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**Nitin Gadkari inaugurates
Sabarmati Ashram themed
Khadi Pavilion at IITF**



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Nitin Gadkari inaugurates Khadi Pavilion at IITF

“Khadi is experiencing a transformation which was never seen before: Minister MSME



With Sabarmati Ashram themed stalls entrance, and melodious Shehnai celebrating the 'spirit of Indianness', the Union Minister of MSME, Shri Nitin Gadkari inaugurated the Khadi Pavilion, at the India International Trade Fair (IITF) in New Delhi on 14th November-2019, in presence of Chairman, Khadi and Village Industries Commission(KVIC), Shri Vinai Kumar Saxena and Secretary, MSME, Dr. Arun Kumar Panda.

Commemorating the 150th Birth Anniversary of Mahatma, the Khadi Pavilion at the IITF has bust of Mahatma Gandhi had a

selfie point showcased around 30 stalls of Artisans, Craftsmen, Institutions and PMEGP units from all over the country, who participated in this trade fair. KVIC also arranged live demos of Charkha, electric potter wheel, agarbatti making and other technological interventions for showcasing 'ease of doing business' in the Khadi Activities.

Speaking on the occasion the Union Minister, Shri Nitin Gadkari said, “Khadi is experiencing a transformation which was never seen before. Inclusive growth of

KVIC Pavilion bestowed with Bronze medal at IITF



Shri Piyush Goyal Hon'ble Minister of Commerce and Industry, Govt. of India presented the shield on 28th November, 2019 at New Delhi

Village Industries plays a key role in the development of the country. Various steps, such as promotion of pottery at railway stations, ban on import of agarbatti, ban on import of National Flag, new HS Code for 11 khadi products, new Khadi stores, development of centralized Government Supply module etc., have been taken to ensure that the Indian Village Industry Products are promoted.”

Talking about the success of Khadi, Chairman, KVIC Shri V.K. Saxena said, “Khadi is not only the national fabric of India, but also the spirit of the Indianness. Khadi recalls the presence of Mahatma and his vision

around us. Nation grows with the growth of Khadi. This stall at IITF is symbolic representation of the Indian talent and potential. It is a replica of Sabarmati Ashram at Gujarat, and we have ensured that no plastic is used during its creation. It is made of all natural resources such as wood and natural fiber etc.”

A wide range of products which includes food, handicrafts, leather, textiles and hosiery, readymade garments, wooden toys, cosmetics and herbal products offering a discount of up to 20% displayed in the Khadi Pavilion at IITF 2019.



From Perfumeries to Apiaries, Kannauj all set to regain its lost glory



In August 2019 Prime Minister Narendra Modi asked Subrat Pathak Lok Sabha MP from Kannauj (UP) why high quality honey can't be produced in Kannauj which has lots of flora fona around it for perfumeries and told him meet V.K.Saxena Chairman, Khadi and Village industries Commission (KVIC) to explore the possibility. Pathak met Saxena and discussed the issue. KVIC chairman deputed a team of experts in September 2019 to explore the possibility of beekeeping activities in Kannauj. Survey report suggested high potential for not only beekeeping activities but for pottery and leather activities also.

In less than 3 months time Kannauj has witnessed historic event,

aligned with the vision of Prime Minister Modi. Chairman KVIC V.K.Saxena along with Member of Parliament , Kannauj, Subrato Pathak, distributed 1000 Bee Boxes to 100 local farmers, 100 high tech Electric Pottery Wheels to 100 kumhar families and 100 Advanced Leather tools Kits to 100 leather artisans (mochies) in Kannauj in the Medical college campus which was full of local people. Kannauj which is also called the Perfume Capital of India, has a history of perfume industry since more than thousand years. Various varieties of flowers and agricultural plants are a part of the primary livelihood in the town. In order to tap the environmental setup of the region and encourage the local youth so as to explore possibilities of



honey produced in the country. Also the production of Bees Wax can be complimented with the various varieties of perfumes to produce a range of new and unique products such as hair-gel wax, scented bee wax candles, wax oil etc. Not only this, the pottery wheels and advanced leather tools kits will also help prevent the youth from migrating to other jobs from their existing traditional art forms . ”

livelihood in apiculture and products made of bee wax, pottery and leather, KVIC identified 400 artisans for training, 250 out of which belonged to the Scheduled Caste and Other Backward Categories. KVIC completed training in October 2019

KVIC Chairman Saxena said, “Kannauj has a huge scope for Bee Keeping industry due to its rich flora. Bees are vital to the ecosystem as they are pollinators transferring grains of pollen from one plant to another, to fertilize the ovaries of flowers. This initiative would enhance the production of lowers in the region, and thus helping increase in production of perfumes. The honey produced in the process will also be one of the best kinds of

Hailing the initiative taken by KVIC, Subrato Pathak said, “This initiative of KVIC will benefit 100 families of Bee Keepers, 100 potters and 100 leather artisans in the region. It would help multiply the livelihood manifolds and reduce migration of youth to the cities. Above all, this initiative will complement the existing perfume industry and help to reboot, with a new zeal and new business ideas.” Interestingly Kannauj once upon a time was hub of Agarbatti manufacturer, which later declined due to imports. KVIC chairman announced that 5,000 Agarbatti manufacturing machines will be setup in Kannauj by March 2020 under PMEGP. This step of KVIC has created 750 direct jobs in Kannauj and will certainly help support the existing industry of perfumes in the region, while creating new avenues of growth and livelihood for the people of Kannauj. The dignitaries also planted 500 bamboo saplings of Bamboosa Tulda varieties, apt for Agarbatti manufacturing.



Excerpts from Chairman, KVIC 's UK Parliament Westminster Address

Shri Vinai Kumar Saxena Chairman, KVIC was a distinguished invitee and delegates to the 19th London Global Convention at the 19th London Global Convention on the Corporate Governance and Sustainability organized at House of Lords, UK Parliament Westminster on 13th November 2019.

Excellencies, Luminaries of the Corporate World Ladies and Gentlemen, I am honoured to be here amongst you all today to share with you the pride of India's heritage on Khadi and briefly highlight how it is just not a product but a whole institution by itself, rooted in the tenets of sustainable development for over a century in a timeless civilizational sense. When I say 'Khadi', please do not limit the perception to a hand-made and hand-woven fabric that is carbon neutral and humble. Khadi is an expression of a way of life, an environmental friendship, an artisanal creativity, a rural corporate movement of profit equality, an instrument of social justice, an actor of historic importance, a timeless modernity and a whole civilization in its own right in building a resource based community of mutual aid and mutual assistance.

Khadi, Ladies and Gentlemen, is the spirit of India. Within the narrative of national development, Khadi has had an unmistakable role in providing employment, generating profits, protecting indigenous skills and relating to every phase of India's journey from Independence to modernity. Recognizing this, the Khadi and Village Industries

Commission has functioned as a Statutory Body of the Government of India for over six decades. Khadi today is a rural economy reaching close to a Billion US dollars, engaging over 3 million people in employment, running more than 8000 outlets across the country and producing nearly 200 million square meters of fabric without any impressive build-up of modern machinery or intricate production and distribution infrastructure. The brand identity of Khadi is distributed across the country, generally relating to 68% of our population that we call rural. I said this to give you an imagination about the larger footprint of a simple model of people's productivity in India. And that's the identity created by the Father of the Nation, Mahatma Gandhi. It won't be an exaggeration if I claim that no other nation in the world may have a continued connectivity between the present life and the past in the manner in which Khadi connects us to the Mahatma. That's perhaps the most efficient grass root model of timeless sustainability of industriousness.

The basic unit of production of Khadi is a humble piece of infrastructure called Charkha, which is a simple wheel that spins the yarn as well

as weaves the livelihoods of millions. My Commission constantly supports the artisanal groups by providing Charkhas and Looms. We have distributed over 60,000 Charkhas and 10,000 looms across the country, building one of the largest distributed infrastructure ever, guaranteeing the continuity of income. Popularisation and utilization of Khadi is a pre-occupation of the Government and just one outlet alone in the National Capital sells over a quarter million US dollars' worth of Khadi in a day, which trickles down as wages and employment in rural societies. We have commemorated this amazingly simple industrial infrastructure called 'Charkha' in a monument in the heart of our capital, in the New Delhi International Airport and in a dedicated museum for the people to see and draw inspiration from.

Honourable Prime Minister of India, Mr. Narendra Modi has rightly assumed the position of the grand Brand Ambassador of Khadi and he leaves no stone unturned in infusing energy into Khadi initiatives. While it may not be possible to appraise this forum of every initiative he has taken, which in any case are too many, I must draw your attention to a very poignant opportunity he has created in providing social justice to those who are otherwise overpowered by fate. Thanks to the Prime Minister of India, we now have Khadi production units managed by the militancy affected women in Jammu, forest poaching displaced tribals in Assam, tiger attack mauled families in

Sundarbans, traditionally downtrodden weaker sections, drought ravaged villages and places that are harassed by the natural hazards, disasters and conflicts.

Ladies and Gentlemen, Khadi is an expression of India's indomitable rural spirit of resilience. And it goes without saying that this timeless human virtue is as globally relevant as it is nationally, regionally, locally and rurally. Last year in South Africa, the 125th anniversary of the Pietermaritzburg train incident concerning Mahatma Gandhi was celebrated with Khadi. This year, a Khadi event was held in the court of the Royal family in Bhutan. The National day event of Montenegro in India had a Khadi theme in 2018. Uganda received a Charkha in commemoration of Gandhiji's Swadeshi Movement. In the last fiscal, Exclusive Khadi Exhibitions were organized in over 60 countries.

Let me conclude with a note that the Father of my Nation once said – “Be the change you want to see in the world”. For me, that eminent thought simply means that we ought to live and let live in a simple, sustainable, empathetic and mutually supportive manner, building an ever-lasting harmony between nature and man in an unassuming way. That's what Khadi is all about.

Thank you Excellencies, Distinguished Delegates, Ladies and Gentlemen, for this opportunity.

KVIC observed 26th November, 2019 as “Constitution Day”



KVIC observed 26th November, 2019 as “Constitution Day” by reading out "Preamble" in Central Office as well as in Field Offices of KVIC. In Central office, Mumbai it was administered by Chairman and Chief Executive Officer KVIC .

KVIC officials took the Integrity oath to fight against corruption

Vigilance Awareness Week observed at Central office Mumbai on 29th October 2019 . Glimpses of the oath ceremony administered by Financial Adviser, KVIC Ms. Usha Suresh.



The 5th Committee meeting on Science and Technology mulls on development and Innovations



The 5th Committee meeting on Science and Technology was held on 19th November, 2019 at Central Office, KVIC. Ms. Preeta Verma, Chief Executive Officer, KVIC Chaired the meeting and instructed to conduct a comparison study between high speed Charkha (using gear box 1:1.5 model) and existing Charkha (NMC) for productivity and yarn quality and also advised to conduct multi location field trials with 40 to 50 numbers modified NM Charkha with allied in a period of one year.

On this occasion respective project co-ordinator implementing agencies presented project, research and development paper before the committee. Dr. P.K. Gupta, Director, MGIRI, Wardha and other Members attended the meeting.

Shri M.K. Vittopa, Scientific Officer, South India Textile Research Association, Coimbatore, Presented the Project on Field Dissemination of Technology of High productivity hand operated Charkha, which was funded by KVIC for early stage.

Shri K.Ravikumar, Deputy Director, Rural Energy and Infrastructure Division, (MGIRI), Wardha made power point presentation on Field trails, Refinement and Dissemination of (MGIRI Modified New Model Charkha in Khadi Sector this is for improvement

in existing tools and equipment in Khadi Sector.

Dr. Sunita Chauhan, in-charge Biotechnology Laboratory KNHPI also made her power point presentation on assessing antimicrobial and anti cancerous potential of the water extract obtained during fiber extraction from wast Banana Stems.

Another presentation was made by Dr. Saakhya Agrawal, KNHPI, Jaipur on Cow dung liquid residue of Handmade industry. S&T Committee considered the proposal and sanctioned Rs. 13.4 lakhs for the Project. Power point presentation by Dr. Apurba Bandyopadhyay, Professor, Bidhan Chandra Agriculture University, Nadia on Evaluation of certain pigmented microbes from nature, Sustainable production, processing and extraction of Lemon grass oil through mobile

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CEO, KVIC urges bankers to play proactive role in sanctioning applications



Top level bankers meeting was held in Mumbai on 20th November, 2019. The meeting was chaired by Ms. PreetaVarma, CEO, KVIC. Shri Y.K. Baramatikar, Jt.CEO, KVIC, Shri R.R. Meena, Dy. Secretary and Shri Anil Kumar, Under Secretary, Ministry of MSME, Officials of Corporation Bank (Nodal Bank of PMEGP) and Senior Officials of Nationalised, private and leading State Cooperative Banks attended the meeting.

CEO, KVIC in the opening remarks congratulated all stake holders for achieving the target for last 3 years consequently under PMEGP Scheme. She mentioned that Ministry of MSME is ready to enhance Margin Money

target additionally to the extent of Rs.1000Cr. and requested Bankers for pro-active role for sanctioning the pending applications and claiming margin money in stipulated time.

She informed the bankers about EDP training rolled out by KVIC to resolve the bottleneck of EDP certificate for claiming the MM on time. This is right time to review the performance and sort out the issues enabling



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Miscellaneous

Electric potter wheel distributed at Vijaywada



EDP training conducted at Ramanathapuram

To augment skill development in PMEGP beneficiaries an EDP training conducted at Chinnandi Valasai village, Ramanathapuram, Tamil Nadu on 9th November 2019.



PMEGP awareness camp at Rudraprayag

To generate enough employment opportunities and accelerate economic growth of the country KVIC, Dehradun organised PMEGP awareness camp at Rudraprayag, Uttarakhand on 15th November 2019.

Electric potter wheel distributed by KVIC Vijaywada Andhra Pradesh at Guntur district with blunter machine. Village potters were very happy The Panchayat Executive Officer Director RSETI Andhra bank Dy. Director KVI board were present on the program.

KVIC Vijaywada Andhra Pradesh also distributed Electric pottery Wheel among the KVIC well trained village potters at North Raju palm at Nellore dist. Andhra Pradesh on 18.11.2019. In presence of Dy. Director. Around 100 local artisans participated.

Advanced leather tool kits distribution programme at Jammu



To strengthen leather artisans socially and economically KVIC, State office Jammu distributed advanced leather tool kits among leather artisans of Akhnoor, Jammu on 3rd November 2019 to help them to earn better living.

Electric pottery wheel distribution programme Andhra

Electric pottery wheel distribution by KVIC, Andhra Pradesh at Nunna village of Krishna district, Andhra Pradesh under Kumbhar Sashktikaran. A major step towards rural empowerment on 14th November 2019.



7th Zonal Review Meeting at Jaipur

Shri S.N.Shukla, Deputy Chief Executive Officer KVIC (NZ) Chaired the 7th Zonal Review Meeting of the financial year was organized in Jaipur Rajasthan on 20th November 2020, to discuss the achievement of the programs, KVIC offices from states of Jammu and Kashmir, Delhi, Haryana, Punjab, Himachal Pradesh, Rajasthan participated in the meeting.



An awareness camp on PMEGP at Dehradun



On 16.11.2019, an awareness camp on PMEGP was organized by the State Office, Dehradun in the mountainous area of Khand Bikas, Block Auditorium, Ukhimath, District- Rudraprayag (Uttarakhand), in which 75 local unemployed youth participated.

Pottery training program at Madurai



The Divisional Office, Madurai KVIC organised 10 days pottery training program at Pethaniyapuram, Madurai where 60 artisan were trained. After successful training Electric Pottery wheel with plunger machine was distributed to the trainees. During the occasion the LDM, DDM-NABARD, SBM - NSIC officials from Coir Board, MSME- DI, and MDSS Secretary graced the event.



Skill up gradation training under MBI at Hajipur

Skill up gradation training under MBI (Kumhar Shashaktikran) from 18th to 27th November at village Haripur Khol District Sirmaur conducted by State Office, Shimla (HP) for 20 artisans. Certificates & Electric Pottery Wheels alongwith Blunger M/C distributed to them.



With a view to popularize modern beekeeping and uplift the financial status of people, KVIC Madurai distributed 250 bee boxes and tool kits under Honey Mission to the beneficiaries of Kamatchipuram village, Theni, Tamil Nadu.

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oil extraction unit in the Nadia District and also raised and discussed some other issues on development of value added products like Hawan Samagree, Energy Briquettes, Handmade Paper etc.

After threadbare discussion on about six Patent proposals, the committee instructed to Dr,. Saakshya Agrawal to file patent applications for the innovations.

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the bankers to prepare the Action Plan for clearing the pending applications and also to submit the claims well in time, she added.

Shri Anil Kumar, Under Secretary, Ministry of MSME informed that although since last 3 years targets were achieved, the Ministry may enhance the Margin Money target this year from Rs.2247Cr. to Rs.3000Cr. he urged all Bankers to gear up the financing banks to sanction new projects and submit the claim in respect of the projects already sanctioned immediately by banks but MM yet to be claimed.

Earlier, Shri Y.K. Baramatikar, Jt.CEO, KVIC welcomed the Chair and briefed about the PMEGP progress and discussed the performance and further Plan for achieving the target for the year 2019-20.

Shri M. Rajanbabu, Dy.CEO (PMEGP) presented State-wise and Bank-wise PMEGP

performance for the current financial year 2019-20. He also informed that EDP online training portal and the mobile app have been designed, developed and made on live w.e.f. 22.10.2019. The online EDP portal can be accessed either through P M E G P e - p o r t a l (www.kviconline.gov.in/pmegp) or through KVIC website (www.kvic.org.in). The portal can also be accessed through URL-
[:www.kvic.udiyami.org.in](http://www.kvic.udiyami.org.in).

Dy.CEO(PMEGP) also made presentation of updating subsequent loan releases on PMEGP e-portal by financing banks. Subsequently, EDP online training system was presented before the participants by Mr. Mukesh Kumar Shukla, Chairman of IID (Samadhan). Besides presentation on e-Commerce portal for KVI/PMEGP products for e-marketing support.

Khadi again makes a quantum jump: Turnover crossed Rs 74,323 crore in 2018-19

New Delhi: Amid much debate on economic slowdown, Khadi has a reason to explain the growth! Unpalatable though it may sound, the sector that was believed to be tagged with '*Dadaji*' and '*Netaji*' till five years ago, has made a quantum jump since then. Yes, the Khadi production, which was of Rs 879.98 crore in the year 2014-15, has gone to Rs 1902 crore in 2018-19 – which is a growth of more than 100 percent. Similarly, the Khadi sale was Rs 1310.9 crore in year 2014-15, has gone to Rs 3215.13 crore in 2018-19, recording a growth of over 145 percent.

Jubilant with Khadi's turnover going over Rs 74,323 crore in 2018-19, the Khadi and Village Industries Commission (KVIC) Chairman Vinai Kumar Saxena does not want to believe that it is the maxim of this untapped sector. “Even the Village Industries reached to Rs 71,123.68 crore in 2018-19 with respect to turnover Rs 31,965.52 crore in 2014-15, with a growth rate of 123 percent,” he said, adding, “Khadi has made an average jump of 62 percent in Khadi fabric production in the last five years, i.e. from 103.22 million square meters in 2014-15 to 170.80 million square meters in 2018-19. In the fiscal 2014-15, the share of Khadi in overall Textile production was 4.23 percent, which in the year 2018-19 has gone up to 8.49 percent, which almost the double.”

Laying stress on how the artisan-centric initiatives could make a big impact, Saxena said

that during the last 3.5 years, the KVIC provided more than 32,000 New Model Charkhas and 5,600 modern looms, which has increased the Khadi production. “During this duration, 376 new Khadi institutions have been added along with over 40,000 new Khadi artisans. The KVIC has also created employment through Khadi in the remotest part of the country such as Leh, Ladakh, Kaziranga forest, Sunderban in West Bengal etc.,” he said, adding, “We, for the first time, brought Major Textile corporate like Raymonds, Arvind Mills and Aditya Birla Textiles in Khadi sector for its marketing, which has increased Khadi sale manifold. KVIC also brought major PSUs in the Khadi fold, for purchasing Khadi gift coupons, for their employees – which has given the business of over Rs 100 crore.”

The KVIC Chairman also outlined the introduction of e-marketing through payTM, Shop'nShop and approaching Universities, Colleges, Schools, Municipal Bodies etc. for adopting Khadi Uniforms and ceremonial gowns for promotion of Khadi, which has increased the reach of Khadi among the young generation and made it buyer-friendly. “The introduction of new trendy designs such as Ladies Westernwear, Modi Jacket, Modi Kurta, Vichar Vastra and other high-end products, with high-quality stitching, has changed the image of Khadi,” he said.

Orientation programme on Online e- commerce platform

A meeting to promote Khadi and Village Industries products on On line e- commerce platform was held on 22nd November at State office, Gujarat. Major institutions of Gujarat participated in the meeting . The meeting was chaired by Dy, CEO Marketing R.S.Pandey in the presence of Secretary KVIB Shri Kamal Taylor and Dy CEO I/C Shri S.G. Hedao.



Gujarat Institutions showed keen interest in up growing e- commerce system.

Glimpses of the oath ceremony on the occasion of Vigilance awareness week in State / Field Offices



ON HIS 150TH BIRTH CENTENARY REMEMBERING GANDHIJI AND REVISITING HIS SPINNING WHEEL

Dr Sukamal Deb



Introduction: On his 150th birth centenary we once again recapture what the whole world say about Gandhiji. The world today recognises him as a far more compelling social innovator than humanity ever realised. His life and soul continue to animate humanity transcending national and international

boundaries. His contribution to human development is far too great and varied to have been forgotten or to be overlooked.

We begin this article understanding the advent Gandhiji when Indian economy was struggling against a plan of an interloper to ruin it completely.

Indian economy in pre-British era: The Indian village economy, prior to the advent to the British, was based on the simple division of labour and a self sufficient economy. The



farmers cultivated the soil and tended cattle. Similarly, there existed artisans like weavers, goldsmiths, carpenters, potters, oil pressers, washer-men, cobblers, barbers, and surgeons etc. who did the other secondary sector related works. Moreover, all these occupations were hereditary (Dutt and Sundhram, 2009). The interdependence of agriculture and handicrafts industry provided the basis of localized village economy.

India, which was then divided into small princely states, was famous for its wealth, prosperity, and spices and silk. This is why the traders came to this country from different parts of the world. The Portuguese were the first Europeans, followed by the Dutch, British and French. The British set up the English East India Company for trade. In the words of Dr. Altekar, village as the basic unit of local government in the Indian political history trace back to the Vedic period. He said, "Since earliest times, the village had been the pivot of administration in India. In the later times, even when kingdoms became large, there was no change in the situation, for the village was the natural focal point of administration in a rural society. There is no doubt that village were the real centers of social life and important unit in the country's economy. They sustained the edifice of national culture, prosperity and administration" (Altekar, 1985). The raw materials produced from primary sector were the feed for the handicrafts sector. The craftsmen were paid from the raw materials

produced out of agriculture at the harvest time in lieu of services performed by them. Thus the interdependence of agriculture and Village Industry provided the basis of the village economy to function independently of the outside world. Further, a part of the produce was paid as land revenue ranging from one sixth to one third or one half which was used for administrative purposes and wars by the kings (Dutt and Sundhram, 2009). As said above the British were perhaps the most prominent trader who set up the English East India Company for trade. The advent of the British saw an emergence of a neo politico-economic policy, which aimed at annihilating the traditional industry and handicrafts to find an outlet for its own products in the Indian market. Firstly, it was based on commercialization of Indian Agriculture through exploitative land revenue system and forced production of commercial-crops (cotton, tea and wheat), which helped in draining the wealth from the villages. Secondly, through destruction of the Indian handicrafts by introduction of machine made goods, which were relatively much cheaper than handmade goods. Further, it forced the Indian handicrafts to pay more import duties in England, which made Indian goods much costlier and eliminated the competition for the British goods in England, thus Indian handicrafts exports were completely paralyzed. Direct exploitation of artisans through company agents further compounded the cause for the destruction of the Indian handicrafts (Dutt and Sundhram, 2009). The shear discrimination and oppressive policy

totally led to destruction of the Indian handicrafts vis-à-vis the village self-sufficiency.

Advent of Gandhiji : It was Gandhiji, who pioneered to revive the age-old self-sufficiency (*Gram Swavalamban*) mechanism through decentralized economic growth in the rural areas and had made it a part of the constructive program during the independence movement. Even though the important role of 'Spinning Wheel' was discovered to his mental vision in 1908, its actualisation happened in 1918 only when he launched the concept of '*Charaka*' (Chakrabarti, 2000, Seminar Paper, Bhardwaj, 2012). Gandhiji had realized that the dent made in the rural society and its economy by machine economy, so he advocated Khadi & Village Industries (KVI) for self sufficiency of the villages. The KVI played a pioneering role in restoring the lost glory of the time tested self-employment model, the model of just distribution of wealth, the model that generate maximum number of employments, the model that employs local resources and local talent to produce for masses. He worked for the removal of untouchability and low status of the artisans so that the artisans could get their due place and share in the rural society, its economy and their development. These profound ideas culminated in the '*Sarvodaya*' concept had facilitated the development of rural economy. He brought about new dimension to the word '*Swadeshi*' in this correlation. Etymologically the word *Swadeshi* has only the limited meaning of one's own country. But by adopting it as a vow for

self-discipline, Gandhiji transformed a simple idea into a key concept in his ethical scheme. Gandhiji considered *Swadeshi* as the law of laws ingrained in the basic nature of man. In its ultimate spiritual sense it stood for the final emancipation of the soul from her earthly bondage and realising her oneness with all life. In the light of this understanding Gandhiji defined *Swadeshi*. Thus '*Swadeshi* is the spirit in us which restricts us use and service of our immediate surroundings to the exclusion of the far remote'. He further explained that *Swadeshi* was the spirit within, which dictated one to serve his next door neighbour to the exclusion of any other. This definition of *Swadeshi* might seem to go against the spirit of universal love and service advocated by Gandhiji. The law of *Swadeshi* was based on recognition of the scientific limitation of human capacity for service and as on the perception that 'all living beings are neighbour of one another so that a person's every act has a beneficial or harmful influence on one's immediate neighbour. This would consequently exert a positive impact on the entire humanity'. As Gandhiji pointed out the law of *Swadeshi* did recognise the fact that there were good men who left their own place and move all over the world serving their non-neighbour. Their activity was not an exception to the law of *Swadeshi*, only their capacity of service was greater. But we must remember that a common man cannot do uncommon work. According to Gandhiji, the law of *Swadeshi* was the *swardharma* of the Gita interpreted in terms of one's physical environment. Gandhiji warned

the votaries of *Swadeshi* against making fetish. Gandhiji advocated Khadi as the necessary and most important corollary of the principle of *Swadeshi* in its application to society and ingrained a much wider sense by symbolic representation through Khadi. Thus it is not merely a piece of cloth but definitely much more in real interpretation. It is expected that a votary of *Swadeshi* to study carefully his environment and to help his neighbours whenever possible by giving preference to locally manufactured products even if they were of an inferior grade or dearer in price than things manufactured elsewhere (Chowdhury, 2007). Initially, KVI was entirely a non-governmental effort under the inspired guidance of Gandhiji for whom percent of this wasted terracotta powder, the potter will save at least Rs 520 in it. It will also create more job opportunities in the villages from this machine.”

On this occasion, KVIC Chairman also distributed 200 Electric Potter Wheels and other pottery machines among the villagers, which would not only create 900 new jobs, but also meet the growing demand of terracotta products at Varanasi station. Ministry of Railways vide letter dated 16th Jan 2019 approved the proposal of KVIC and directed Zonal Railways and IRCTC "to take urgent necessary action to ensure use of locally produced , environmentally savvy terracotta products like Kulhad, glasses and plates for serving catering items to passengers through all static catering

units at Varanasi and Raebarly Railway Stations with the immediate effect so that local terracotta product manufacturers could easily market their products.

This machine must be a boon for the potters as Union Minister of MSME Nitin Gadkari had already proposed to introduce kulhads and other terracotta products at 400 prominent Railway Stations, to provide impetus to handicrafts and small businesses. The proposal is under active consideration of the Railways.

It may be noted that the KVIC, in its commitment to be an active participant in Swachh Bharat Abhiyaan, had earlier derived a proportional way to reduce one of the biggest problems of contemporary world, i.e. plastic menace, under its unique project named REPLAN (REducing PLAstic in Nature). In this project, the waste plastic from nature is collected, followed by the process of cleaning, chopping, beating and treatment for softness. After that, it is mixed with the paper raw material i.e. cotton rags pulp in a ratio of 80 % (pulp) and 20% (plastic waste) and finally plastic-mixed handmade paper had started being manufactured at Kumarappa National Handmade Paper Institute (KNHPI), a KVIC unit at Jaipur, which has so far sold over 6 lakh handmade plastic mixed carry bags since September 2018. Village Industries was a subject very close to his heart. He wanted to transform our villages (in his own words) from being 'Dung Heaps' to 'Garden of Eden' (Gandhi,

The Village of My Dreams, 1936).

Relevance of his Way: The Gandhian strategy of 'rural construction' is based on his programme of '*village swaraj*' and the '*Swadeshi*' movement. Under these two programmes, he introduced many, apparently, very simple activities like charkha, revival of household / cottage industries and village handicrafts, village sanitation and hygiene, basic education (*Nai Talim*) for harmonious development of the whole personality etc. Gandhiji advocated a self-sufficient village economy and self-reliant village community and emphasised the full utilisation of local resources for development purposes. Mahatma Gandhi was not only a freedom fighter but also a great thinker of 20th century. His views on rural reconstruction were an integral part of his philosophy of life which is characterised by truth and non-violence, respect for human nature, dislike for all kinds of injustice and exploitation. Gandhiji did express his views on a number of economic and social issues. Since majority of the population of India lives in villages he paid more attention to the problems of the villages. True Economics, according to Gandhiji, must be life-

oriented and a servant of humanity at large. Gandhiji was not a pessimist. He declared 'earth provides enough to satisfy every man's need but not for every man's greed. He anticipated the problems of unplanned growth and emphasised that the aim of economic planning should stand on self-sufficiency, full employment and decentralisation of power. To him promotion of the village industries is basic to the economic development of the country.

The present strategy of rural development mainly focuses on poverty alleviation, better livelihood opportunities, provision of basic amenities and infrastructure facilities through innovative programmes of wage and self-employment. This contemporary or so called modern approach may virtually look like going well but one who understand Gandhiji and his approach to rural development the way he conceived finds missing many vital elements of development.

to be continued.....

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PRESS Coverage

400 रेलवे स्टेशनों पर मिट्टी के कुल्हड़ में मिलेगी चाय

दिल्ली | हिन्दुस्तान टाइम्स

खादी एवं ग्रामोद्योग आयोग ने राष्ट्रीय ग्रामीण विकास समिति के माध्यम से रेलवे स्टेशनों पर कुल्हड़ में चाय विक्री करने का अहम निर्णय ले लिया है। इसका संघर्ष लघु एवं मध्यम उद्यम मंत्रालय को मिलेगा। उन्होंने बिलेट के 300 लाखों परी की 90 इकाइयों का निर्माण करवाया है।

कि-छादी ग्रामीणों को रोजगार के अभाव में रोजगार मिलेगा। इसमें प्रयोग में आने वाले कुल्हड़ को तैयार करने में 10 लाख रुपये का अनुमान है।

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रैका लबाना में बांटी 40 इलेक्ट्रिक पॉटरी मशीनें

मुंबई | हिन्दुस्तान टाइम्स
राज्य सरकार के खादी एवं ग्रामोद्योग आयोग ने मुंबई में 40 इलेक्ट्रिक पॉटरी मशीनें बांटी हैं।

इस प्रोजेक्ट का उद्देश्य ग्रामीणों को रोजगार के अभाव में रोजगार मिलेगा। इसमें प्रयोग में आने वाले कुल्हड़ को तैयार करने में 10 लाख रुपये का अनुमान है।

सिस्टमकेट टैक्सर सम्मानित किया गया | एस.एस.एस. का आभिनन्दन किया | व्याख्याताओं पर व्याख्यान दिया।

खादी निर्यात के लिए इंटरनेशनल लेवल की पैकिंग करें

जागरण संवाददाता, कुरुक्षेत्र: खादी के उत्पाद किसी भी मामले में इंटरनेशनल मार्केट तथा ब्रांडिंग उत्पादों से कम नहीं हैं बशर्ते कि इनकी अच्छी पैकिंग तथा मार्केटिंग की जाए। सूक्ष्म लघु एवं मध्यम उद्यम मंत्रालय के सचिव अरुण कुमार पांडा ने कुरुक्षेत्र में खादी ग्रामोद्योग संघ मिर्जापुर नरड का दौरा करने के पश्चात यह निर्देश दिए।



खादी ग्रामोद्योग संघ मिर्जापुर नरड में पहुंचने पर सूक्ष्म लघु एवं मध्यम उद्यम मंत्रालय के सचिव अरुण कुमार पांडा को स्मृति चिह्न भेंट करते हुए सहायक सैनी व अन्य

संस्था के सचिव सतपाल सैनी ने अरुण कुमार पांडा तथा बशपाल सिंह सहित अन्य अधिकारियों का स्वागत किया। इस मौके पर केंद्र में पौधारोपण भी किया गया। संस्थे के सचिव सतपाल सैनी के साथ आरडीपी के अंतर्गत सतपाल वाले कामगारों व बुनकरों से मिले। पांडा ने विस्तार से कारीगरों के साथ उनके काम और समस्याओं और चर्चा की। पांडा ने माना कि खादी का विस्तार

अब विदेशों में भी बहुत तेजी से हो रहा है और विदेशों में भी खादी लोगों को पसंद बनती जा रही है। इस दौरान पांडा ने खादी केन्द्र पर काम कर रहे लोगों का मार्गदर्शन किया कि कैसे खादी के कपड़ों को ब्रांडिंग बनकर लोगों तक पहुंचा जाए। पांडा ने कहा कि नेशनल फैशन इंस्टीट्यूट आफ डिजाइनिंग के साथ मिलकर खादी में काम कर रहे कामगारों और कर्मचारियों को मार्केट की नई मांग

के अनुसार प्रशिक्षण दिया जाना चाहिए। मार्केट के अच्छे ब्रांड को फॉलो कर अपनी कमियों को भी खोजना चाहिए कि क्या कि अच्छी खादी कैसे की जाए। उन्होंने कहा कि खादी केन्द्रों को अपने उत्पाद मुम्बाई, चेन्नई, हैदराबाद इत्यादि मैट्रो सिटी तक भी पहुंचाना चाहिए। इससे खादी के कपड़े अच्छे रेट और लाभ के साथ बिकेंगे तो बुनकरों और कामगारों को भी अच्छा पैसा मिलेगा।



खादी निर्यात के लिए अच्छी पैकिंग और ब्रांडिंग पर व्याख्याताओं पर व्याख्यान दिया।

KVIC takes action against Sales Outlets Found Indulging Malpractices

KVIC takes action against sales outlets found indulging malpractices. In a swift but stern action taken by KVIC management, 11 out of 13 outlets of KVIC, a government institution, were sealed for indulging in malpractices in the state of Maharashtra.

The 11 outlets which were sealed are: Mumbai, Khadi Handloom, Khadi Handloom, Khadi Handloom, Khadi Handloom, Khadi Handloom, Khadi Handloom, Khadi Handloom, Khadi Handloom, Khadi Handloom, Khadi Handloom.

The KVIC officials took action against the outlets for indulging in malpractices. The KVIC officials took action against the outlets for indulging in malpractices.

AAJEEB India Inter Zonal Badminton Tournament commenced at Mumbai

Millennium Post, Delhi
Tuesday, 5th November 2019, Page: 2
www.millenniumpost.com

Kannauj all set to regain its lost glory

FROM PERFUMERIES TO APIARIES

Kannauj is a town in Uttar Pradesh, India, known for its perfumery industry. The town has a rich history of perfumery, with many families having been involved in the industry for centuries. However, the industry has declined in recent years due to various factors, including the entry of multinational companies and the changing tastes of consumers.



The project aims to revive the traditional perfumery industry in Kannauj. This is being done through various initiatives, including providing training to local artisans, promoting local products, and creating a supportive environment for the industry to flourish once again.

3 नवम्बर को होगा विद्युत चाक, टूल किट मौनपालन बाक्स वितरण कार्यक्रम

लोकभारती न्यूज ब्यूरो
काशी। खादी और ग्रामोद्योग आयोग, सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय भारत सरकार द्वारा किया काशी में चर्चे विशेष के तहत 100 चर्चे विशेष कार्यों को एक दिवसीय प्रशिक्षण देकर टूल किट वितरण तथा 100 पावरपागत कुपारों को 10 दिवसीय प्रशिक्षण देकर उन्हें विद्युत चाकिट चाक वितरण किंचे जाने का लक्ष्य है।

100 कुपारियों को और चर्चे विशेष के तहत 100 चर्चे विशेष कार्यों को एक दिवसीय प्रशिक्षण देकर टूल किट वितरण तथा 1000 सीएच प्रकल्पों का वितरण किया जाएगा। इसके क्षेत्र के लगभग 1000 चर्चे विशेषों को रोजगार उपलब्ध होगा।



PRESS Coverage

लिए, पारसगंगा लागत करण म प्रदेश का एक मास्टर प्लान प्रस्तुत बड़ अवसर पदा हांग।

अनुचित व्यापार व्यवहार में लिप्त बिक्री आउटलेट्स के खिलाफ केवीआईसी ने उठाये कदम

मुंबई। खादी और ग्रामोद्योग आयोग (केवीआईसी) प्रबंधन द्वारा की गई एक तत्पर एवं कठोर कार्रवाई में खादी और ग्रामोद्योग आयोग द्वारा मान्यता प्राप्त मुंबई खादी और ग्रामोद्योग संघ के 13 में से 11 आउटलेट संस्थान को अनुचित व्यापार व्यवहार में लिप्त होने के कारण सील कर दिया गया है।

मुंबई खादी एसोसिएशन केवीआईसी से जुड़ी सबसे पुरानी सहायता प्राप्त खादी संस्था से संबद्ध है। इस बात का खुलासा तब हुआ जब वर्ष 2017-18 के दौरान, एसोसिएशन के खादी भवन के नियमित भौतिक सत्यापन

के भाग के रूप में, केवीआईसी के अधिकारियों ने कपड़े के कई नमूने लिए। इस परीक्षण में नमूने गैर-खादी साबित हुए थे।

केवीआईसी ने इस अनाचार को गंभीरता से लेते हुए मुंबई खादी संघ को कारण बताओ नोटिस जारी किया है और कड़ी कार्रवाई के लिए चेतावनी दी है।

पूर्व में उसी दुकान के खिलाफ एक उपभोक्ता द्वारा खादी के नाम पर गैर-खादी उत्पाद बेचने की शिकायत भी दर्ज की गई थी। खादी और ग्रामोद्योग आयोग प्रबंधन ने इस बात की गंभीरता से लेते हुए मुंबई खादी एसोसिएशन को उनके आचरण की विवेचन के पर्यव

उचित अवसर देने के बाद खादी और ग्रामोद्योग आयोग ने खादी मार्क एवं खादी प्रमाणपत्र जून 2019 को निरस्त कर दिया।

किन्तु, यह पाया गया कि मुंबई खादी एसोसिएशन ने खादी मार्क सर्टिफिकेट निलंबन के बावजूद भी खादी मार्क और लेबल के साथ उत्पादों की बेचना जारी रखा। इस धोखाधड़ी के अलावा, यह भी पाया गया कि खादी और ग्रामोद्योग आयोग द्वारा खादी गतिविधि के संचालन के लिए, मुंबई खादी संघ को दिए गए 2 करोड़ रुपये से अधिक के ऋण का भुगतान भी संघ ने खादी और ग्रामोद्योग आयोग को नहीं किया है।

रहा। थोड़े से इस भारतीय आगे भी कर सक आखिरी में तेजी निपटी त करीबन स्टॉक ए शोयरी पर सेंसेक्स में शुक्र

आ कि नई में आप में बदल आइडेंटि

शिविर म ग्रामीणों को दी रोजगार संबंधी जानकारी



मुंबई। खादी और ग्रामोद्योग आयोग (केवीआईसी) द्वारा आयोजित शिविर में ग्रामीणों को रोजगार संबंधी जानकारी दी गई।

शिविर में ग्रामीणों को रोजगार संबंधी जानकारी दी गई। शिविर में ग्रामीणों को रोजगार संबंधी जानकारी दी गई।

भारत सरकार

कुल्हड़ में चाय; जयपुर समेत प्रदेश के 21 रेलवे स्टेशनों पर जल्द शुरू होगी व्यवस्था, राजस्थान में 1500 से ज्यादा इलेक्ट्रिक चाक बांटे गए

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आज जिले में खादी और ग्रामोद्योग आयोग अध्यक्ष कनौज

तीन नवम्बर को खादी और ग्रामोद्योग आयोग अध्यक्ष इन्द्रनगरी में रहेंगे। तिरवा के राजकीय मेडिकल कॉलेज में यह 300 लाभार्थियों की चर्म शिल्प क्रिट, बिजली चालित चाक व भौन पहलन बाँक्स बाँटेंगे।

खादी और ग्रामोद्योग आयोग राज्य निदेशक एसके मिश्र ने बताया कि तीन नवम्बर को सुबह साढ़े 10 बजे से शुरू होने वाले कार्यक्रम के मुख्य अतिथि अध्यक्ष खादी और ग्रामोद्योग, सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय भारत सरकार विनय कुमार सक्सेना होंगे। विशिष्ट अतिथि सुब्रत पाठक व डीएम रवींद्र कुमार भी मौजूद रहेंगे। राज्य निदेशक ने बताया कि लेंडर ड्राफ्ट मिसन के तहत चर्म शिल्प क्रिट, कुंभकार सशक्तिकरण मिसन के तहत बिजली चालित चाक व हनी मिसन के अंतर्गत भौन पहलन के बाक्स का लाभ मिलेगा। तीनों तरह के 100-100 लाभार्थियों को लाभ मिलेगा।

मध्याशीपालनावर आधारित 'मधुक्रांती' परिसंवादाचे आयोजन

वार्षिक (प्रतिनिधी) : पीक उत्पादन वळ आणि पंप संकलन-व्या इतर उपयुक्त पदाकीचे संकलन करण-व्या मध्याशायांना कितरेय महत्त्व आहे. या संदर्भातील सविस्तर माहिती उपलब्ध होण्याच्या हेतूने "मधुक्रांती २०१९" या राज्यस्तरीय परिसंवाद व प्रदर्शनचे आयोजन ६ ते ८ डिसेंबर या कालावधीत करण्यात आले आहे.

मुक्ताड ताडत्यागीतील पिंपळगण बसवत येथील मुक्ताडरोपरील बसवत गावर्न येथे परिसंवाद होईल. शासक शैली आणि उद्येककोशिता आचम्यक मध्याशी पालन, हे सूत्र परिसंवादाच्या केदर्याची असणार आहे. राज्यतील कुमी क्षेत्रातील तज्ज्ञ मार्गदर्शन करणार आहेत. दररोज तीन प्रकाश हा कार्यक्रम होईल. यामध्ये मध्याशी पालन संघर्षात तज्ज्ञ मार्गदर्शन करतील.

राज्यात मध्याशीपालन आणि मध्यक्रिया उद्योगात विशेष योगदान दिलेल्या व्यक्तींचा सत्कार केला जाईल. वरिष्ठ कुमी शास्त्रज्ञ डॉ. भास्कर गाभकवाड हे परिसंवादाचे सान्म्यक अस्पृ डॉ. तुकाराम निगम मार्गदर्शक असतील. परिसंवादात डॉ. बी. बी. पवार, एस. एम. थोकरे, डॉ. बी. एस. शेकाळे, डॉ. व्ही. एस. पवार, अश्विनीनथे वरिष्ठ उपसंवादाक मंशा मुंडले, संजीव कुमार टोमर, डॉ. जे. के. पुरकर, जयम सहाये, डॉ. सुधा मुंजाळ, महामेव वाघय, सुरेशा पुंड, डॉ. डॉ. अर. पाटील, नानासाहेब पाटीलनादी मान्यवर उपस्थित राहणार आहेत. या कार्यक्रमास उपस्थित राहणाऱ्यांचे आवाहन अपोवकसंकेत करण्यात आले आहे.

यांचा होणार सन्मान
डॉ. आर. पी. फडके (पुणे), डॉ. के. के. शीरकर (पुणे), डॉ. तुकाराम निगम (नाशिक), डॉ. मिलिंद वाकोकर (पुणे), डॉ. धर्मराय वाखळे (पुणे), डॉ. गोपाल पालोवाल (वर्धा), दिगंबर पाटील (लाहूर), क्विक छालेकर (वर्धा), विद्यानंद अशिरी (जळगाव), लैलम डैमसे (नाशिक), नानासाहेब झोले, कल्लू वानड (छाणे)

कुम्हारों को दिया विद्युत चालित चाक का प्रशिक्षण

राज्य, पीकेडी, विनय विनय में आयोजित शिविर में ग्रामीणों को रोजगार संबंधी जानकारी दी गई।

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PRESS Coverage

From perfumeries to apiaries, Kannauj to regain its lost glory

By Mail Today Bureau in New Delhi

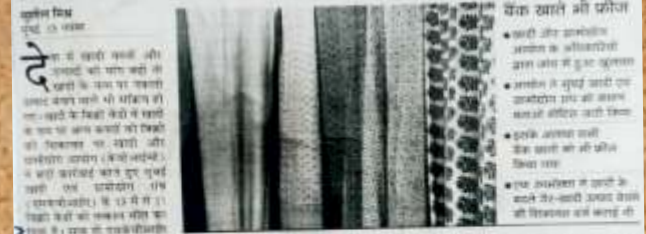
In a meeting with Lok Sabha MP Babur Prasad Sinha (UP), Prime Minister Narendra Modi raised 300 crores over the next five years to support the growth of high quality products from rural areas...



It is a meeting with Lok Sabha MP Babur Prasad Sinha (UP), Prime Minister Narendra Modi raised 300 crores over the next five years to support the growth of high quality products from rural areas...

Kannauj to regain its lost glory as the hub of perfumery, honey, and other products...

मुंबई में 11 खादी बिक्री केंद्र सील बिक्री केंद्रों में गैर खादी उत्पाद बेचने का आरोप, आठोंग ने की कार्रवाई



मुंबई में 11 खादी बिक्री केंद्रों में गैर खादी उत्पाद बेचने का आरोप, आठोंग ने की कार्रवाई... खादी बिक्री केंद्रों में गैर खादी उत्पाद बेचने का आरोप...

बेरोजगारी वहीं जहां लोग नहीं करते मेहनत : विनय छोट्टे उद्यमों को [लिखित] देने पर धिया जोर, बांटे उपकरण... A news snippet with a photo of a man speaking.

स्वरोजगार स्थापना को आएं आगे... A news snippet with a photo of a group of people, including a woman in a red sari.

लवकरच मधाळ चहा मिळणार : गडकरी... नवी दिल्ली : आरोग्य पोषक पदार्थ म्हणून साक्षात्पुढीपेवजी मध्याच्या चहाच्या मधाळ चहाची लवजत चाखता येणार आहे. मोजका प्रमाणावर प्यावच्या चहाचाच (हनी क्युअर) उत्पादन करू कवणपणार येणार आहे, असे केंद्रीय सूक्ष्म-लघु आणि मध्यम उद्योगसंबंधी नितिन गडकरी यांनी मुंबईची नोकसभेत टिळी. लघु किंवा कुटीर उद्योगांची उत्पादने विकण्यासाठी 'भारत क्लॉउट' ई-कॉमर्स प्लॅटफॉर्म सुरू करण्यासाठी सरकार स्टेट बँक ऑफ इंडियाची संधी करित आहे. प्रामोद्योगाला घालना देण्यासाठी सरकार प्रयत्न करीत आहे. यातहत येत्या काही महिन्यांत खादी प्रामोद्योग आयोग मध्यप्रदेशाचे उत्पादन बाजारात आणणार असल्याने साकारणेची पर्यायाची मध्यप्रदेशाचा पोषक पदार्थ उपलब्ध होणार आहे. सरकार यासाठी उत्पादन केंद्र स्थापना करणार आहे, असे गडकरी यांनी यावेळी सांगितले. सूक्ष्म-लघु आणि मध्यम उद्योग क्षेत्रात (एमएसएमई) यापैकी ८५ हजार कोटी रुपयांचा व्यवसाय होण्याची शक्यता आहे.





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