



75  
Azadi Ka  
Amrit Mahotsav

# Jagruti

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MSME Minister inaugurates  
Khadi India Pavilion at  
**IITF**

**KVIC Showcases  
Aatmanirbhar Bharat**



## India International Trade Fair

A Monthly Journal of KVIC on Rural Industrialisation  
KHADI AND VILLAGE INDUSTRIES COMMISSION, MUMBAI

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

## MSME Minister inaugurates **Khadi India Pavilion** at IITF KVIC Showcases Aatmanirbhar Bharat



*India's multi-hued ethnicity, cultural diversity, colourful weaves and traditional crafts have come under one roof at the Khadi India pavilion at the India International Trade Fair 2021. The Khadi India pavilion, depicting the theme of Aatmanirbhar Bharat, was inaugurated by Minister of MSME Shri Narayan Rane in presence of Minister of State for MSME Shri Bhanu Pratap Singh Verma, Chairman KVIC Shri Vinai Kumar Saxena and Secretary, MSME Shri B.B. Swain.*

The Khadi India pavilion comprises 50 stalls set up by Khadi artisans and Khadi institutions from 20 states and union territories, showcasing the finest handcrafted Khadi and Village Industry products. KVIC has given top priority to women artisans giving 18 (36%) of the total stalls to women. 10 of these stalls have been set up by artisans of Delhi while Maharashtra, Jammu & Kashmir and Karnataka have 5 stalls each.

A selfie point with Mahatma Gandhi and Prime Minister Narendra Modi is the centre of attraction

साबरमती आश्रम



at Khadi's theme pavilion at Hall No. 7D of Pragati Maidan. The theme pavilion also depicts the core areas of Khadi, i.e. rural economy, technology, infrastructure, youth participation and global outreach, as five pillars of "Aatmanirbhar Bharat"



Shri Rane lauded the KVIC for its employment generation initiatives. He said, KVIC is doing excellent work by creating self-employment across the country and thereby strengthening the rural economy.

Chairman KVIC Shri Saxena said, the Khadi

products on display in the Khadi India pavilion symbolize *Swadeshi* and India's stride towards self-reliance, particularly in the post-Covid scenario. He said, Khadi is the biggest symbol of swadeshi. The sheer variety of Khadi and Village Industry products being displayed at the IITF

Contd.. on pg. no. 07

## Union Minister Mrs. Meenakshi Lekhi visits Khadi Pavilion in IITF



20-Nov-2021, New Delhi Minister of State for External Affairs and Culture, Mrs Meenakshi Lekhi on 20th November, 2021 visited the “Khadi India Pavilion” at the ongoing India International Trade Fair 2021, at Pragati Maidan in New Delhi. Mrs Lekhi took to a traditional Charkha and spun Pashmina wool at the Trade Fair.

She also witnessed the live demonstration of clay pottery on an electric potter wheel, making of handmade paper, eco-friendly agarbatti, handmade paper slippers, oil extraction, etc. Mrs Lekhi lauded the initiatives of KVIC in creating self-employment and strengthening the rural economy. She exhorted upon the people to contribute to

nation building by promoting and patronizing Khadi. The Minister purchased Silk Sarees, honey vinegar and wooden toys from various Khadi stalls. She also placed a bulk order for wooden toys.



## Khadi's Global Popularity Attracts Mexican Ambassador to Khadi India Pavilion at IITF

### Ambassador Appreciates Diversity of Khadi Fabric



Khadi's soaring global popularity grabbed the attention of the Mexican Ambassador to India, H.E. Mr Federico Salas, who visited the Khadi India Pavilion at the India International Trade Fair

25 November, 2021 New Delhi

The Ambassador saw the live demonstration of Pashmina wool spinning, clay pottery making, wood-pressed oil extraction, Incense sticks (Agarbatti) and handmade paper making while he also visited several other stalls displaying the finest handcrafted Khadi fabric, readymade garments, handmade jewellery and a wide range of village industry products. The Ambassador took to an electric potter wheel and tried his hands on making clay pottery.

2021, on Thursday. Ambassador Mr Salas lauded the global popularity of Khadi and clicked selfies with the portraits of Mahatma



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indicates the strengthening of India's domestic manufacturing sector and the rural economy.

Live demonstration of Pashmina weaving, pottery making, beekeeping, handmade paper making, Agarbatti making, footwear making, etc. is being done at the Khadi India pavilion to educate and motivate youths to take up self-employment



activities. A special facilitation desk will also guide the budding entrepreneurs about setting up manufacturing / service units under the Prime Minister's Employment Generation Program (PMEGP).

A range of premium Khadi fabric like Muslin of West Bengal, Pashmina from Jammu & Kashmir,

Patola silk of Gujarat, Banarasi Silk, Bhagalpuri Silk, Phulkari art of Punjab, Kalamkari of Andhra Pradesh and several other varieties of cotton, silk and wool fabric are at display at the Khadi pavilion.

A wide range of village industry products like the innovative Khadi Prakritik Paint made of cow dung, leather goods, premium varieties of honey, cosmetics, handcrafted tribal

Contd.. from pg. no. 06



Gandhi and Prime Minister Narendra Modi, at the selfie point in Khadi pavilion. He was received by Shri Manoj Kumar, Member (Marketing), Khadi and Village Industries Commission.

Mr Salas appreciated the sheer variety of products at the Khadi India Pavilion and the exquisite craftsmanship of Khadi artisans. “I congratulate Khadi and Village Industries Commission for setting up such a grand Khadi India pavilion at IITF that has given Khadi artisans a big platform to sell their products. Khadi strikes a special chord between India and Mexico and the two countries would work out ways to come together in promoting Khadi across the world,” the Ambassador said.

Contd.. from pg. no. 07

jewellery, bamboo products from Assam, herbal medicines, papad, dry fruits, etc. are attracting the visitors. Eco-friendly agarbatti made from waste

flowers collected from temples too attracted a large number of visitors.

A range of premium Khadi fabric like Muslin of West Bengal, Pashmina from Jammu & Kashmir, Patola silk of Gujarat, Banarasi Silk, Bhagalpuri Silk, Phulkari art of Punjab, Kalamkari of Andhra Pradesh and several other varieties of cotton, silk and wool fabric are at display at the Khadi pavilion.

A wide range of village industry products like the innovative Khadi Prakritik Paint made of cow dung, leather goods, premium varieties of honey, cosmetics, handcrafted tribal jewellery, bamboo products from Assam, herbal medicines, papad, dry fruits, etc. are attracting the visitors. Eco-friendly agarbatti made from waste flowers collected from temples too attracted a large number of visitors.



## Narayan Rane launches unique anti-bacterial fabric

Says, it will help create rural employment and contribute to environment protection



***Union Minister for MSME Shri Narayana Rane launched the unique anti-bacterial fabric developed by Kumarappa National Handmade Paper Institute, Jaipur, under KVIC on 26th November 2021.***

26 November 2021, New Delhi

The fabric is treated with anti-bacterial agent extracted from cow dung which prevents bacterial growth in the fabric. Shri Rane said, this innovative fabric could be great use in hospitals and other medical facilities.

The Minister also lauded the innovative KhadiPrakritik Paint made from cow dung and the unique plastic-mixed handmade paper developed by the Institute. He said, the two products had

great potential of creating rural employment while also contributing to environment protection. He said, all efforts would be made to take KhadiPrakritik Paint to every village of the country and project it as a model of sustainable employment.

Shri Rane said, KhadiPrakritik Paint is a unique product which can serve the twin objectives of employment generation as well as environment

contd. on pg no...15

## Minister, MSME emphasizes on important role of MSME sector in job creation and expanding manufacturing base

**18th Nov.2021: Union**

**Minister for MSME Shri Narayan Rane said that the MSME sector plays a significant role in terms of job creation and expanding manufacturing base. Speaking at the North East MSME Conclave in Guwahati on 18th November, 2021 he said currently the sector consists of over 6 crore units employing over 11 crore people and is a seminal contributor to the economic growth with over 30% of contribution to GDP and over 49% of overall exports from India.**



Shri Rane said India can develop only when we develop the North-east and it is also the topmost priority of the Ministry of MSME. He also stated that the correlation between the Indian economy

and the MSME sector's performance has never been more aligned. This would continue to grow even closer in the upcoming years. The Minister said given the impact of MSMEs on our economy, it is imperative that push is given to promote entrepreneurship amongst the youth and allow them to play an integral role in development of Indian economy thereby realizing the dream of 5 trillion economy.



Ministers from the State Governments of North Eastern States, who attended the Conclave, also emphasized that such conclaves will help the Region in its efforts towards encouraging entrepreneurship and enhancing competitiveness of the sector in the changed economic scenario. This would also help in developing understanding about the schemes implemented by the Ministry of MSME as well as initiate a dialogue with the State Governments and other stakeholders that would help in better planning and execution of policies for the sector.

## Union Minister for MSME launched SCLCSS for Services Sector.

19 NOV 2021 New Delhi

On the second day of MSME North East Conclave, Union Minister for MSME, Shri Narayan Rane on 19th Nov. 2021. launched the Special Credit Linked Capital Subsidy Scheme (SCLCSS) for services sector in the presence of senior officers of the Ministry of MSME at Guwahati. The scheme will help in meeting the technology related requirements of enterprises in the services sector and has a provision of 25% capital subsidy for procurement of Plant & Machinery and service equipments through institutional credit to the SC-ST MSEs without any sector specific restrictions on technology upgradation

Shri Rane also felicitated SC/ST Entrepreneurs of the North-eastern region and urged the youth to take up the entrepreneurship to become job givers than job seekers. Shri Rane assured the youth that no stone will be left unturned by the Ministry of MSME in their journey to become successful entrepreneurs. He emphasized that inclusive growth of MSME Sector is complete only with the contribution from North-East. He stated that favorable policies of the Government of India and different schemes/programmes implemented by Ministry of MSME, specially for marginalized sections of the society, are helping the region to realize its full potential.

Shri Rane also awarded certificates to the successful trainees of the NSIC Training Center, Guwahati and visited the Stalls of SC-ST entrepreneurs at the Exhibition Centre supported by Ministry of MSME. He stated that such activities provide an opportunity to MSME entrepreneurs, especially women and SC/ST entrepreneurs to show-case their skill/products and create new opportunities for growth and attain self-reliance.

## Khadi Sale Breaks All Records; Registers Highest Ever Single-Day Sale of Rs 1.29 crore at CP Showroom

People's massive turnout to purchase local products this festival, in response to Hon'ble Prime Minister's appeal, has done wonders for Khadi. On 30<sup>th</sup> October, the single-day sale of Khadi at its flagship outlet at Connaught Place, New Delhi, stood at a whopping Rs 1,29,05,000 (Rs 1.29 crore), surpassing all previous records. Earlier, the highest ever single-day sale of Khadi was recorded at Rs 1,28,33,000 (Rs 1.28 crore) on 2<sup>nd</sup> October 2019.

### Highest single-day sale at Khadi Showroom, Connaught Place in New Delhi

Date	Sale (Rs.)
October 22, 2016	1.16 crore
October 17, 2017	1.17 crore
October 2, 2018	1.06 crore
October 13, 2018	1.25 crore
October 20, 2018	1.02 crore
November 17, 2018	1.03 crore
October 2, 2019	1.28 crore
October 2, 2020	1.02 crore
October 24, 2020	1.06 crore
November 7, 2020	1.06 crore
November 13, 2020	1.11 crore
October 02, 2021	1.02 crore
October 30, 2021	1.29 crore

This is the 13<sup>th</sup> occasion since 2016, when Khadi's single-day sale at one store has exceeded the Rs 1 crore mark. This is also for the 2<sup>nd</sup> time in October this year that Khadi's sale has exceeded Rs 1 crore; the previous occasion being the Gandhi Jayanti; i.e. 2<sup>nd</sup> October 2021, with the overall sale value of Rs 1.02 crore.

Chairman KVIC Shri Vinai Kumar Saxena attributed the massive Khadi sale to the Prime Minister's repeated appeals to buy local products. "Khadi is the biggest symbol of "Swadeshi" and Hon'ble Prime Minister's appeal has added to the soaring spirit of Khadi lovers and the festive fervor. The record sale figure of Khadi is a testimony to Khadi's ever-growing acceptability and popularity," Saxena said.

It is noteworthy that the government's push to "Aatmanirbhar Bharat" and "Vocal for Local" in the Covid-19 era has resulted in a manifold rise in the demand of eco-friendly and herbal products. KVIC is constantly adding new products to cater to the growing consumer base, which is also getting reflected through its sale figures.



## KVIC to begin Pashmina production soon in Varanasi

30 NOV 2021 New Delhi

**The globally acclaimed Pashmina wool products, which are indigenous to the high altitude regions of Leh-Ladakh and Jammu & Kashmir, will now be made in Varanasi also.**

In a path breaking initiative, Khadi and Village Industries Commission (KVIC) has roped in 4 Khadi Institutions from Varanasi and Ghazipur districts in Uttar Pradesh for processing Raw Pashmina wool and weaving it further into woollen fabric. The Pashmina fabric will be woven in Varanasi. This is the first ever attempt to introduce the heritage craft of Pashmina weaving outside J&K and familiarize the artisans in the rest of India with this unique art.

Pashmina weaving in Varanasi will commence from January next year. 20 Khadi artisans from Sewapuri Ashram in Varanasi will be given 30-days training in Pashmina weaving for which 2 master trainers from West Bengal have been roped in by these institutions. These four Khadi Institutions of Varanasi division have started processing of raw Pashmina wool in Delhi. Nearly 200 KG of Pashmina wool processed in Delhi will be supplied to artisans in Leh by the first week of December. These Leh artisans will spin the wool by December-end that will be brought to Varanasi for weaving. The two artisans coming from West Bengal are highly trained in making Muslin which involves ultra-fine weaving which is very much similar to the weaving of Pashmina.

These 4 khadi institutions taking up the Pashmina Production in Varanasi are: Krishak Gramodyog Vikas Sansthan, Varanasi, Shri Mahadev Khadi

Gramodyog Sansthan, Ghazipur, Khadi Kambal udyog sansthan, ghazipur and Gram Sewa Ashram, Ghazipur. These KVIC recognized Khadi

institutions have started procurement of raw Pashmina wool from Leh-Ladakh and brought it to Delhi on 15th November for processing that is de hearing and converting it into roving. The roving will be sent back to the Khadi artisans in Leh for spinning, who have been provided with 100 new model charkhas by KVIC.

The development comes after a meeting of Chairman KVIC Shri Vinai Kumar Saxena with the Lieutenant Governor of Ladakh, Shri RK Mathur recently where LG informed that around 50 MT raw pashmina is produced in Leh-Ladakh per annum out of which, after cleaning and processing, only 15 MT dehaired wool is actually produced for production of Pashmina wool products. Even in just 15 MT dehaired Pashmina wool, a meagre 500 kg quantity, i.e. 0.5 MT only, is utilized in Leh-Ladakh by a few small units for manufacturing of Pashmina products, which is causing loss of employment in Ladakh.



These Khadi institutions of Varanasi have purchased 500 KG of raw Pashmina wool from Leh recently and brought it to Delhi for processing, i.e. dehairing and conversion into roving. Chairman KVIC, Shri Vinai Kumar Saxena said, "this move will not only ensure utilization of entire quality of de-haired Pashmina wool of Ladakh but will also open new job

opportunities for local artisans and availability of genuine and affordable Pashmina wool products in Varanasi. KVIC will provide online marketing support also to these khadi institutions. This will be a path-breaking initiative as the production of Pashmina would, for the first time, be done outside the J&K and Leh-Ladakh region."

The processing of Raw Pashmina wool at Delhi was launched on 20th November by Chairman KVIC. The processed Pashmina wool would be



Khadi Institutions of Varanasi now ventured into the making of globally acclaimed Pashmina. Institutions have started processing raw pashmina wool in Delhi to supply it to Khadi artisans in Leh for spinning. A unique KVIC initiative to boost employment in Ladakh.

supplied back to the artisans in Leh-Ladakh. The Pashmina Raw Wool Processing Centre in Delhi will ensure round the year supply of pashmina roving to the artisans in Leh-Ladakh where all activities remain suspended for six months owing to extreme cold.

The All Chang Thang Pashmina Growers Marketing Cooperative Society, Leh, from where Khadi Institutions are procuring raw Pashmina

contd. on pg no...16

## Employment Opportunities in Rural Areas

29 November, 2021 New Delhi

*On 1st July, 2020, after adoption of new definition of MSMEs, a new registration portal 'Udyam Registration' has been launched by M/o MSME and so far 2,93,226 and 32,938 classified enterprises are registered in India as Small and Medium respectively on the portal (from 01.07.2020 to 23.11.2021).*

As per 73rd Round of NSS Report on Unincorporated Non-Agricultural Enterprises (July 2015- June 2016) conducted by Ministry of Statistics & PI, estimated number of MSMEs was 6.34 crore and estimated number of workers in MSME sector was 11.10 crore.

The MSME sector is an important sector of the

Indian economy. The Ministry of Micro, Small and Medium Enterprises (MSMEs) implements various schemes for the growth and development of MSME sector in the country including rural areas. These included Micro and Small Enterprises-Cluster Development Programme (MSE-CDP), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) and A Scheme for Promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE).

This information was given by the Minister for Micro, Small and Medium Enterprises Shri Narayan Rane in a written reply to Rajya Sabha on 29 November, 2021.

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protection. It is eco-friendly and cost-effective. He added that his Ministry aims at setting up KhadiPrakritik Paint units in every part of the country that will give a big boost to government's rural employment initiatives.

The Minister directed the officials to explore feasibility of setting up plastic-mixed handmade paper units in rural areas for creating local employment. He said, this handmade paper unit developed by KVIC will go a long way in fighting the menace of single-use plastic. On the one hand, this will clear the plastic waste from nature and on the other hand, it will create thousands of new employment in the handmade paper industry and

strengthen the rural economy.



## Chairman, KVIC visited first private -owned Khadi Store at Ahmedabad



*Chairman, KVIC Shri Vinai Kumar Saxena visited Ahmedabad's first private-owned Khadi Store started by a woman entrepreneur Ms Puja Kapoor who got the Khadi mark from KVIC. The store cum production center offers the finest of Khadi products & characterizes the transformation of Khadi with changing times.*

Contd... from pg no..14

wool, has also welcomed the move saying this would support the local artisans of Leh-Ladakh. "We have supplied 500 KG of raw wool to KVIC and any further demand for raw wool will also be met as this would ensure adequate work to the Khadi artisans in Leh-Ladakh and also strengthen the local Pashmina industry," said Mr Thinlay, Secretary of All Chang Thang Pashmina Growers Marketing Cooperative Society, Leh.

KVIC, after one-month training, provided 100 new model charkhas of 8-spindle to the local artisans in 4 villages of Leh-Ladakh to start the spinning activities of Pashmina wool. These villages are: Likir, Saspol, Shakti and Leh city. These 4 institutions from Varanasi division have adopted the artisans and as a special case, have decided to pay Rs 20 per hank spinning charges.

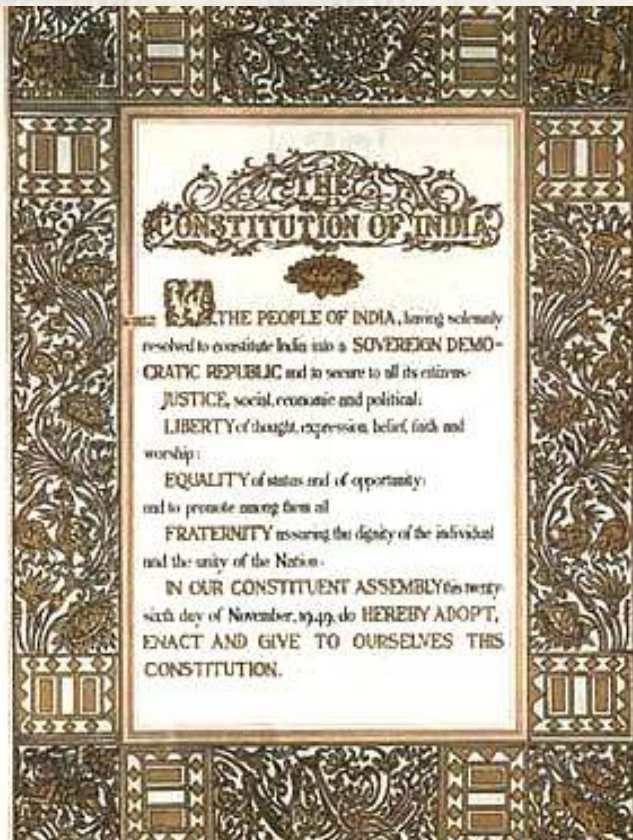
At present, artisans working on traditional charkha in leh-Ladakh can produce only 2-3 hanks of Pashmina wool per day and earn less than Rs 100 per day. But now on the 8-spindle new model charkhas provided by KVIC, artisans will produce up to 15 hanks per day and earn up to Rs 300 per day.

Khadi artisans in Leh who have been provided charkha by KVIC, said this initiative of KVIC would ensure round the year work to us in Leh-Ladakh that would result in higher wages and our financial sustainability .

KVIC has also provided 25 high quality 48 inch width looms in Leh which will not only minimize the effort in weaving for artisans but will also produce all sizes of fabric. KVIC will further deploy more charkhas as soon as the work increases.



## KVIC celebrated Indian Constitution Day



*KVIC celebrated Indian Constitution Day. KVIC officials took the oath on constitution day 26 Nov. 2021. The oath taking at Central office was administered by Ms. Sanghmitra Chief Vigilance Officer. Shri Y.K. Baramatkar Jt. CEO, KVIC and other senior officers and staff were present on this occasion.*



## 31 Khadi Prakritik Plant Units in Chattisgarh and Haryana to increase Farmers' income and accelerate rural economy



*The unique Khadi Prakritik Paint developed by Khadi and Village Industries Commission (KVIC) using cow dung as raw material has been adopted by the state governments of Chhattisgarh and Haryana as a model of sustainable employment.*

A total of 31 Prakritik Paint manufacturing units – 25 in Chhattisgarh and 6 in Haryana – will be set up by the respective state governments soon, for which technology transfer agreements have been signed with KVIC. Chhattisgarh government signed the MoU with KVIC on 21<sup>st</sup> November 2021, in presence of Chief Minister of Chhattisgarh, Shri Bhupesh Baghel. The MoU with the Haryana Government was signed on 12<sup>th</sup> Nov. The first Prakritik Paint unit in Haryana has been set up at Pinjore near Chandigarh where over 6000 liters of Prakritik Paint has already been

produced. Another 5 paint manufacturing units will be set up by March 2022. The Chhattisgarh government, in addition to the 25 paint manufacturing units, will also set up 75 units for manufacturing

Carboxy Methyl Cellulose (CMC), which is a major component of the Prakritik Paint.

These new paint manufacturing units will have a capacity of producing 500 liters of paint every day. The 31 new Prakritik Paint units in the two states will produce approx. 50 lakh liters of paint annually while creating nearly 500 direct employments supporting several other allied sectors. KVIC's Kumarappa National Handmade Paper Institute (KNHPI), Jaipur, which has developed the Prakritik Paint, will provide training to the skilled workers from these states in making the cow dung Paint.

KVIC Chairman Shri Vinai Kumar Saxena said Khadi Prakritik Paint is an effective model of sustainable employment and that Chhattisgarh and Haryana will set examples for other states to set up cow dung based Prakritik Paint units. “Khadi

Prakritik Paint is an eco-friendly and cost-effective product with great potential of creating sustainable employment and increasing the income of farmers, which is the dream of Prime Minister. The prime objective of developing cow-dung paint is employment generation which is the basic premise of Khadi. The cow dung purchased from farmers and cow sheds for manufacturing of Prakritik Paint will create additional income of

nearly Rs 30,000 per animal per year,” Saxena said.

Khadi Prakritik Paint was launched on 12<sup>th</sup> January 2021. Apart from being waterproof and washable, the paint contains the natural benefits of cow dung like anti-bacterial, anti-fungal and natural thermal insulation properties. This paint is eco-friendly, non-toxic, odorless and cost-effective.



## Member (EZ) inaugurates Awareness Programme

District Level Awareness Programme held on 17 November, 2021 at Bankura by State Office, KVIC, Kolkata. Shri Manoj Kumar Singh, Member (EZ) chaired the inaugural programme.



Dy. Director (EZ), LDM Bankura with 8 PSU Bank, GM DIC, D O K V I B ,



Representative of RSETI and KVIC Officials participated in this programme.



C.B. Kora Village Industries Institute, Khadi and Village Industries Commission in co-ordination

## Awareness Programme at Chiplun

with Village Kaushalya Guidance Center organized a public awareness programme on 21st November, 2021 in Chiplun. Asad Malik, Principal, C.B. Kora Village Industries Institute Informed about the training. Smt. Pragya Joglekar, former Director, KVIC was also present on this occasion.



## Miscellaneous

### PEP at Ratnagiri District

A Peoples Education Programme on Various schemes and programme being executed KVIC organised at Ratnagiri District on 20<sup>th</sup> November, 2021 by C.B.Kora Village Industries institute, KVIC and Gram Panchayat Chewli, Ratnagiri. Shri Asad Malik, Principal, C.B Cora Institute, KVIC informed all about the scheme and programme. Smt. Pradnya Joglekar, Ex. Director, KVIC also Throw The light on PMEGP programme.



### Training and distribution of pedal operated incense sticks



KVIC after 10 days training distributed 50 Pedal operated Agarbatti making machines to 50 women Artisans under "Khadi Agarbatti Aatmanirbhar Mission" at villege Borgaon, District Nanded, Maharashtra. KVIC empowering people every day.

### Awareness programme Webinar

A national awareness program webinar on Sambhav- Entrepreneurship organized by Divisional Office Khadi and Village Industries Commission, Gorakhpur at Gangotri Devi Postgraduate Women's College, Gorakhpur and Neena Thapa Industrial Training Centre, Kudaghat on 20.11.2021 and 23.11.201 respectively Deputy Director Shri S.S. Dhankhar., and other officers of Divisional Office, KVIC Gorakhpur participated.



## Miscellaneous State Level

### Monitoring Committee Meeting under PMEGP at Uttarakhand

by Shri Amit Singh Negi (IAS) Secretary, MSME, Government of Uttarakhand on 9th November 2021. Shri S.C. Nautiyal, Director Industries, Shri Rawat, SLBC Convenor, SLBC and Ram Narayan, State Director I/c were also present in the meeting.



The virtual meeting of the State Level Monitoring Committee under the Prime Minister's Employment Generation Programme was chaired

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### National Level Awareness Programme at Madurai

Entrepreneurship under MSME webinar programme for the students of Shri Meenakshi Govt. Arts College for Women, Maduari on 12.11.2021. Shri.R.P. Asokan, Dy Director I/c, D.O., KVIC, Madurai inaugurated the programme. Dr. S. Vanathi, Principal, Shri Meenakshi Govt. Arts College for Women was the chief guest in this occasion. Event was organised digitally .



Divisional Office, KVIC, Madurai conducted a National Level Awareness Programme on

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### Awerness Programme on PMEGP organised at Udalgiri



PMEGP Awareness Programme organised at Mazabat, Udalgiri District on 9th November, 2021. Shri Charan Boro, MLA, Mazabat inaugurated the programme.

## Miscellaneous



Member North Zone Shri Basant reviewed the KVI activities and programme at Himachal Khadi Ashram Shimla (HP) on 16th October, 2021.



Hon'ble Member Central Zone Shri Jaiprakash Gupta reviewed the KVI activities and program implemented by the State Office KVIC Raipur on 16 November 2021.

North East Zone SFURTI Cluster review meeting held at IIE Guwahati on 17th November, 2021.





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to buy your favourite Khadi products



**Khadi and Village Industries Commission**  
Ministry of Micro, Small & Medium Enterprises, Govt. of India  
Website: [www.kvic.gov.in](http://www.kvic.gov.in)



@kvicindia

## PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME (PMEGP)

*A flagship programme to provide sustainable employment through setting up of new self-employment ventures*

The Scheme is being implemented by Khadi and Village Industries Commission (KVIC), under the administrative control of the Ministry of MSME as the single nodal agency at the National level. At the State level, the Scheme is implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs) in rural areas and District Industries Centres (DICs) in both rural and urban areas and Coir Board for coir activities. The Government subsidy under the scheme is routed by KVIC through the identified Banks for eventual distribution to the beneficiaries/entrepreneurs in their Bank accounts.

### Objectives

(I) Generate employment opportunities in rural as well as urban areas of the country through setting up of new self-employment ventures/projects/  
m i c r o  
e n t

erprises.

(ii) Bring together widely dispersed traditional artisans/ rural and urban unemployed youth and give them self-employment opportunities to the extent possible, at their place.

(iii) Provide continuous and sustainable employment to a large segment of traditional and prospective artisans and rural and urban unemployed youth in the country, so as to help arrest migration of rural youth to urban areas.

(iv) Increase the wage earning capacity of artisans and contribute to increase in the growth rate of rural and urban employment.

### Quantum and nature of financial assistance

#### I. Margin Money Subsidy

(I) Funds are being allocated under annual Budget Estimates towards disbursement of Margin Money for setting up of new micro enterprises (units); and

(ii) From the funds allocated under BE for the Margin Money Subsidy, Rs.100 Cr or as approved by the competent authority will be earmarked for each FY towards disbursement of Margin Money for upgradation of existing PMEGP units.

#### II. Backward and Forward

## Linkages

5% of the total allocation under BE for a Financial Year against the PMEGP shall be earmarked as funds under Backward and Forward Linkages and are being utilized for arranging awareness camps, exhibitions, bankers meeting, TA/DA, Publicity, EDP, Physical Verification, concurrent evaluation, etc. and settlement of other residual liabilities by the KVIC.

## Levels of funding under PMEGP

- (I) For setting up of new Micro Enterprise (units)

- (2) *The maximum cost of the project/unit issible under business/service sector is Rs. 10 lakh.*
- (3) *The balance amount of the total project cost will be provided by Banks as term loan.*

## Eligibility conditions of beneficiaries for PMEGP new enterprises (Units)

- Any individual, above 18 years of age
- There will be no income ceiling for assistance for setting up projects under PMEGP.
- For setting up of project costing above Rs.10

Categories of beneficiaries underPMEGP	Beneficiary'scont ribution(of project cost)	Rate of Subsidy(of project cost)	
		Urban	Rural
General Category	10%	15%	25%
Special (including SC / ST / OBC / Minorities/ Women, Ex-servicemen, Physically handicapped, NER, Hilland Border areas etc.	05%	25%	35%

## Note:

- (1) *The maximum cost of the project/unit admissible under manufacturing sector is Rs. 25 lakh.*

lakh in the manufacturing sector and above Rs. 5 lakh in the business /service sector, the beneficiaries should possess at least VIII standard pass educational qualification.

- Assistance under the Scheme is available





only for new projects Sanctioned specifically under the PMEGP.

- Institutions registered under Societies Registration Act, 1860.
- Production Co-operative Societies, and
- Charitable Trusts.

Existing Units (Under PMRY, REGP or any other scheme of Government of India or State Government) and the units that have already availed Government Subsidy under any other scheme of Government of India or State Government are **not eligible**.

.....to be Continued in next issue

We are sharing two success stories in this issue.

## **PMEGP - WOMEN ENTREPRENEUR'S SUCCESS STORY KVIC- S.O, VIJAYAWADA, A.P.,**

**Smt. CHAPPIDI HEMAVATHI** is resident of Cherakuvaripalle of Sodam Mandal in Chittoor District. Her Qualification is a post Graduate, With a view to improve her family income, she wanted to establish Rice Mill unit. She

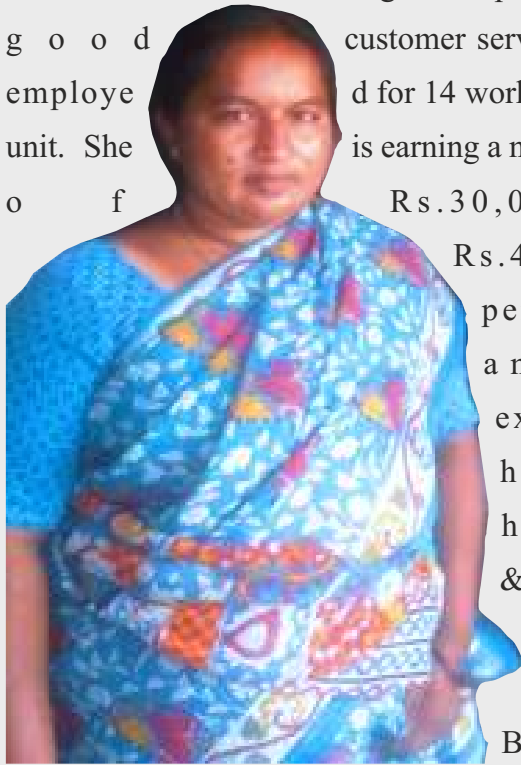
approached KVIC Officer over phone and met personally along with the Project report and KVIC Chittoor Field Officer. With the guidance of KVIC Field Officer she applied online for PMEGP. KVIC has sponsored her application for Indian Bank,



Sodam for sanction the Loan. Indian Bank, Sodam, has sanctioned a loan of Rs.10.00 lakhs for the Project. With keen interest and dedication to become an entrepreneur she improved her self confidence and worked hard. She established **Rice mill** unit at Cherakuvaripalle in



October'2019. From the date of establishment of the Unit itself she has given importance for good customer service. She employed for 14 workers in the unit. She is earning a net income of Rs.30,000/- to Rs.45,000/- per month and she expressed her happiness & gratitude to KVIC and Bank for the adequate training, finance and necessary guidance in taking up self employment activity.



<b>Name of the KVIC Office</b>	S.O, Vijayawada
<b>Name Of the Unit</b>	DWARAKA Flour and Rice mill
<b>Name of the Sponsor Bank</b>	Indian Bank, Sodam Branch
<b>Name of the entrepreneur</b>	Smt. Chappidi Hemavathi
<b>Address</b>	Cherakuvaripalle, Sodam Mandal, Chittoor district
<b>Age</b>	30 Years
<b>Educational Qualification</b>	Post Graduate
<b>Financial Status at the time of before availing PMEGP Loan.</b>	6000/-
<b>Year and month of PMEGP Loan availed.</b>	October - 2019
<b>How came in contact with PMEGP Scheme.</b>	KVIC – Publicity and KVIC Field Officer.
<b>Name of the training programme</b>	PMEGP - EDP

## S.S. Kitchen ware

Thrupthi is resident of Somasundara Palyam, Tenali of Guntur district. Her Qualification is SSC. With a view to improve her income and Self employment, she wanted to manufacture Kitchen ware unit. She took guidance from her Husband and approached KVIC Officers along with the Project report and KVIC have sponsored her application to Bank of India, TENALI. Bank of



IndiaTenali, has sanctioned a loan of Rs.20.00



<b>Name of the KVIC Office</b>	S.O, Vijayawada
<b>Name Of the Unit</b>	SS Kitchen ware
<b>Name of the Sponsor Bank</b>	Bank Of India, Tenali
<b>Name of the entrepreneur</b>	ANURADHA
<b>Address</b>	AUTONAGAR, Tenali, Guntur district
<b>Age</b>	45 Years
<b>Educational Qualification</b>	10th
<b>Financial Status at the time of before availing PMEGP Loan.</b>	5000/-
<b>Year and month of PMEGP Loan availed.</b>	March - 2017
<b>How came in contact with PMEGP Scheme.</b>	Friend.
<b>Name of the Scheme applied</b>	PMEGP - KVIC

establishment of the Unit itself she has given importance for good customer service. She employed for 20 workers in the unit. She is earning a net income of Rs.20,000/- to Rs.25,000/- per month and she expressed her happiness & gratitude to KVIC and Bank for the adequate training, finance and necessary guidance in taking up self employment activity.

Now KVIC started Online Training is useful and She wants to give employment to more women and want to guide women to become entrepreneurs, She says.

lakhs for the Project. She has attended for the general EDP under PMEGP and learnt entrepreneurial competencies, Communication skills, licenses / Procedures to establish the unit. With keen interest and dedication to become an entrepreneur she improved her self confidence and worked hard. She Started SS Kitchen utensils Manufacturing unit at Autonagar, Tenali in the Month of March'2017. From the date of



## Press Coverage

**millenniumpost**  
DELHI EDITION  
24 Nov 2021

### KVIC signs MoU with Haryana and Chhattisgarh govt for 31 manufacturing units of Khadi Prakritik Paint

*First Prakritik Paint unit in Haryana has been set up at Pinjore near Chandigarh where over 6000 liters of Prakritik Paint has already been produced. Another 5 paint manufacturing units will be set up by March 2022*

**NEW DELHI:** The unique Khadi Prakritik Paint developed by Khadi and Village Industries Commission using cow dung as raw material has been adopted by the state governments of Chhattisgarh and Haryana as a result of sustainable employment. A total of 31 Prakritik Paint manufacturing units - 25 in Chhattisgarh and 6 in Haryana - will be set up by the respective state governments, for which technology transfer agreements have been signed with KVIC. Chhattisgarh govt signed the MoU with KVIC on 21 November 2021, in presence of Chhattisgarh Chief Minister, Bhupesh Baghel. The MoU with the Haryana govt was signed on 12 November 2021.

The first Prakritik Paint unit in Haryana has been set up at Pinjore near Chandigarh where over 6000 liters of Prakritik Paint has already been produced. Another 5 paint manufacturing units will be set up by March 2022. The Chhattisgarh government, in addition to the 25 paint manufacturing units, will also set up 75 units for manufacturing Carbon Market Cellulose, which is a major component of the Prakritik Paint.



These new paint manufacturing units will have a capacity of producing 100 liters of paint every day. The 31 new Prakritik Paint units in the two states will produce approx. 30 lakh liters of paint annually while creating nearly 500 direct employment and supporting several other allied sectors. KVIC's Karnataka Poshan Handmade Paper Institute (KHPHI), Jajpe, which has developed the Prakritik Paint, will provide training to the skilled workers from these states in making the cow dung Paint.

KVIC Chairman, Vimal Kumar Saxena said Khadi Prakritik Paint is an effective model of sustainable employment and that Chhattisgarh and Haryana will set standards for other states to set up cow dung based Prakritik Paint units. "Khadi Prakritik Paint is an eco friendly and cost-effective product with great potential of creating sustainable employment and increasing the income of farmers, which is the dream of Prime Minister. The prime objective of developing cow-dung paint is employment generation which is the basic premise of Khadi. The cow dung purchased from farmers and cow sheds for manufacturing of Prakritik Paint will create additional income of nearly Rs 30,000 per animal per year," Saxena said.

Khadi Prakritik Paint was launched on 12 January 2021. Apart from being waterproof and washable, the paint contains the natural benefits of cow dung like anti-bacterial, anti-fungal and natural thermal insulation properties.



India & Mexico should come together to promote Khadi globally: Mexican Ambassador Salas

**New Delhi, 25 Nov (KNN)** Mexican Ambassador to India, Federico Salas visited the Khadi India Pavilion at the India International Trade Fair 2021 today and appreciated the sheer variety of products at the Khadi India Pavilion and the exquisite craftsmanship of Khadi artisans.

He said, "I congratulate Khadi and Village Industries Commission for setting up such a grand Khadi India pavilion at IITF that has given Khadi artisans a big platform to sell their products. Khadi strikes a special chord between India and Mexico and the two countries would work out ways to come together in promoting Khadi across the world."

The Mexican ambassador lauded the global popularity of Khadi and was received by Manoj Kumar, Member (Marketing), Khadi and Village Industries Commission.

He saw the live demonstration of Pashmina wool spinning, clay pottery making, wood-pressed oil extraction, incense sticks (Agarbatti) and handmade paper making while he also visited several other stalls displaying the finest handcrafted Khadi fabric, readymade garments, handmade jewellery and a wide range of village industry products.

The Ambassador took to an electric potter wheel and tried his hands on making clay pottery.

Last year in October, Prime Minister Narendra Modi during one of his Man ki Baat address had made a reference to the region of Oaxaca in Mexico, where khadi was being manufactured, and spoke about how khadi reached the Latin American country after a local resident became influenced by a film on Mahatma Gandhi.

### स्वयंरोजगार शिबिराला उत्तम प्रतिसाद



स्वयंरोजगार शिबिरात मार्गदर्शन करताना मान्यवर.

**चिपळूण :** खादी ग्रामउद्योग आयोग, सी.बी. कोर फेडर शिपोली आणि ग्रामकौशल्य मार्गदर्शन केंद्रातर्फे सोमवारी (दि. २१) चिपळूण व दळवटणे येथे आयोजित स्वयंरोजगार मार्गदर्शन शिबिराला उत्तम प्रतिसाद लाभला.

खादी ग्रामउद्योग आयोगाचे डायरेक्टर असद मलिक, उमाकांत डोईफोडे, सी. प्रज्ञा मिलिंद जोगळेकर, सहाय्यी शिक्षण संस्थेचे प्रकाश राजेशिके, कोकोआर्गनिकचे आदित्य ताम्हे, ग्राम कौशल्यचे संचालक मिलिंदजी जोगळेकर, म्लोबल ट्रेनिंगचे संचालक प्रसाद जोम यांनी या कार्यक्रमात मार्गदर्शन केले. श्री. डोईफोडे यांनी खादी ग्रामउद्योगाच्या प्रशिक्षण कार्यक्रमांची व योजनांची माहिती दिली. तसेच पंतप्रधान रोजगार निर्मिती योजना, स्वीट क्रांती योजनांबद्दल असद मलिक यांनी माहिती दिली. सी. प्रज्ञा जोगळेकर यांनी कोकणात करता येणाऱ्या उद्योगांना प्रवर्ग अनुसार उपलब्ध असणाऱ्या पी.एम. ई.जी.पी. च्या सबसिडीची माहिती दिली. ग्राम कौशल्य मार्गदर्शन केंद्राकडून उपस्थितांना कापडी पिशव्या व प्रशिक्षण साहित्याचे तसेच अल्पोपहाराचे वाटप करण्यात आले. कार्यक्रम माच्या वशस्वीतेसाठी सी. व्हाली सायंत, सी. नारकर, सी. अक्षता कदम यांचे सहकार्य लाभले.

### केंद्रीय मंत्री नारायण राणे आज...

इस क्षेत्र में आर्थिक समृद्धि लाने और देश के सकल घरेलू उत्पाद में उनके योगदान को बढ़ावा देने के लिए पूर्वोत्तर क्षेत्र में एमएसएमई के विकास पर विशेष ध्यान दिया है। भारतीय अर्थव्यवस्था और एमएसएमई क्षेत्र के प्रदर्शन के बीच संबंध कभी भी अधिक संरिखित नहीं हुए हैं। यह आने वाले वर्षों में और बढ़ेगा। हमारी अर्थव्यवस्था पर एमएसएमई के प्रभाव को देखते हुए युवाओं में उद्यमिता को बढ़ावा देने के लिए जोर दिया जाना चाहिए और उन्हें भारतीय अर्थव्यवस्था के विकास में एक अभिन्न भूमिका निभाने का मौका देना चाहिए। गौरतलब है कि इस अर्थव्यवस्था के सपने को साकार किया जा सके। गौरतलब है कि इस तरह के सम्मेलन पूर्वोत्तर क्षेत्र को बदले हुए आर्थिक परिदृश्य में उद्यमिता को प्रोत्साहित करने और क्षेत्र की प्रतिस्पर्धात्मकता बढ़ाने के प्रयासों में मदद करेंगे। इससे मंत्रालय द्वारा कार्यान्वित योजनाओं के बारे में समझ विकसित करने के साथ-साथ राज्य सरकारों और अन्य हितधारकों के साथ बातचीत शुरू करने में मदद मिलेगी जो इस क्षेत्र के लिए नीतियों के बेहतर नियोजन और निष्पादन में मदद करेगी।

## Press Coverage



### ख़ादी स्टोर ने एक दिन में की 1.29 करोड़ की रिकार्ड बिक्री

नई दिल्ली। कर्नाट प्लेस स्थित ख़ादी शोरूम ने एक दिन में 1.29 करोड़ रुपये की रिकार्ड बिक्री की है। यह बिक्री शोरूम ने 30 अक्टूबर को की। ये जानकारी एमएसएमई मंत्रालय ने सोमवार को दी। इससे पहले एक दिन में ख़ादी की सबसे ज्यादा बिक्री 1.28 करोड़ रुपये दो अक्टूबर 2019 को हुई थी। मंत्रालय की ओर से कहा कि पीएम मोदी की अपील के जवाब में इस त्योहारी सीजन में स्वदेशी उत्पादों की खरीद के लिए उमड़े लोगों ने ख़ादी के लिए करिश्मा कर दिया। सीपी स्थित मुख्य शोरूम ने पिछले सारे रिकार्ड तोड़ते हुए 30 अक्टूबर को 1.29 करोड़ रुपये की बिक्री की।

जारी बयान में कहा गया कि 2016 से ये 13वां बार है जब किसी शोरूम पर एक दिन में करोड़ रुपये से ज्यादा की बिक्री हुई है। वहीं इस साल अक्टूबर में ये दूसरी बार है जब ख़ादी की बिक्री एक करोड़ का आंकड़ा पार कर गई। इस साल गांधी जयंती के अवसर पर 1.02 करोड़ रुपये की बिक्री हुई थी। एजेंसी

**र दो परिवारों में बव**

### केंद्रीय मंत्री नारायण राणे आज गुवाहाटी में पूर्वांचल एमएसएमई कॉन्क्लेव की करेंगे अध्यक्षता, सीएम भी रहेंगे मौजूद

पूर्वांचल प्रदूरी डेस्क संवाददाता गुवाहाटी: केंद्रीय एमएसएमई मंत्री नारायण राणे 18 नवंबर, 2021 को गुवाहाटी में असम के मुख्यमंत्री डॉ. हिमंत विश्वशर्मा के साथ सभी पूर्वांचल राज्यों के वरिष्ठ मंत्रियों और गणसभा के सदस्यों की उपस्थिति में पूर्वांचल एमएसएमई सम्मेलन की अध्यक्षता करेंगे। कॉन्क्लेव का आयोजन एमएसएमई मंत्रालय की ओर से किया गया और इसका उद्देश्य पूर्वांचल क्षेत्र में एमएसएमई के लिए उपयुक्तता और व्यापार के अवसरों को बढ़ावा देना है। एमएसएमई क्षेत्र योजनाएं सुझान और विनिर्माण उद्योग के विकास के मामले में महत्वपूर्ण भूमिका निभाता है। वर्तमान में इसमें 11 करोड़ से अधिक लोगों को रोजगार देने वाली 6 करोड़ इकाइयों शामिल हैं। उल्लेखनीय है कि एमएसएमई सकल घरेलू उत्पाद में 30 प्रतिशत से अधिक योगदान और भारत में कुल निर्यात का करीब 49 प्रतिशत से आर्थिक विकास में महत्वपूर्ण योगदानकर्ता है। भारत का विकास तभी हो सकता है जब हम उतर-पूर्व का विकास करें और यह एमएसएमई मंत्रालय की सर्वोच्च प्राथमिकता भी है। मंत्रालय ने ■ शेष पृष्ठ 11 पर

## KVIC on Social Media

### -On Facebook



CharkhaKVIC | Facebook | KVICIndia | KVICIndia | KVICIndia



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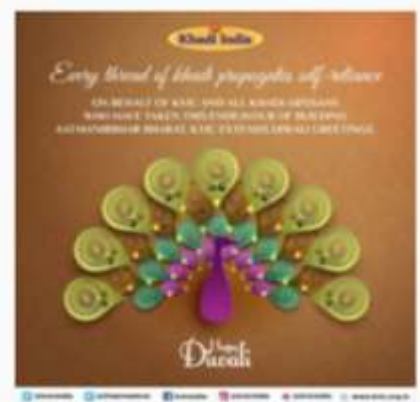
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## KVIC on Social Media

### -On Instagram



## Special Days

