



कामये दुखताभानाम्।
प्राणिनाम् आतिनाशनम्॥

Vol.65

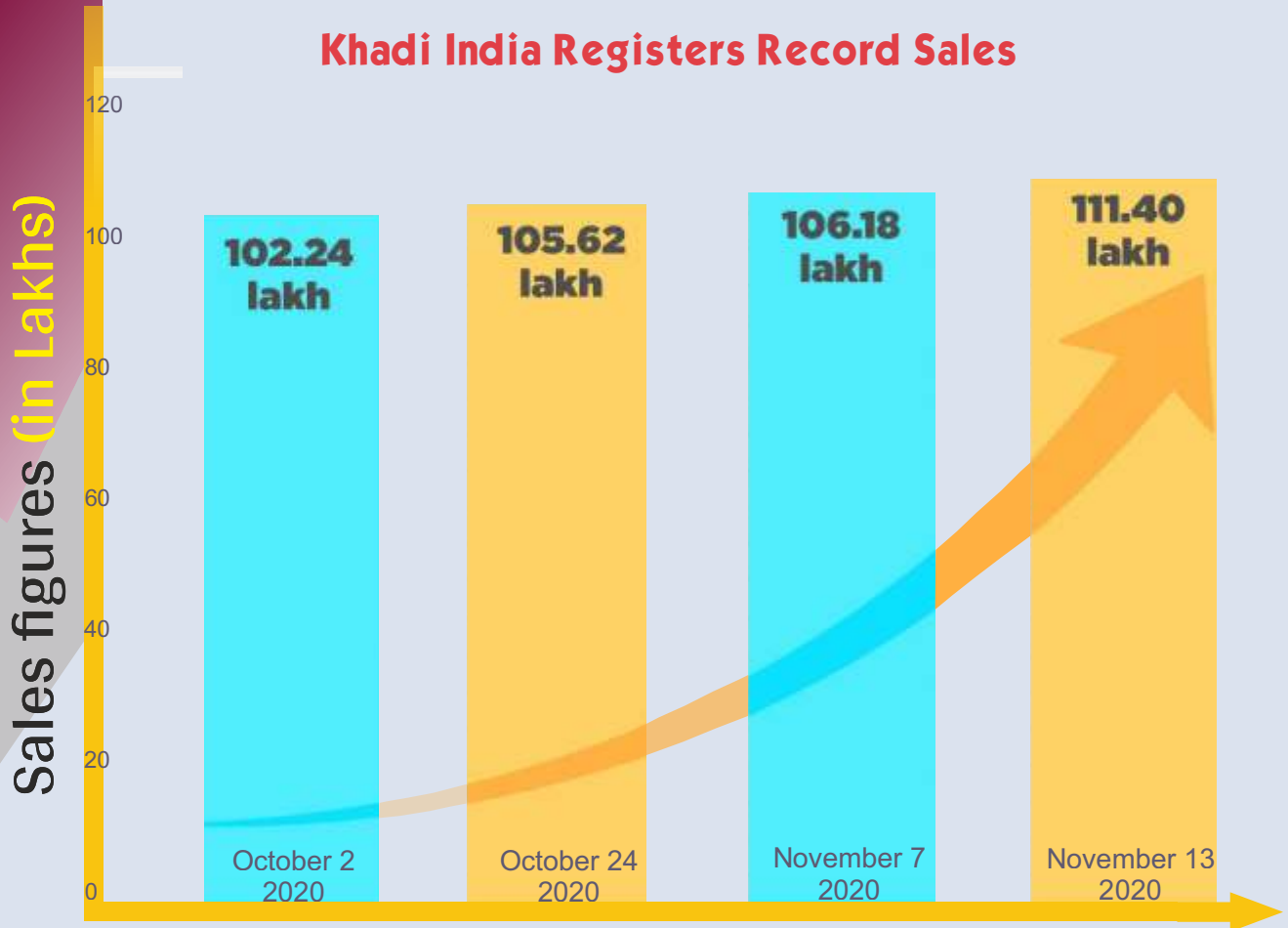
KVIC

No.01

Jagruti

Mumbai

December, 2020



**Single day sale
at flagship CP Outlet crosses Rs. 1 cr
multiple times in 40 Days**

Vol. 65
No. 01

Mumbai
December-2020

EDITORIAL BOARD

Chairman

Ms. Preeta Verma

Editor

M.Rajan Babu

Associate Editor

Smitha G Nair

Sub Editor

Usha Misra

Jr. Sub Editor

Shiv Dayal Kushwaha

Layout and Design

Shiv Dayal Kushwaha

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
E-mail: editorialpublicitykvic@gmail.com
Website: www.kvic.org.in

Opinions expressed in articles published in this journal do
not necessarily reflect the views of the
KVIC or of the Editor.

News Update

3 to 21

Khadi Registers Record Sale.....	
Minister inaugurates Virtual Bamboo Exhibition.....	
KVIC's e-portal Brought Early Diwali for empowered Potters.....	
KHADI Bringing Smile by Creating Employment in Kargil-Leh.....	
Arunachal Pradesh School Children to Wear Khadi Face Masks.....	
KVIC Inaugurates Khadi Exhibition in Varanasi.....	
KVIC's Workshed Scheme Spreads Smiles with Concrete House for Khadi Artisans in North East	
Chairman, KVIC speaks on "Harnessing entrepreneurship opportunity in spices in India".....	
KVIC's Honey Mission Earns First I-yincome for Migrant Workers.....	
KVIC Observed Constitution Day.....	
CAUTION NOTICE.....	

Press Coverage and Social media 22-24





Khadi Registers Record Sale

Single-day sale at flagship CP Outlet crossed Rs. 1 cr. for 4 times in 40 Days

Overcoming the economic distress and the fear surrounding Corona pandemic, this festive season has yielded great dividends to the Khadi artisans with a record sale of Khadi products. In just 40 days since October 2 this year, Khadi's single-day sales figure has crossed Rs 1 crore mark for 4 times at the flagship Khadi India outlet at Connaught Place in New Delhi.

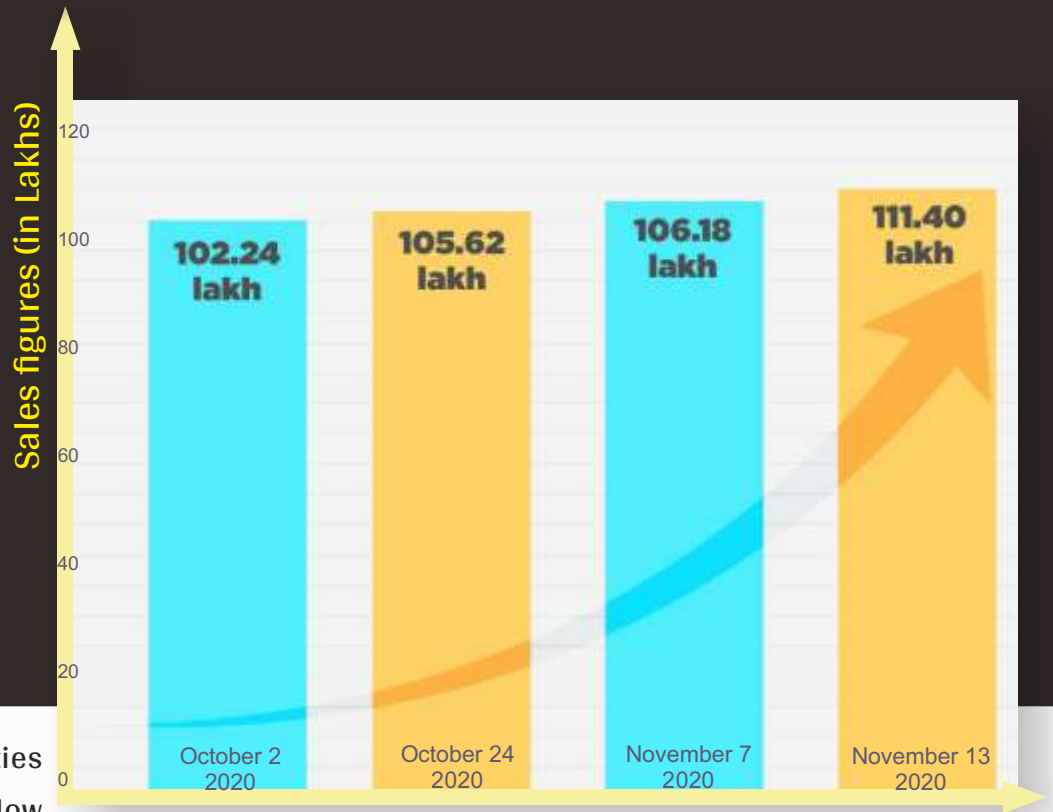
On November 13, the total sale at this outlet stood at Rs 1.11 crore, the highest single-day sale figure recorded this year. Ever since the business activities resumed after the lockdown, Khadi sales figure touched Rs 1.02 crore mark on Gandhi Jayanti (October 2) this year followed by

Rs 1.05 crore sales on October 24 and Rs 1.06 crore on November 7.

Earlier in 2018, the single-day sale had also crossed the Rs 1 crore mark on 4 occasions with the highest single-day sale for the year touching Rs 1.25 crore on October 13. Khadi's highest ever single-day sale was recorded at Rs 1.27 crore on October 2, 2019. Notably, before 2016 Khadi's single day sale had never crossed the Rs 1 crore mark. On October 22, 2016, the single day sale at Khadi India outlet in CP had reached Rs 116.13 crore.

KVIC Chairman Shri Vinai Kumar Saxena attributed the massive sale figures to the frequent appeals of the Hon'ble Prime Minister to promote "Swadeshi", particularly Khadi. "It is heartening to see a large number of Khadi lovers coming out to support artisans who form the backbone of the Khadi and Village Industries sectors. Despite the pandemic, Khadi artisans

Khadi India Registers Record Sales at Delhi CP Outlet



kept the production activities going in full vigor and the fellow countrymen have reciprocated with the same zeal,” Saxena said, adding despite the economic slowdown, KVIC has managed to maintain the pace of Khadi's growth.

The tremendous sale of Khadi products this year assumes greater significance. While almost all activities were suspended during the Covid-19 lockdown, KVIC continued with its diverse activities across the country that includes the manufacturing of face masks and personal hygiene products like hand wash and hand sanitizers apart from a vast range of fabric and village industries products. The lockdown had a severe bearing on the livelihood of Khadi artisans but the Hon'ble Prime Minister's appeal for “Aatmanirbhar Bharat” and “Vocal for Local” infused a new life into the local manufacturing

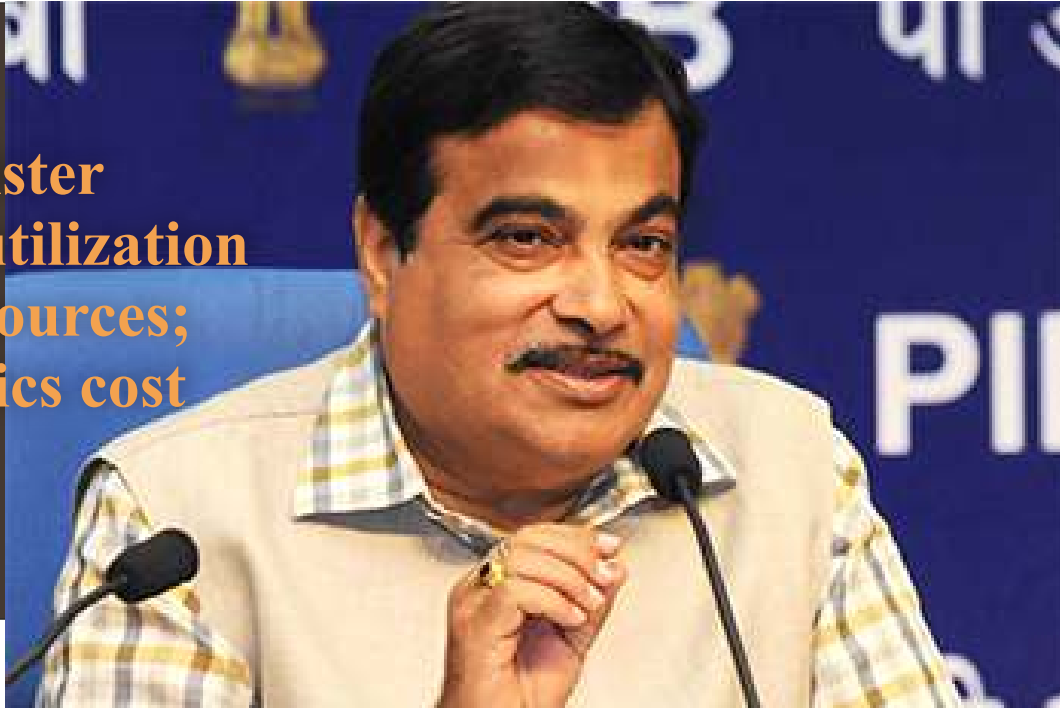
particularly the Khadi and Village Industries sectors.

Khadi's Single Day Sale Figure

- ⇒ October 04, 2014 - Rs. 66.81 lakh
- ⇒ October 02, 2015 - Rs. 91.42 lakh
- ⇒ October 22, 2016 - Rs. 116.13 lakh
- ⇒ October 17, 2017 - Rs. 117.08 lakh
- ⇒ October 02, 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 02, 2019 - Rs. 127.57 lakh
- ⇒ October 02, 2020 - Rs. 102.24 lakh
- ⇒ October 24, 2020 - Rs. 105.62 lakh
- ⇒ November 07, 2020 - Rs. 106.18 lakh
- ⇒ November 13, 2020 - Rs. 111.40 lakh



MSME Minister calls for greater utilization of Bamboo resources; reducing logistics cost



Minister inaugurates Virtual Bamboo Exhibition

Shri Nitin Gadkari Union Minister of Road Transport & Highways and MSMEs has emphasized upon the need of more intensive use of bamboo resources of the country. Inaugurating a virtual Bamboo Exhibition today at Webinar, he said that bamboo has a variety of uses in various fields like buildings and interiors, handicrafts, agarbatti making, garments, bio-fuel resource, etc.

Shri Gadkari asked various sectors to utilize various modes and methods to bring down logistics costs including choosing more cost-efficient transit mode like water, rail or road. He informed that a 3 metre dredging of Brahmaputra River has made it possible to use waterways for transporting goods. Using river transport would come very handy in transportation cost reduction for Bamboo and Bamboo products originating from North East.

Shri Gadkari also asked Ministry of DONER to formulate a comprehensive Bamboo Policy as

most of the Bamboo is produced in North East. The Minister recalled how he took up the matter of doing away with the need of permission to cut bamboos with the Prime

Minister who directed the Forest Authorities to follow suit as bamboo fall in the category of grass with the character of regeneration.

Calling for production of high yielding bamboo varieties, he said, for industrial use bamboo yield should be 200 tonnes per acre against about 40 tonnes per acre in case of some varieties. The greater yield and wider bamboo usage will open up more employment generation especially in North East India.

Shri Gadkari advised that Bamboo sticks may be reduced to bamboo bales so that moisture is

removed therefore making transportation easier and further cheaper as also increasing its calorific value. He suggested IITs may be roped in to undertake a pilot project in this regard.

He also suggested making available more incentives to Bamboo production, processing and handling and said this will go a long way in developing the bamboo based industry.

Union Minister of State (Independent Charge) Development of North Eastern Region (DoNER), Dr Jitendra Singh said that India is destined to play a major role in Post-COVID economic resurgence and North Eastern Region will play a crucial role in it with full exploitation of huge Bamboo resources. Union Minister said that it is imperative to make Bamboo a Pan India perspective for its growth and utilization. He said that Bamboo will be the new fuel of New Engine that is North East for India's growth story.

Dr. Jitendra Singh said that Ministry of DoNER and North Eastern Council is taking all measures for tapping Bamboo resources and technical know-how at all India level. He said that Ministry had already decided to develop three Bamboo Clusters in Jammu, Katra and Samba areas for making of Bamboo basketry, Agarbatti and Bamboo Charcoal as well as setting up of Bamboo Technology Centre. The Minister said that his Ministry is already exploring Bamboo reserves in

different parts of the country for exploitation of its full potential. He said, during the last four years, Ministry of DoNER has sanctioned 17 projects for development of bamboo in NE States, including a Bamboo Industrial Park at Dima Hasao in Assam.

The Union Minister said that around 40% area under bamboo is in North Eastern States. However, this potential of Bamboo for North Eastern Region not being fully utilized due to restrictions in movement of Bamboo under Indian Forest Act, 1927. He said, the sensitivity with which the Modi government views the importance for the promotion of Bamboo is evident from the fact that it has amended the century old Indian Forest Act by taking home grown bamboo out of the purview of the Forest Act, in order to enhance livelihood opportunities through bamboo.

Dr Jitendra Singh said, another major reform was to increase the import duty on bamboo sticks raised to 25%. This decision has paved the way for setting up of new Agarbatti stick manufacturing units to meet the ever-growing demand of Agarbatti in India. He said, the Agarbatti industry has 5 to 6 thousand crore of market share in India, but bulk of it were imported from countries like China and Korea.

Dr Jitendra Singh said that Bamboo has great potential for its use as a clean source of energy and can also replace the single use plastic, thus promoting the environment and Climate cause in India.

Secretary DONER Dr Inderjit Singh also spoke on the occasion.



KVIC's e-portal Brought Early Diwali for empowered Potters

Khadi's online sale has brought good fortune for its empowered potters this Diwali. Earthen lamps (Diya) made by these potters in the remote parts of Jaisalmer and Hanumangarh districts in Rajasthan are reaching every corner of the country, thanks to Khadi India's e-portal.



Khadi and Village Industries Commission (KVIC), this year, for the first time, decided to sell diyas to online and through stores to become foot soldiers of the Prime minister's vision of Vocal for Local. KVIC launched online sale of Diyas on October 8, and in less than a month, nearly 10,000 diyas have already been sold online. Huge demand for Khadi's clay diyas was seen from the very first day of its launch and in less than 10 days, a majority of designer diyas were completely sold out.

Following this, KVIC launched new sets of designer diyas that are also in huge demand. The sale of diyas

is further rising with Diwali inching closer.

KVIC has launched 8 types of designer diyas that are priced nominally between Rs 84 and Rs 108 for a set of 12 pieces. KVIC is also offering a discount of 10% on these diyas. KVIC potters have expressed happiness that they are earning Rs 2 to Rs 3 on sale of every diya. Khadi's designer diyas are available at www.khadiindia.gov.in.

KVIC is also selling diyas and other clay items such as Laxmi-Ganesh idols and other decoratives through its outlets in Delhi and other cities. These idols are being made by potters in Varanasi, Rajasthan, Haryana and other states and are fetching good

income for the potters. Diyas, on the other hand, is being procured from KVIC units in Pokharan in Jaisalmer and Rawatsar

in Hanumangarh district in Rajasthan. Over 10,000 diyas have also been sold through various Khadi outlets.



Contd on pg no....11

KHADI Bringing Smile by Creating Employment in Kargil-Leh

The calm and quaint Himalayan terrains of Kargil and Leh are booming with production activities as a result of the self-sustainable employment created by Khadi and Village Industries Commission (KVIC) in the region.

Since the year 2017-18, KVIC has set up nearly 1000 different small and medium manufacturing units under its flagship Prime Minister Employment Generation Program (PMEGP) scheme in Kargil and Leh creating over 8200 employments for local youths in just three-and-half years and released margin money to the tune of Rs 32.35 crore since 2017-18 to support these units.

From cement blocks manufacturing to manufacturing of iron and steel items, automobile repair workshops, tailoring units, wooden furniture manufacturing units, wood carving units, cyber cafe, beauty parlors and manufacturing of gold jewellery etc



are the few which the KVIC has supported thus enabling the locals to earn respectable livelihood. Even during the first six months of 2020-21, which has been marred by the Covid-19 lockdown, KVIC helped locals to set up 26 new projects in Kargil and 24 new projects in Leh in different sectors that created 350 jobs in the two regions.

Notably, KVIC is the nodal implementing agency for the PMEGP scheme. From 2017-18 to 2020-21 (up to September 30), KVIC established 802 projects in Kargil and 191 projects in Leh region creating 6781 jobs in Kargil and 1421 jobs in Leh respectively. While KVIC disbursed Rs 26.67 crore as margin money for these projects in Kargil, it disbursed Rs 5.68 crore in the Leh region during this period.

KVIC Chairman Shri Vinai Kumar Saxena attributed this employment spree in Kargil and Leh to the Hon'ble Prime Minister's vision for all-round development of the environmentally challenging Leh-Ladakh region which is accessible only six months in a year. "Kargil and Leh have shown immense potential for sustaining various manufacturing activities.



Leh and Kargil remain disconnected from rest

parts of the country for almost six months. However, these production units will ensure local availability of goods in these regions throughout the year," Saxena said.

The beneficiaries in Kargil and Leh expressed happiness saying they did not have to flock to other states in search of jobs after they started their own production units. And this not only created self-employment for them but also created job opportunities for many other unemployed youths in the region.

Mohammad Bakir, a resident of village Minji in Kargil started cement block bricks production unit with the initial loan of Rs 10 lakh, is now registering the annual turnover of Rs 52 lakh. He has employed 8 persons in his manufacturing unit. Similarly, Ismail Nasiri, engaged with production of iron and steel items, began his unit in Village Poyen in Kargil with Rs 25 lakh, has employed 10 persons and is registering the turnover of Rs 76 lakh.

The employment spree has also prompted local women to take up self-employment proactively who were otherwise reluctant

to moving out and working independently. Supported by KVIC, a number of women entrepreneurs are successfully operating cutting, tailoring units and beauty parlors in these districts.

Hamida Banoo, a woman entrepreneur in Baroo in Kargil, took up cutting tailoring activity and went on to employ 3 other women with her unit. Hamida's annual turnover too has reached Rs 12 lakh.

It is pertinent to mention that development of Leh-Ladakh region has been the prime objective of the Central Government. Special thrust has been given on creation of local employment in the region ever since its bifurcation from Jammu & Kashmir in 2019.

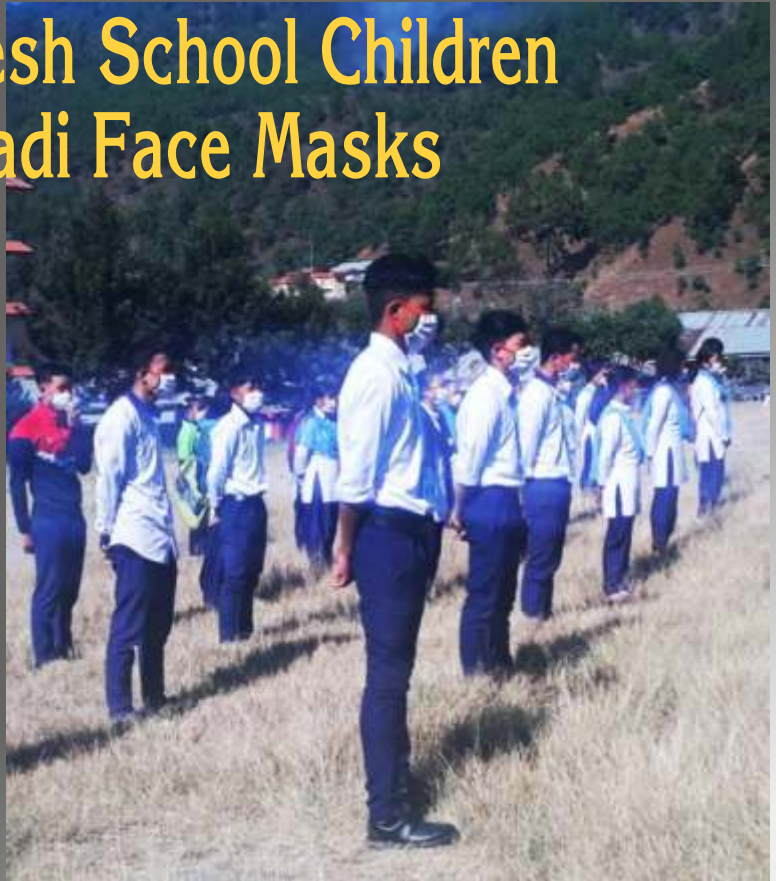
No of Projects and Employment in Kargil and Leh from 2017-18 to 2020-21 (upto September 30)

Sr. No.	Year	No. of Projects	Margin Money disbursed (in Rs. Lakh)	Employment created
01	2017-18	172	0417.12	1099
02	2018-19	462	1491.63	4252
03	2019-20	309	1122.94	2501
04	2020-20 (upto 30.09.2020)	050	0204.00	0350
05	Total	993	3235.69	8202



Arunachal Pradesh School Children to Wear Khadi Face Masks

Thousands of school children in Arunachal Pradesh will be sporting tri-color Khadi Face Masks as they return to their schools for the first time post Covid-19 lockdown. Khadi and Village Industries Commission (KVIC) has supplied 60,000 high quality Khadi Cotton Face Masks for school children as the Arunachal Pradesh government has decided to reopen schools from November 16.



This purchase order assumes great significance as this is for the first time that a state government in North East India has purchased such a huge quantity of Khadi face masks for its students. The purchase order was issued on November 3, and in just 6 days, KVIC has

supplied the requisite masks to the government considering the urgency involved. In order to ensure timely delivery of masks, KVIC has dispatched the consignment by air.

KVIC has provided double-layered, tri-color Cotton face masks to Arunachal Pradesh government with its logo suitably placed on the masks. The face masks in tri-color also aims at instilling a sense of nationalism among the students.

KVIC has specifically used Double Twisted Khadi fabric for manufacturing of these masks as it helps retain 70% of the moisture content inside, while providing an easy passage for the air to pass through. These masks are, therefore, skin-friendly and suitable for long duration use. Khadi cotton face masks are washable, reusable and biodegradable.

“The government of Arunachal Pradesh has decided to open schools for class 10th and 12th from 16th November 2020, and also accorded approval for procurement of 60,000 Khadi Cotton face masks from KVIC for the school children,” the purchase order issued by the state government said.



KVIC Chairman Shri Vinai Kumar Saxena said the supply of face masks to Arunachal Pradesh government was accorded top priority as it was meant for the students who will be taking classes from November 16. “This is a prestigious order for KVIC and such big orders create additional job for Khadi artisans. We have supplied the order in just 6 days while ensuring the highest quality standards of face masks,” Saxena said.

Notably, KVIC has sold 23 lakh face masks in just over 6 months since it was launched in April this year. Owing to the comfort and high quality of face masks, KVIC has received several bulk orders including 12.30 lakh face masks from the Indian Red Cross Society. It has also received repeat orders from Rashtrapati Bhavan, Prime Minister's Office, several state governments and Central government ministries and PSUs apart from the general public.

KVIC's e-portal Brought Early Diwali.....Contd from pg no...07

KVIC Chairman Shri Vinai Kumar Saxena said the online sale of clay items is empowerment of KVIC potters in real sense. “Earlier, potters in a particular region would only sell their items locally but with the pan-India reach of Khadi's e-portal, these products are being sold in every part of the country. Through KVIC e-portal, diyas made in Rajasthan are being purchased in remote states like Arunachal Pradesh, J&K, Kerala, Assam, Maharashtra, Andaman & Nicobar Islands. This has prompted an increase in production and higher income of the potters,” Saxena said. “This is precisely the dream of the Hon'ble Prime Minister to empower potters and revive the art of pottery,” Saxena added.

Madan Lal Prajapati, one such potter of PMEGP unit in Pokharan, said this is the first time he is selling diyas outside his village. “This diwali our sale has shot up. We are supplying our diyas to Khadi Bhavan in Delhi and from there it is being sold throughout the country online. This is fetching me good income,” he said.

Notably, KVIC has trained these potters and provided them with electric potter wheels and other equipment under Kumhar Sashaktikaran Yojana that has increased their production and income by up to 5 times. So far, KVIC has distributed over 18,000 electric potter wheels benefitting over 80,000 people of the Kumhar community.



KVIC Inaugurates Khadi Exhibition in Varanasi



A range of exquisite Khadi products including the premium High Altitude Honey from Jammu & Kashmir, handcrafted silk, cotton and woolen clothes and herbal medicines have been put to display at the state level Khadi Exhibition in Varanasi organized by Khadi and Village Industries Commission (KVIC). The exhibition was inaugurated 22 November, 2020 by KVIC Chairman Shri Vinai Kumar Saxena.

Kashmiri Honey & Woolens Hog Limelight

Hundreds of empowered Khadi artisans from 8 states - Uttar Pradesh, J&K, West Bengal, Uttarakhand, Bihar, Jharkhand, Rajasthan and



Punjab - have set up 90 stalls in the exhibition, the second such event organized by KVIC since the Covid-19 lockdown. The exhibition will continue for 15 days, i.e. from November 22 to December 7. In October this year, the first Khadi exhibition after the lockdown was organized in Lucknow.

A number of Khadi institutions and PMEGP units from J&K with products like high altitude honey, Kashmiri woolen and shawls have been a major attraction at the exhibition. High altitude honey is also attracting a large number of customers who otherwise do not easily find this honey in Varanasi. Owing to its premium quality and taste, high altitude honey is immensely popular across the country. Hon'ble Prime Minister too has urged beekeepers to increase the production of high



altitude honey which has a huge global demand. KVIC has distributed thousands of bee boxes in high altitude areas of Kashmir to local youths that has increased honey production in the state.

A number of fine products like Muslin fabric from West Bengal, Pashmina shawls and woolens from J&K, Koti Shawls from Punjab, leather products from Kanpur, terracotta pottery from Rajasthan and Uttar Pradesh and pickles, Murabba and Herbal medicine from Rajasthan are the major attractions. A variety of Silk and cotton fabric and readymade clothes from Bihar and Punjab too have been exhibited. A special discount of 30% is being offered on Khadi Fabric and readymade clothes during the exhibition.

KVIC Chairman Shri Saxena said the state level

Khadi exhibition at Varanasi was Khadi artisans' stride towards "Aatmanirbhar Bharat" who kept the Charkha spinning during the difficult times to overcome the financial distress. "This exhibition is a unique platform where people in Varanasi and adjoining areas can buy handmade Khadi products from states like J&K, Rajasthan, West Bengal, Punjab, Uttarakhand and others. This will be a big boost for the 'Vocal for Local' initiative and also promote Khadi," Saxena said.

Notably, Varanasi which is also the Parliamentary Constituency of the Hon'ble Prime Minister, has rolled out a number of activities to promote Khadi and support the artisans. As many as 134 Khadi Institutions are currently working in Varanasi where women comprise nearly 80% of the total workforce.



KVIC's Workshed Scheme Spreads Smiles with Concrete House for Khadi Artisans in North East

Meet Ms Niru Kalita, a 44 year old Khadi artisan in Nalbari district in Assam. She, along with her family, was driven to the verge of homelessness due to aggressive soil erosion by flooding of River Brahmaputra, until Khadi and Village Industries Commission came to her rescue by granting her a house under Artisans' Workshed Scheme.

Ms Kalita, working as a Khadi spinner for the last 15 years, was forced to relocate 14 times along

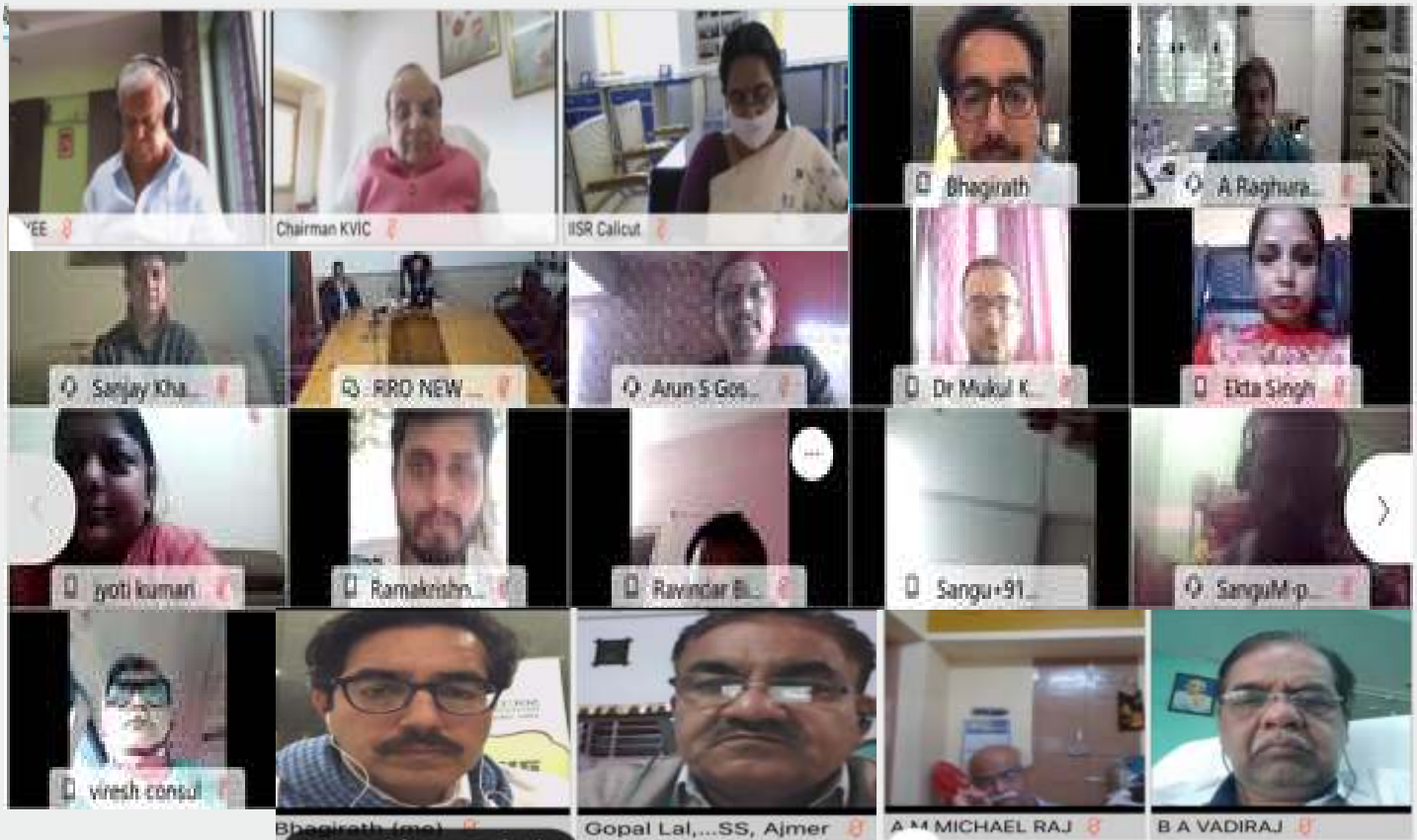
with her three children as her temporary accommodations got submerged in the Brahmaputra River every year. As life became precarious for the distressed family or the victim of Nadi Khohonia, as referred to in the local dialect of Assam, Ms Kalita found shelter at village Tapabori in Nalbari district. This is where the KVIC came to the rescue of the family and she was granted a concrete house.



KVIC Chairman Shri Vinai Kumar Saxena said apart from creating livelihood for the artisans, KVIC also ensured that they worked in a better condition that will ultimately improve their productivity. "This initiative is aligned with Khadi's core Gandhian principle of "rural resurgence" which also coincides with the Hon'ble Prime Minister's vision - Sabka Sath, Sabka Vikas," Saxena said.

Ms Kalita belongs to a poor family of five members that earned livelihood from Khadi spinning and cultivation on a small chunk of land. Due to constant soil erosion in recent years, her agriculture land is now in the middle of the River Brahmaputra and thus making Khadi spinning the

Contd on pg no....16



Chairman, KVIC speaks on “Harnessing entrepreneurship opportunity in spices in India”

Hon'ble Chairman KVIC, Shri Vinai Kumar Saxena calls on the entrepreneurs to seize the unexplored potential of immunity boosting spices & make India Aatmanirbhar, emphasized during the National level spices webinar “Harnessing entrepreneurship opportunity in spices in India”. The webinar was organised jointly by KVIC, the Spices Board of India, the Department of

Biotechnology and the South Asia Biotechnology Centre on 27th November, 2020. Around 100s of budding entrepreneurs, start ups, progressive farmers and members of scientific fraternity from ICAR-NRCSS and ICAR-IISR attended the spices webinar.

Dy. CEO (NZ), KVIC, Shri Satyanarayan enumerated schemes and programs of KVIC for youths of India who wants to become perspective entrepreneurs in the field of spices.

The Spices Board of India's Shri P M Suresh Kumar, Director (Mktg) and Dr Shrishail KK enumerated schemes and programs on spices for entrepreneurs while Dr Gopal Lal, Director of ICAR-NRCSS and Dr E Jayashree of ICAR-IISR listed technologies and value added products of spices developed indigenously by ICAR institutions, which can be commercialized by the entrepreneurs.

Dr. CD Mayee and Dr. Bhagirath Choudhary of the South Asia Biotechnology Centre invited entrepreneurs and businesses to help strengthen quality production of spices, improve IPM based

production and establish linkages between producers, processors and consumers as part of DBT's Biotech Kisan Hub for Western Dry region.

FSSAI's Dr. Vijay Pal Singh made a comprehensive presentation on registration and certification process of spices product and familiarized participants about the improved registration system FoSCoS.

Ms. Sarita, Principal of MDTC-KVIC coordinated the webinar and emphasize on creating self-reliance amongst the poor and building up a strong rural community spirit and providing employment and self-employment creation.

KVIC's workshed scheme spreads smiles..... Contd from Pg. No. 14

only source of livelihood.

Ms Kalita expressed happiness on receiving the house. "This is for the first time I have lived in a concrete house. Every year we were forced to move to a new location due to flooding of the river but never found any assistance from the government authorities. This house given by the KVIC has eliminated all woes of my family. While I can work in a better condition; my children have finally found safe accommodation," she said.

It may be noted that the KVIC has provided similar houses to 411 families of Khadi artisans in the North East region in the last three years. Under the Artisans' Workshed Scheme, a concrete low-cost house is provided to the artisans with financial

assistance from KVIC and the concerned Khadi institutions. These houses costing Rs 66,000 each have been designed in consultation with IIT Guwahati. While Rs 60,000 is provided by the KVIC; remaining Rs 6000 is contributed by the Khadi Institutions to which the artisans are registered.





CSP, KVIC Sehore observed Vigilance Awareness Week from 27 October to 02 November, 2020. various programs were organized during this week.




Chairman KVIC reviewed the proceedings of Khadi Mark committee and other Khadi and Village Industries programme at Ahmedabad.


Khadi India

KHADI the signature fabric of India




NOW KHADI COMES TO YOU IN VARIOUS COLOURS & ATTRACTIVE DESIGN



A house of eco-friendly products like versatile and elegant Khadi designer wear, Khadi garments, Herbal products, Non chemical agarbattis, Anti viral and anti-fungal honey, Natural and ayurvedic beauty products like Soap and Shampoo, Handmade paper and traditional handicraft and many more.


Visit nearest Khadi India sales Outlets



Download the Khadi India App from  



Directorate of Publicity
KHADI AND VILLAGE INDUSTRIES COMMISSION
 Ministry of Micro, Small & Medium Enterprises, Govt. of India
 Gramodaya, 3, Irfa Road, Vile Parle, (W), Mumbai-4000 56

 /kVICindia
  @kVICindia
  /kVICindia
  www.kvic.org.in



**KVIC's
Honey
Mission
Earns
First Income
for
Migrant
Workers
Higher Yield Awaited
in Coming Months**

The self-sustainability measures initiated by Khadi and Village Industries Commission (KVIC) in wake of the Covid-19 pandemic have begun yielding results. The distressed migrant workers who were engaged with KVIC's Honey Mission in Uttar Pradesh in the month of August, have reaped their first honey harvest and are awaiting a bumper yield in the months from December to March.

To begin with, five migrant workers in Western UP's Muzaffarnagar district extracted 253 kg of honey from their 50 honey bee boxes that were distributed to them on August 25 this year. Raw honey sells at an average of Rs 200 per kg and at this rate it is estimated to fetch nearly Rs 50,000 to the migrant workers. This means an average income of Rs 10,000 to each of these beneficiaries. A total of 700 bee boxes were distributed to 70 migrant workers after training by KVIC in this region. Honey extraction from remaining bee boxes will

continue in coming days.

The production of honey from these boxes will increase by at least 5 times in the months from December to March as the Eucalyptus and Mustard crop will be in full bloom during the season. Each of these bee boxes will produce nearly 25 kg of honey during the peak season. Further, the beekeepers will be able to migrate their boxes to nearby states like Haryana, Rajasthan and Eastern Uttar Pradesh where honey bees will find abundance of pollen and nectar and thus add to honey production.

KVIC Chairman Shri Vinai Kumar Saxena said it was

heartening to see the migrant workers reconnecting to their roots and engaging in self-employment. “These distressed workers who had returned to their home from other cities were roped in with Honey Mission as part of the Aatmanirbhar Bharat Abhiyan. It is great to see that in just three months the workers have begun earning livelihood on their own. The production of honey and their income will grow by manifold in coming months,” Saxena said. The beneficiaries thanked KVIC for the support and said beekeeping enabled them to earn their own livelihood without having to migrate to other cities in search of jobs. “I am thankful to the Prime Minister Shri Narendra Modi whose vision for Aatmanirbhar Bharat has created local employment for us. We are five workers who got 50

bee boxes and in just 3 months we have extracted 253 kg of honey,” said Amit Kumar, a KVIC beekeeper in Saharanpur district. Notably, responding to the Hon’ble Prime Minister’s call for Aatmanirbhar Bharat, KVIC engaged hundreds of migrant workers in Uttar Pradesh and Bihar and engaged them with its flagship schemes like Honey Mission, Kumhar Sashaktikaran Yojana and Project DigniTEA among others. Apart from distributing them with essential tool kits; KVIC also provided technical training and supervision to the new beekeepers so as to support them.

...



KVIC Observed Constitution Day



To promote constitutional values among people, KVIC observed the Constitution Day on 26th November 2020 by reading out the Preamble by officials of KVIC.

In Central office, the reading of preamble was administered by Dr. Sanghmitra, Chief Vigilance Officer, Khadi and Village Industries Commission.





Madurai



S.O. Maharashtra



Raipur



CSR, Trichur



Bhopal



Borivali



Dehradun

Khadi India

संविधान दिवस
26 नवम्बर, 2020
मौलिक कर्तव्य

भूल कर्तव्य - भारत के प्रत्येक नागरिक का यह कर्तव्य होगा कि वह -

- 100) संविधान का पालन करे और उसके अंतर्गत, संसदीय, राष्ट्रपतिक, राष्ट्रपतिक, राष्ट्रपतिक का आदर करे,
- 101) कानून का विना कानून के अंतर्गत ही कार्य करने से इनकार करे और कानून का पालन करे और कानून का पालन करे और कानून का पालन करे
- 102) कानून का पालन करे और कानून का पालन करे और कानून का पालन करे और कानून का पालन करे
- 103) कानून का पालन करे और कानून का पालन करे और कानून का पालन करे और कानून का पालन करे
- 104) कानून का पालन करे और कानून का पालन करे और कानून का पालन करे और कानून का पालन करे
- 105) कानून का पालन करे और कानून का पालन करे और कानून का पालन करे और कानून का पालन करे
- 106) कानून का पालन करे और कानून का पालन करे और कानून का पालन करे और कानून का पालन करे
- 107) कानून का पालन करे और कानून का पालन करे और कानून का पालन करे और कानून का पालन करे
- 108) कानून का पालन करे और कानून का पालन करे और कानून का पालन करे और कानून का पालन करे
- 109) कानून का पालन करे और कानून का पालन करे और कानून का पालन करे और कानून का पालन करे
- 110) कानून का पालन करे और कानून का पालन करे और कानून का पालन करे और कानून का पालन करे

स्वाधी और ग्रामोद्योग आत्मिय
स्वामी, जगदीश चन्द्र प्रसाद, विद्यालया, भारत सरकार
विकासकर्ता: www.khadiindia.org

CAUTION NOTICE

KVIC through the PIBFACTCHECK set up to counter check information on social media has identified that some fraudulent people /unscrupulous agencies /persons namely Mr Akhil Verma and Mr. Rohit Singh from New Delhi are fraudulently operating under the pretext of Prime Minister's Employment Generation Programme (PMEGP) mainly through their social media handles. They are also illegally using Government of India emblem, logo of KVIC and other details from official websites of the Khadi and Village Industries Commission and its office.

It has been also noticed that the said parties are misleading prospective entrepreneurs to collect money in the pretext of the Scheme.

Public at large is hereby cautioned that the above fraudulent person(s) are unauthorized and does not have any approval/recognition/affiliation neither with KVIC nor Ministry of MSME.

The KVIC also urges public in general to be alert against such fraudulent practices and refrain themselves from falling prey to such unscrupulous practices.

It is also brought to the notice of general public that KVIC has not engaged any private party/Agency/middleman or franchise etc. for promotion or sanction of PMEGP projects or any financial assistance under PMEGP programme and any potential entrepreneurs/beneficiaries dealing with such agency shall be doing at their risk and consequences.



Shri. A.L.Meena, State Director, Maharashtra inspected Skill development training programme on Pottery at Phondaghat village in Sindhudurg dist, Maharashtra, PET bottlen and Cashew processing PMEGP unit in Kudal and Bamboo SFURTI Cluster Sindhudurg dist on 28th and 30th November, 2020 respectively.

On 29th November, 2020 he distributed 60 Electric Potter Wheels and 6 Blunger Machines with Certificate after Completion of 10 days Training Programme under MBI at Sawantwadi, in Sindhudurg.



Press Coverage

Khadi registers record sale

Single day sale at flagship CP outlet crossed
Rs 1 cr for 4 times in 40 Days

By Chandrashekar Hendve

Overcoming the economic distress and the fear surrounding Corona pandemic, this festive season has yielded great dividends to the Khadi artisans with a record sale of Khadi products. In just 40 days since October 2 this year, Khadi's single-day sales figure has crossed Rs 1 crore mark for 4 times at the flagship Khadi India outlet at Connaught Place in New Delhi.

On November 13, the total sale at this outlet stood at Rs 1.11 crore, the highest single-day sale figure recorded this year. Ever since the business activities resumed after the lockdown, Khadi sales figure touched Rs 1.02 crore mark on Gandhi Jayanti (October 2) this year followed by Rs 1.05 crore sales on October 24 and Rs 1.06 crore on November 7.

Earlier in 2018, the single-day sale had also crossed the Rs 1 crore mark on 4 occasions with the highest single-day sale for the year touching Rs 1.25 crore on October 13. Khadi's highest ever single-day sale was recorded at Rs 1.27 crore on October 2, 2019. Notably, before 2016 Khadi's single day sale had never crossed the Rs 1 crore mark. On October 22, 2016, the single day sale at Khadi India outlet in CP had reached Rs 116.13 crore.

KVIC Chairman Shri Vinay Kumar Saxena attributed the massive sale figures to the frequent appeals of the Hon'ble Prime Minister to promote "Swadeshi", particularly Khadi. "It is heartening to see a large number of Khadi lovers coming out to support artisans who form the backbone of the Khadi and Village Industries sectors. Despite the pandemic, Khadi artisans kept the production activities going in full vigor and the fellow countrymen have reciprocated with the same zeal," Saxena said, adding despite the economic

slowdown, KVIC has managed to maintain the pace of Khadi's growth.

The tremendous sale of Khadi products this year assumes greater significance. While almost all activities were suspended during the Covid-19 lockdown, KVIC continued with its diverse activities across the country that includes the manufacturing of face masks and personal hygiene products like hand wash and hand sanitizers apart from a vast range of fabric and village industries products.



The lockdown had a severe bearing on the livelihood of Khadi artisans but the Hon'ble Prime Minister's appeal for "Aatmanirbhar Bharat" and "Vocal for Local" infused a new life into the local manufacturing particularly the Khadi and Village Industries sectors.

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

दैनिक बहुरंगी वार्ता

कुंभार कारागीरांना इलेक्ट्रिकल चाकांचे वाटप

प्रतिनिधी, नांदेड

नांदेड जिल्हातील कुंभार काम करणाऱ्या कारागीरांना इलेक्ट्रिकल चाकांचा हा दिवस विशेष महत्त्व आहे. कारागीरांना इलेक्ट्रिकल चाकांचे वाटप करणारा हा दिवस विशेष महत्त्व आहे.



कारागीरांसाठी स्वागिमान कुंभार समान सामाजिक मंजुरी देण्यात यावी अथवा परिष्कृत पेट्रोल हा कारागीरांच्या यत्नांची सेवा.

राजिलेरुषा कारागीरांना लवकरच खादी ग्रामोद्योग आयोगाच्या माध्यमातून इलेक्ट्रिकल पेट्रोल देण्याचा संकल्प आमचा असून नांदेड जिल्हात कलकत्ता प्रवाशन लवकर करण्याचा सूचना राष्ट्रीय माती कला सेलचे अध्यक्ष श्री दत्ता कुंभार शास्त्रकार यांना यांनी विचारात घ्यावे असे दिला. त्यासाठी सर्वतोपरी यत्न करणे गरजेचे आहे असे मत व्यक्त केले.

पूर्वी मातीच्या चाकावर काम करताना काडीचुना साहजने प्रचंड मेहनत घेऊन कुंभार कारागीर मातीची भांडी बनवून होते. पण बदलत्या काळात आधुनिक यंत्रणेतून साहजने इलेक्ट्रिकल चाकावर काम करणे ही महत्त्वाची कामे म्हणतात. हा कारागीरांच्या कामांमध्ये सुधारणा आणण्यासाठी कुंभार समान विकास संस्थेच्या बाबत अग्रेसरतेचे महत्त्व आहे. हा दिवस विशेष महत्त्व आहे.

Copyright with Copyright

Chairman KVIC @ChairmanKVIC · 8h
Khadi India stands out as the Ekta Mall inaugurated by Hon'ble Prime Minister in Gujarat's Kevadia. PM's push has revolutionised Khadi & village industries as the most loved Indian Brand & a Tool of Self-Sustainable employment

Ministry of MSME @minms... · 8h
घाँद-सितारे सिर्फ आसमान में नहीं, भारत में बने कपड़ों पर भी दिखते हैं। अपने कारीगरों और बुनकरों के हाथों का कमाल देखिये! Bring them home this diwali and be "उजाले इन उमीदों के".

राजस्थान

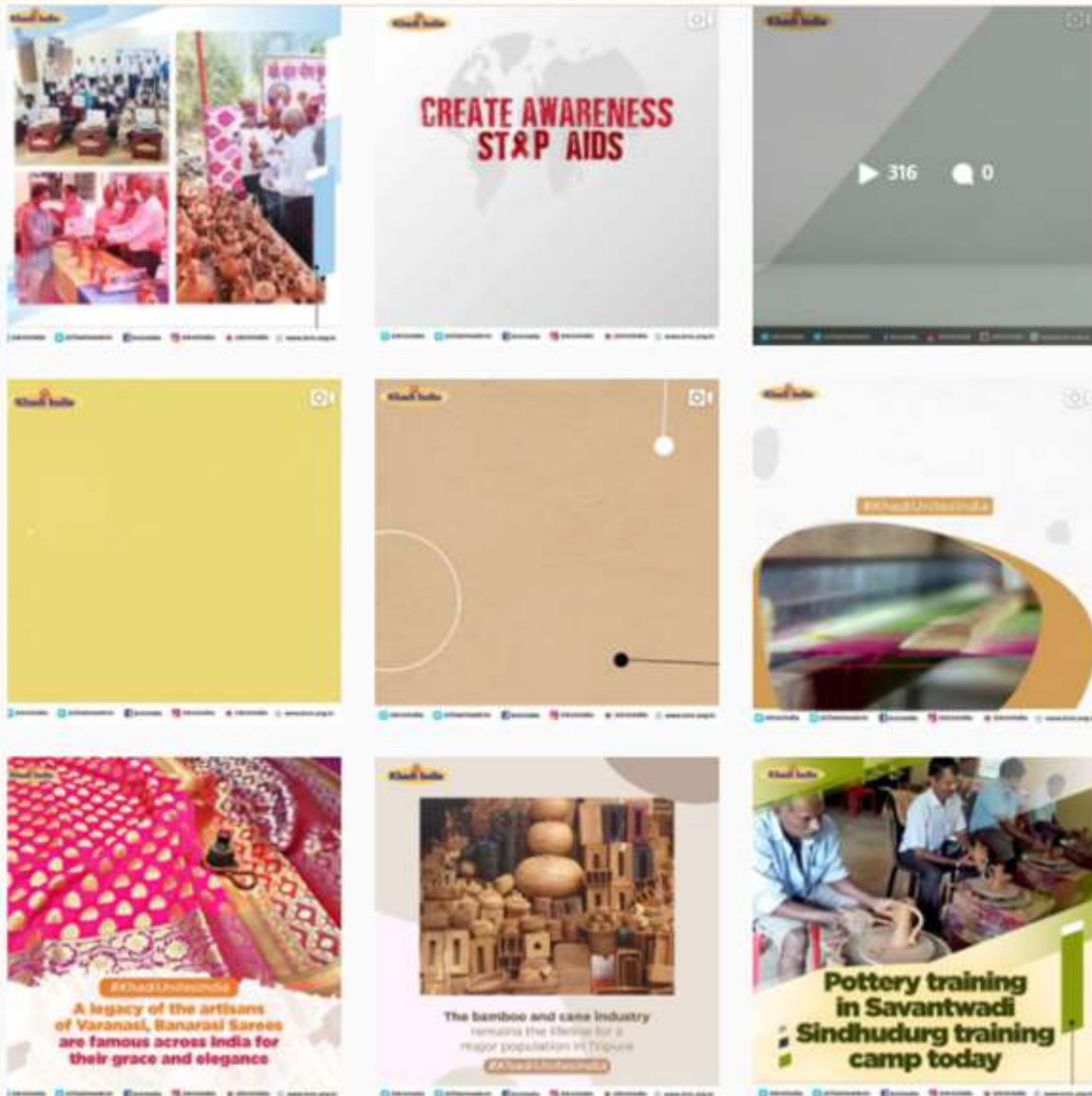
सौभाग्य - केंद्रीय रेल मंत्रि ने अलवर के दिगावड़ा स्टेशन पर ध्वस्तकृत दिगावड़ा-बाँद्यकुरी रेलवे ट्रैक का किचव उद्घाटन

राजस्थान में 7 नई रेल लाइन डालने का काम जारी, देश के सभी स्टेशनों पर कुल्हड़ में ही मिलेगी चाय : गoyal

9

KVIC on Social Media

On Facebook



KVIC on Social Media

On Instagram



• Special Day posts •

