, handicraft, musical instruments and paper pulp while the bamboo waste is widely used in making charcoal and fuel briquette.

Bamboos are also known for conserving



Hon'ble Lok Sabha Speaker Shri Om Birla Visited Khadi India outlet at CP, New Delhi 20th July, 2021.

water and reducing evaporation of water from the land surface, which is an important feature in arid and drought-prone regions.



MSME Minister Shri Narayan Rane Launched New Khadi Products – Khadi Babywear & Unique Handmade Paper “Use & Throw” Slippers

Hon'ble Minister for MSME Shri Narayan Rane on Thursday launched Khadi's two new exclusive product range – Khadi cotton babywear and unique Khadi handmade paper slippers – at Khadi India's flagship showroom in Connaught Place, New Delhi. Hon'ble Minister of State for MSME, Shri Bhanu Pratap Singh Verma and Chairman KVIC Shri Vinai Kumar Saxena were present on the occasion. Both the ministers spent more than one-and-a-half hours in the CP showroom and appreciated Khadi's range of products available.

The new products include Khadi's first ever cotton clothing for babies. To begin with, KVIC has launched sleeveless vests (jhablas) and frocks along with bloomers and nappies for new-borns and up to 2 years old babies. KVIC has used 100% hand-spun and handwoven cotton fabric that is soft on the tender and sensitive skin of the children and prevents them from any rashes or skin irritation.

Similarly, in Germany, KVIC challenged a local company - Best Natural Products GmbH

("BNP"), which in 2011 already got prior rights in the mark "KHADI" and related marks in EU and other countries in different classes. After long legal battle and negotiations through the Diplomatic channel with the help of the Ministry of External Affairs, BNP has expressed its willingness to settle the trademark disputes amicably with KVIC.

The ministers also launched Khadi's handmade paper "use & throw" slippers which has been developed for the first time in India. These handmade paper slippers are 100% eco-friendly and cost-effective. The Handmade paper used in making these slippers is completely wood-free and made of natural fibres like Cotton & Silk rags and agro waste. These slippers are weightless and best suited for travel and indoor usage like in home, hotel rooms, hospitals, places of worship, laboratories, etc. It is also effective from the hygiene point of view.

While Khadi cotton babywear are priced uniformly at Rs 599 per piece; the handmade paper slippers cost a meagre Rs 50 per pair. The two new





products can be purchased at Khadi showroom in Connaught Place as well through KVIC's online portal www.khadiindia.gov.in.

While launching the new Khadi products, Shri Rane emphasized on aggressive marketing of eco-friendly and sustainable products. "By capturing bigger market share in this sector, KVIC can create more employment opportunities and increase its consumer base by a big margin," the minister said.

KVIC Chairman Shri Saxena said that the handmade paper "use & throw" slippers have been developed by KVIC with the objective of supporting handmade paper industry and creating sustainable employment for artisans. "Developing new innovative products to support rural and traditional industries and livelihood of Khadi artisans has been the constant endeavour of KVIC. It is also for the first time that KVIC has ventured into production of babywear," Saxena said.



KVIC and BSF Launch Project BOLD in Jaisalmer to Prevent Desertification and Support Rural Economy



In the first of its kind efforts to develop green cover in the Indian deserts of Rajasthan, Khadi and Village Industries Commission (KVIC) on Tuesday planted 1000 bamboo saplings at Tanot village in Jaisalmer, in collaboration with the Border Security Force (BSF).

KVIC Chairman Shri Vinai Kumar Saxena launched the plantation program in presence of Shri Surendra Panwar, Special DG (Western Command), BSF. Bamboo plantation, as part of KVIC's Project BOLD (Bamboo Oasis on Lands in Drought) aims at serving the combined national goals of reducing desertification and providing livelihood and multi-disciplinary rural industry support to the local population.

The Bamboo saplings have been planted over 2.50 lakh sq feet of Gram Panchayat land near the famous Tanot Mata Temple which is located close to Longewala Post on the Indo-Pak Border. Situated nearly 120 Kms from the Jaisalmer city, Tanot has become one of most visited tourist spots

in Rajasthan. KVIC plans to develop the bamboo-based green patch in Tanot as a tourist attraction. BSF will be responsible for maintaining the plants.

Project BOLD was launched on 4th July from a tribal village Nichla Mandwa in Udaipur district in Rajasthan with plantation of 5000 saplings of special bamboo species over 25 bigha of arid land. It is aligned with Hon'ble Prime Minister Shri Narendra Modi's call for reducing land degradation and preventing desertification in the country. The initiative has been launched as part of KVIC's "Khadi Bamboo Festival" to celebrate 75 years of independence "Azadi ka Amrit Mahotsav".

KVIC Chairman said the bamboo plantation in the deserts of Jaisalmer will serve multiple objectives, i.e. preventing desertification, environment protection and creating sustainable



model of development by supporting rural and bamboo-based industries. "In the next three years, these bamboos will be ready for harvest. While this will generate recurring income for the local villagers; KVIC will also develop this green patch into a tourist spot considering the large footfall of tourists visiting Longewala post and the Tanot Mata Temple," Saxena said. He lauded the support of BSF in implementing the project in a very short time.

In the next 3 years, 1000 bamboo plants will multiply and produce at least 4,000 bamboo logs weighing about 100 MT of bamboo. At the current market rate of Rs 5000 per ton, this bamboo produce will generate an income of nearly Rs 5 lakh after three years and later on every year, thus supporting the local economy.

Bamboo can be used for making agarbatti sticks, furniture, handicraft, musical instruments and

paper pulp while the bamboo waste is widely used in making charcoal and fuel briquette. Bamboos are also known for conserving water and hence useful in arid and drought-prone regions.



Hon'ble Member NEZ KVIC Shri Duyu Tamo ji Chaired Meeting with CEO Assam KVIB and officers discussed Various issue of KVI programme on 7th July, 2021 .

KVIC Commemorates World MSME Day 2021

Putting MSMEs at the centre of inclusive and sustainable development of Indian economy

MSMEs are indispensable for manufacturing in India. Without MSMEs, manufacturing and its jobs and exports would come to a stand-still. The United Nations declared 27th June as World Micro, Small and Medium Enterprises (MSMEs) Day.



Lucknow



Chandigarh



Bhubanesher



Meerut



Visakhapatnam

KVIC commemorated World MSME Day in Central Office, Mumbai and its State/ Divisonal Offices across the nation on 27th June, 2021. Khadi and Village Industries Commission (KVIC) is also doing well to promote the MSME sector and provide employment to millions of people through its various schemes and programmes. The programs were celebrated by organising online seminars and webinars.



KVIC Secures Trademark Registrations in Bhutan, UAE & Mexico; Files Applications in 40 Countries to Protect Brand “Khadi”

Khadi and Village Industries Commission (KVIC) has recently secured trademark registrations in three countries – Bhutan, UAE and Mexico – a big stride towards protecting the identity of brand “Khadi” globally. Apart from these countries, KVIC's trademark applications are pending in 40 countries across the world that include the USA, Qatar, Sri Lanka, Japan, Italy, Australia, New Zealand, Singapore, Brazil and others.

While KVIC obtained the latest trademark registration in Bhutan on 9th July; trademark registration was granted in UAE on 28th June. With this, KVIC has succeeded in securing trademark registration for the first time in a Gulf country. Earlier, KVIC got the trademark registration for “Khadi” in Mexico in December 2020.

So far KVIC was having Trademark registrations for the word mark “KHADI” in 6 countries namely Germany, UK, Australia, Russia, China and EU where trademark registrations were granted in certain classes. However, with recent trademark registrations in Bhutan, UAE and Mexico, the number of such countries has gone up to nine. In these countries, KVIC has got registrations in various classes that pertain to Khadi fabric, Khadi readymade garments and village industry products like Khadi soaps, Khadi cosmetics, Khadi incense sticks among others.

It is for the first time in the history of KVIC that sustained efforts have been made in the last 5 years to protect the brand “Khadi” which was given to us by none other than Mahatma Gandhi.

KVIC Chairman Shri Vinai Kumar Saxena said these trademark registrations will prevent any misuse of the brand name “Khadi” globally. “In recent years,

Khadi's popularity has seen a massive growth in India and abroad due to Prime Minister Shri Narendra Modi's appeal to adopt Khadi. It has, therefore, become very important for KVIC to protect the identity of Khadi and safeguard the interest of consumers and lakhs of Khadi artisans who are manufacturing genuine Khadi products. It is for the first time that KVIC has made aggressive efforts to safeguard Khadi from such misuse. These efforts have yielded significant results and helped Khadi's sales grow significantly in the last few years,” Saxena said, adding efforts are being made to secure trademark registrations in other countries at the earliest.

The development assumes great significance as there have been instances of some private local entities in countries like Mexico and Germany seeking trademark registration for brand name “Khadi” in their respective countries. In Mexico, KVIC challenged the trademark application of “One Foundation Oaxaca Ac” which had applied for the “Khadi” logo. However, the firm did not challenge KVIC's objections and trademark registration for the word “Khadi” and “Khadi” logo was granted in favour of KVIC.

Similarly, in Germany, KVIC challenged a local company - Best Natural Products GmbH (“BNP”), which in 2011 already got prior rights in the mark “KHADI” and related marks in EU and other countries in different classes. After long legal battle and negotiations through the Diplomatic channel with the help of the Ministry of External Affairs, BNP has expressed its willingness to settle the trademark disputes amicably with KVIC.



Big Win for KVIC; World Intellectual Property Organization Bars Delhi-based Firm from Illegally Using Brand Name “Khadi”

The World Intellectual Property Organization (WIPO), a specialized agency of the United Nations for brand protection across the world, has ordered a Delhi-based firm against using a domain name www.urbankhadi.com, which illegally uses the brand name “Khadi”. The Administrative Panel of WIPO's Arbitration and Mediation Center has ruled that the firm “Om Soft Solutions”, owned by one Harsh Gaba, had registered and used the domain name www.urbankhadi.com in “bad faith” and to gain benefit from the goodwill of Khadi.

The panel's order came on a petition of Khadi and Village Industries Commission (KVIC) against “Om Soft Solutions” which was indulging in the business of garments by misusing the brand name “Khadi”. The panel lent credence to KVIC's contentions that “it was a systematic attempt by Mr Harsh Gaba to derive unfair advantage, wrongful commercial gains and to mislead the public into believing that www.urbankhadi.com is an associate of Khadi India.” “It is evident that the respondent can have no legitimate interest in the disputed domain name...nobody would use the word “Khadi” unless seeking to create an impression of an association with Khadi,” the panel noted.

“...the evidence submitted by the complainant (KVIC) leads to the presumption that the disputed domain name www.urbankhadi.com was registered and used by the respondent in bad faith....the panel orders that the disputed domain name be transferred to the complainant, i.e. KVIC,” the panel ruled.

The panel categorically rejected the arguments of “Om Soft Solutions” that the word “Khadi” enjoyed no protection and that nobody had an exclusive right to use the name “Khadi”. “... the complainant (KVIC) is the owner of several KHADI trademark registrations. The complainant is also the owner of trademarks “Khadi” and “Khadi India”...the

disputed domain name www.urbankhadi.com includes the trademark of KVIC and is confusingly similar or identical to the trademarks of the complainant (KVIC),” the panel observed.

KVIC Chairman, Shri Vinai Kumar Saxena said the WIPO's order will bolster Khadi's fight against violation of its brand name not only in India but also globally. “KVIC will take all measures to protect the identity and global popularity of Khadi. KVIC has registered the trademark “Khadi” in several countries to prevent any misuse of the brand name “Khadi” as it has a direct bearing on the livelihood of our artisans. The WIPO's order will be a deterrent for individuals and firms from illegally using the brand name “Khadi;” Saxena said.

It is pertinent to mention that KVIC, in recent times, has won several cases against violation of its trademark “Khadi”. On June 4, Delhi High Court barred a Ghaziabad-based trader JBMR Enterprises from manufacturing and selling counterfeit Khadi Prakritik Paint. On May 28, Delhi High Court restrained “Khadi Design Council of India” and “Miss India Khadi Foundation” from using “Khadi” brand name. On May 3, an Arbitration Tribunal in Delhi had said that “Khadi” was not a generic name to be used by private individuals or firms while permanently restraining an individual from using the brand name Khadi. In March this year, the Delhi High Court had also restrained a firm from using brand name Khadi and the Charkha symbol to sell its products under the name “IWEARKHADI”.

KVIC in the last few years has acted tough against such violators. So far KVIC has issued legal notices to over 1000 private firms including Fabindia for misusing its brand name and selling products under the name of Khadi. KVIC has sought damages to the tune of Rs 500 crore from Fabindia which is pending before the Mumbai High Court.



Hindi workshop organized on 29th June 2021 at Divisional Office, Varanasi. In this workshop, the Hindi officer of Narakas motivated the officers and employees to work in official language.



5 days Bee keeping training commenced at Tripura on 7th July, 2021

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



साल 2014 के बाद से ही 'मन की बात' में हम अक्सर खादी की बात करते हैं। ये आपका ही प्रयास है कि आज देश में खादी की बिक्री कई गुना बढ़ गई है। क्या कोई सोच सकता था कि खादी के किसी स्टोर से एक दिन में एक करोड़ रुपए से अधिक की बिक्री हो सकती है!, लेकिन आपने ये भी कर दिखाया है। आप जब भी कहीं पर खादी का कुछ खरीदते हैं, तो इसका लाभ, हमारे गरीब बुनकर भाइयो- बहनों को ही होता है। इसलिए खादी खरीदना एक तरह से जन-सेवा भी है, देश-सेवा भी है। मेरा आपसे आग्रह है कि आप सभी मेरे प्यारे भाइयो-बहनों ग्रामीण इलाकों में बन रहे Handloom Products जरूर खरीदें और उसे #MyHandloomMyPride के साथ शेयर करें।

'मन की बात' में प्रधानमंत्री नरेंद्र मोदी, 25 जुलाई 2021



आप जब भी कहीं पर खादी का कुछ खरीदते हैं, तो इसका लाभ, हमारे गरीब बुनकर भाइयो-बहनों को ही होता है | इसलिए, खादी खरीदना एक तरह से जन-सेवा भी है, देश-सेवा भी है |

79th edition of #MannKiBaat



PRESS COVERAGE



हमारे देश के ग्रामीण और आदिवासी इलाकों में, Handloom कमाई का बहुत बड़ा साधन है। ये ऐसा क्षेत्र है जिससे लाखों महिलाएं, लाखों बुनकर, लाखों शिल्पी जुड़े हुए हैं। आपके छोटे-छोटे प्रयास, बुनकरों में एक नई उम्मीद जगाएँगे। आप स्वयं कुछ-न-कुछ खरीदें, और अपनी बात दूसरों को भी बताएं और जब हम आजादी के 75 साल मना रहे हैं, तब तो, इतना करना हमारी जिम्मेवारी बनती ही है भाइयो।

'मन की बात' में प्रधानमंत्री नरेंद्र मोदी, 25 जुलाई 2021



साल 2014 के बाद से ही 'मन की बात' में हम अक्सर खादी की बात करते हैं। ये आपका ही प्रयास है की आज देश में खादी की बिक्री कई गुना बढ़ गई है। क्या कोई सोच सकता था की खादी के किसी स्टोर से एक दिन में एक करोड़ रुपए से अधिक की बिक्री हो सकती है! लेकिन आपने ये भी कर दिखाया है। आप जब भी कहीं पर खादी का कुछ खरीदते हैं, तो इसका लाभ, हमारे गरीब बुनकर भाइयों - बहनों को ही होता है। इसलिए खादी खरीदना एक तरह से जन-सेवा भी है, देश-सेवा भी है। मेरा आपसे आग्रह है कि आप सभी मेरे प्यारे भाइयों-बहनों ग्रामीण इलाकों में बन रहे Handloom Products जरूर खरीदें और उसे #MyHandloomMyPride के साथ शेयर करें।

'मन की बात' में प्रधानमंत्री नरेंद्र मोदी, 25 जुलाई 2021

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Khadi moves to protect brand in Mexico, globally

Sidhartha@timesgroup.com

New Delhi: Soon after Khadi & Village Industries Commission (KVIC) filed an application to register its brand Khadi and logo in Mexico, it discovered that a local entity had also sought a registration.

KVIC's objections have meant that the Mexican entity has not been able to register so far. Faced with similar attempts, KVIC has decided to aggressively pursue registrations across the world with 41 applications already filed, and the UAE and Mexico being among the latest countries to

recognise its logo and brand. From Japan and Nepal to Myanmar and Brazil, KVIC is seeking to protect its brand.

"In view of Khadi's ever-growing popularity in India and globally, it has become

TO REGISTER IN 41 PLACES

very important for KVIC to protect the brand. For the first time in the last five years, KVIC has made aggressive bids to safeguard Khadi from any misuse. These efforts have yielded significant results and helped Khadi's

sales grow by a big margin in last few years. Khadi's trademark registrations are essentially to prevent khadi from duplication and safeguard the interest of our artisans," KVIC chairman Vinod Kumar Saxena told TOI.

A few years ago, KVIC found itself in a peculiar situation when it discovered that a German entity Natural Products (BNP) has got rights on Khadi and related marks in the European Union and other countries. A source said BNP has now expressed its willingness to settle the trademark disputes amicably.

केन्द्रीय खादी ग्रामोद्योग अध्यक्ष व सांसद पहुंचे

निचला मांडवा में एक साथ रोपे 5 हजार बांस के पौधे

उदयपुर @ पत्रिका. जिले के ऋषभदेव उपखंड क्षेत्र के निचला मांडवा गांव में आजदी के अमृत महोत्सव के उपलक्ष्य में खादी-बांस महोत्सव के तहत एक साथ असम से लाए बांस के 5000 पौधे रोपे गए। स्थानीय आदिवासी जनता को रोजगार उपलब्ध कराने तथा उन्हें आर्थिक आय सृजित कराने के लिए भारत सरकार के खादी एवं ग्रामोद्योग आयोग एवं नेशनल कार्डशिल्प फॉर सिविल लिबर्टीज



आहमदाबाद के तत्वावधान में निचला मांडवा में यह कार्यक्रम हुआ। कार्यक्रम में केन्द्रीय खादी एवं ग्रामोद्योग आयोग के अध्यक्ष विनय कुमार सक्सेना व सांसद अर्जुन लाल मीणा अतिथि थे।

सम्मेलन ने कहा कि दो तरह के बांस बैबुसा तुरफ से आरबती एवं बैबुसा मुंबासा में फर्नीचर बनाए जाएंगे। यह पौधे 3 साल में 40 फीट के होंगे। एक बांस से चार बांस बनेंगे। इस प्रकार कुल 20 हजार बांस तैयार होंगे। एक बांस का वजन 25 किलो होगा। इस प्रकार कुल 5 लाख किलो बांस तैयार होगा। जिससे प्रतिवर्ष करीब 25 लाख की आमदनी होगी। सांसद मीणा ने भी विचार रखे। खादी एवं

ग्रामोद्योग आयोग के राज्य निदेशक बट्टीलाल मीणा, पूर्व विधायक नानालाल अहारी, पूर्व प्रधान शांतिलाल खराड़ी, समाजसेवी फारम जैन, विमल कोठारी, खेतवाड़ा सरपंच लक्ष्मी अहारी आदि उपस्थित थे। प्रारंभ में खादी एवं ग्रामोद्योग आयोग की मुख्य कार्यकारी अधिकारी रीता बार्मा एवं आर्थिक कार्यकारी अधिकारी सत्यनारायण ने परियोजना के बारे में जानकारी दी।

खादी के उत्पादन को लगे पंख, 188% की बढ़ोतरी

पीएम ने पहली बार 2014 में खादी खरीदने की अपील की थी

मन की बात का असर

जबसे जुड़े, नई दिल्ली: प्रधानमंत्री नरेंद्र मोदी के मन की बात से खादी की बिक्री को नयी प्रोत्साहन मिला है। मोदी ने पहली बार दो अक्टूबर 2014 को मन की बात में लोगों से खादी खरीदने की अपील की थी और उसके बाद से अब तक खादी के उत्पादन में 188 फीसद की बढ़ोतरी हो चुकी है।

केजीआईटी के नवम्बर लीक सम्मेलन कहते हैं, वर्ष 2014-15 में खादी का उत्पादन 879.98 करोड़ रुपये का था। वर्ष 2018-19 तक उत्पादन में 100 फीसद से अधिक की वृद्धि दर्ज हो चुकी थी। वहीं वर्ष 2014-15 के मुकाबले फिक्कल उत्पादन में 188 फीसद की वृद्धि हो चुकी है। सम्मेलन ने कहा कि प्रधानमंत्री की तरफ से एक बार फिर से खादी का बिक्र करने के बाद



रविवार को प्रधानमंत्री मोदी के मन की बात में खादी के बिक्री के बढ़ोतरी के अवसर पर

रविवार को केजीआईटी के सम्मेलन में खादी के बिक्री के बढ़ोतरी देखी गई। अक्टूबर के मुताबिक वर्ष 2014 के बाद से ही खादी के बिक्री एक स्टोर की बिक्री एक दिन में लाखों रुपये से अधिक होने लगी। दो अक्टूबर, 2014 को मन की बात में लोगों से खादी की खरीदारी करने की प्रार्थना की थी और के बाद चार अक्टूबर, 2014 को खादी हीरोज की एक दिन की बिक्री 66.81 लाख रुपये की रही जो अब समय साथीक

थी। हालांकि उसके बाद से खादी की बिक्री में लगातार बढ़ोतरी देखी गयी है और अब एक साल में कई मॉडर्न पर केजीआईटी के एक स्टोर की बिक्री एक करोड़ रुपये से अधिक हो जाती है। केजीआईटी के मुताबिक वर्ष 2019 के दो अक्टूबर को नई दिल्ली के कन्वेंट प्लेस स्थित खादी हीरोज ने 1.27 करोड़ रुपये की बिक्री हुई, जो अब तक का रिकार्ड है। केजीआईटी के मुताबिक प्रधानमंत्री के मन की बात में खादी का बिक्र आने के बाद से नौलखन खादी की और अनर्बित होने लगे और अब यह कैशन का रूप लेता जा रहा है। मोदीन के कथनूर का वित्त वर्ष 2020-21 में केजीआईटी का कारोबार पूर्व के वित्त वर्ष के मुकाबले 7.71 फीसद से बढ़कर 95,741.74 करोड़ रुपये का हो गया। केजीआईटी खादी के साथ अन्य उत्पादों की बिक्री भी करता है।

News > Business News > Industry > KVIC secures trademark registrations in Bhutan, UAE and Mexico; Files applications in 40 countries

KVIC secures trademark registrations in Bhutan, UAE and Mexico; Files applications in 40 countries

Industry

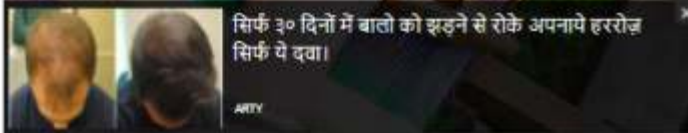


Harshita Tyagi

Updated Jul 10, 2021 | 18:31 IST



KVIC is charged with the planning, promotion, organisation and implementation of programs for the development of Khadi and other village industries in the rural areas



सिर्फ 30 दिनों में बालों को झड़ने से रोके अपनापे हररोज़ सिर्फ ये दवा।

ARTY

KEY HIGHLIGHTS

- Before this, KVIC had secured trademark registrations for the brand 'KHADI' in 6 countries- Germany, UK, Australia, Russia, China and EU
- KVIC's trademark applications are pending in 40 countries across the world
- KVIC is taking all measures to protect the identity and global popularity of Khadi

New Delhi: In a big stride towards protecting the identity of brand "Khadi" globally, the Khadi and Village Industries Commission (KVIC) recently secured trademark registrations in three countries – Bhutan, UAE, and Mexico. Apart from these countries, KVIC's trademark applications are pending in 40 countries across the world that include the USA, Qatar, Sri Lanka, Japan, Italy, Australia, New Zealand, Singapore, Brazil and others.


While KVIC obtained the latest trademark registration in Bhutan on July 9, trademark registration was granted in UAE last month on the 28th. With this, KVIC has succeeded in securing trademark registration for the first time in a Gulf country. Earlier, KVIC got the trademark registration for "Khadi" in Mexico in December 2020.

So far, the commission was having Trademark registrations for the word mark "KHADI" in six countries namely Germany, UK, Australia, Russia, China and EU) where trademark registrations were granted in certain classes. However, with recent trademark



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• Posts Series •




How much own contribution needs to be deposited under general category under the PMEGP scheme?

0.5% 10%

8% 12%

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How many days of EDP training is required for a project costing more than Rs 5 lakh under the PMEGP scheme?

10 working days 30 working days

7 working days 15 working days

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What is the minimum age limit to apply for the PMEGP scheme?

21 years 20 years

18 years 25 years

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Which criteria is not applicable in PMEGP Scheme Project?

Per Capita Investment Old Unit

Negative List Own Contribution

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A Khadi Institution destroyed in militancy in 1989 was recently revived in Assam

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KVIC has always championed the cause of skill development to make youths in the country self-dependent and capable.

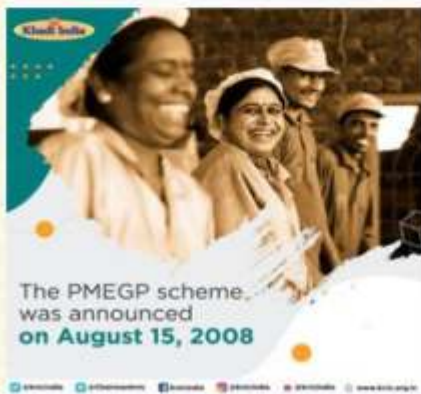
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