



कामये दुःखप्रानाम् ।
प्राणिनाम् आतिनाशनम् ॥

Jagruti

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KVIC & Raymond launch India's First Branded Khadi Label

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

Jagruti

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on Rural Industrialisation

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कामधे दुखतमानम्।
प्राणिनाम् आतिनाशनम्॥

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Khadi has become a style statement again, its production has increased:

Union Minister Kalraj Mishra

New Delhi, December 22, 2016: Talking about the handloom sector, the union minister said khadi has once again gained its prominence among masses just like it had during the Independence struggle. Investment in the small scale industries will make the 'Make In India' campaign successful, said the

Kalraj Mishra Union Minister, Ministry of Micro, Small and Medium Enterprises in the present NDA government.

Talking about the handloom sector, the union minister said khadi has once again gained its prominence among masses just like it had during the Independence struggle.

Proceedings of Department Related Parliament Standing Committee at Mumbai 20th December , 2016



Khadi & Village Industries Commission & Raymond launch India's First Branded Khadi Label

KVIC and Raymond join hands for a strategic joint initiative for marketing Khadi



- *An initiative to position Khadi as a 'fashion fabric' globally.*
- *Branded as 'Khadi by Raymond', KVIC certifies Raymond to use Khadi Mark.*
- *Raymond will be sourcing all India variety of Khadi from departmental sales outlets from Delhi and Mumbai.*
- *This joint initiative will result in an incremental employment of 2.10 lakh man hours for spinners and weavers.*
- *'Khadi by Raymond' to be available at KVIC outlets & Raymond Shops across the country from February 2017.*

Mumbai, 6th December 2016: Khadi & Village Industries Commission, Ministry of MSME, Government of India inked an exclusive partnership with Raymond Ltd,



India's leading Textile & Apparel Company. This first of its kind initiative explores synergies between two iconic Indian brands that boast of Make in India legacy and represents the rich cultural heritages of India. In the august presence of Shri Vinai Kumar Saxena, Chairman KVIC Shri Gautam Hari Singhania, Chairman

said, *"Inking an agreement with Raymond for value added marketing of Khadi is an act of integrating rural industry with urban industry, which in other words is the socio-economic unity of nation's creative diversity. This is an historic agreement where a major fabric producer like Raymond will promote Khadi. In line with the Prime Minister's vision, this agreement is going to bridge the urban-rural divide. The best of India's minds and resources should work for the poorest and rural have-nots. This, therefore is a humble gesture of KVIC in this direction."*



"We never calculate profit in Rupees but it is always calculated in man hours."

& Managing Director, Raymond Ltd., the agreement was signed by Ms. Usha Suresh, CEO, KVIC and Mr. Sanjay Behl, CEO Raymond Ltd.



This will be a big leap for KVIC having accredited Raymond to use the 'Khadi Mark'. Speaking on this partnership, KVIC Chairman V.K. Saxena

"Profit with convergence will be around 2 lakh man hours which will support Khadi artisans and take Khadi and Raymond at different level", he added.



Reckoned as 'Fabric of the Nation', Khadi is a symbol of self – sufficiency and independence that played a major role during the freedom struggle of India, a standing testimony to the nation's

Commenting on the association, Gautam Hari Singhania, said, *“In the Indian context, spinning charkha has always been a symbol of self-reliance & it gives me an immense pleasure as Raymond now has Khadi – a true Indian fabric as a part of its product portfolio. In our quest to remain committed towards Make in India initiative, this is a*



defining moment as this association with KVIC will create multiple employment opportunities and will empower the artisans, especially women in rural India.”

This initiative is conceptualized under KVIC Act that permits it to promote the sale and marketing of Khadi or products of Village industries or



handicrafts and forge links with established marketing agencies through the PPP mode. Under this convergence, Raymond has agreed for a guaranteed minimum procurement of Khadi and Khadi products for a period of 5 years with primary purchases of muslin, cotton and silk.

Branded as 'Khadi by Raymond', a mélange of Indian ethos and latest trends is sure to position Khadi as a viable fashion fabric. As a part of this strategic association, Raymond will also bring in the design interventions at Khadi manufacturing clusters across the country along with providing technical expertise. Additionally, Raymond will procure all India Khadi varieties from departmental sales outlets of KVIC for OTC sales as well as crafting readymade garments for its apparel brands. Elaborating on this strategic initiative;

Usha Suresh, CEO KVIC said, *“KVIC is committed to the cause of enriching the*

livelihood of its khadi artisans. It has taken several steps for improving marketing of khadi products including the introduction of the Khadi Mark. All genuine khadi products shall bear the Khadi Mark. To promote khadi as a global and a fashionable fabric, this partnership with Raymond will provide khadi a niche among the fashion conscious global Indian who is also a genuine lover of handspun fabric."

She also made a presentation on developments of Schemes and Programmes of KVIC.

In line with the Hon'ble Prime Minister's vision of promoting 'Khadi for Fashion', this initiative will ensure that Khadi is positioned as a fabric of choice through multiple communications and



promotions reaching out to the discerning consumer. Additionally, Khadi Logo will be displayed inside the Raymond stores through visual merchandising, where Khadi products are displayed. Currently, Khadi is being marketed by Khadi Gramodyog Bhavan's stores as well as

through the sales outlets run by the institutions financed by KVIC and KVIB.

During the occasion of signing this agreement, Sanjay Behl said, "There has been a radical shift in people's perception



to try new looks, fabrics & fit and Raymond as a forerunner in the textile innovation space, has always been known to create fine fabrics & apparel. With this association, it is our endeavour to position Khadi by Raymond as a true Indian fashion fabric globally. Raymond will offer a wide array of apparel spanning across Khadi shirts, jackets, trousers and suits in line with international trends." Khadi by Raymond' products will be available at KVIC outlets, The Raymond Shops across India and leading ecommerce portals.

On this occasion Mr. Gautam Hari Singhania donated charkhas for project Sahyog, whereby unemployed spinner women are provided with livelihood opportunities by KVIC.



KVIC takes two new initiatives in Varanasi **Solar Charkha training centre inaugurated at Varanasi**

Solar Charkha training centre inaugurated ON 2th December 2016 for which KVIC distributed 50 solar charkha in Jayapur Village. The programme was inaugurated by Shri Rajyawardhan Singh, Hon'ble Cabinet Minister for State in presence of Shri Vinai Kumar Saxena, Chairman, KVIC. The training centre will provide training to women in 3 batches with 50 women in each batch. Later these



programme by helping avail loan under this scheme and generate employment.



women will be helped through Prime Ministers Employment Generation

Salt processing unit

A salt processing unit was also inaugurated here today at Gandhi Ashram Sevapuri, Varanasi. The unit will process 8 tons of salt everyday which will be sold as less iodized salt in packs of 1 kg at low cost. The enterprise will generate direct employment for 15 persons directly and for 20 persons indirectly. The unit will start commercial production in next 15 days.



A State level PMEGP exhibition at Vadodara



A State level PMEGP exhibition was inaugurated on 2nd December 2016 by Shri Bharat Dangar, Mayor, Vadodara at Parsi Agiyari Ground, Vadodara . The exhibition was organized in association

Dangar recalled his memories of spinning khadi in his school days. He also urged people to buy khadi. Shri Sanjay Hedao, State Director Gujarat, Shri Vallabhchai Lakhani, Secretary, Sanstha Sangh and Shri Ranjeet Singh were also present on this occasion.



Shri Sanjay Hedao said that sale in the exhibition was not affected by demonetization.

with Bhalnalkantha Khadi Gramodyog Board, Ranpur. In his inaugural address Shri Bharat



Khadi Haat-

Another initiative of extending helping hand to the rural artisans



KVIC took another initiative of extending helping hand to the rural artisans from remote corners of Maharashtra by organizing Khadi Haat 2016 in the heart of Mumbai Metro city where a group of rural artisans across remote Villages of Maharashtra sold their traditional handmade goods. The exhibition was inaugurated by Shri Vinai Kumar Saxena, Chairman, KVIC 26th December 2016 and

Addressing the media representatives on this occasion Shri Saxena said, “this kind of act of promoting rural artisans in urban market not only serves the cause of socio-economic unity of nation's creative diversity but spinning Charkha transforms lives and brings harmony in the life of the spinner. Recent example are the juvenile Children who were provided training in spinning which has not only

made them financially independent but has also brought behavioral changes, making them responsible citizen”.

He also briefed on the most recent MoU executed between KVIC and REC on 21st December 2016 which will extend financial support of Rs. 5.50 crores to setup composite spinning, weaving and garment unit at Varanasi.



He also informed on tie up with other major organizations to increase sale and connecting with youth in Schools and Universities. This is developing liking for eco-friendly and ethnic taste among youth.

Speaking on effect of demonetization CEO KVIC, Ms Usha Suresh said, KVI sector would promote the use of digital modes of transactions . The departmental sales outlets were already carrying out digital sale for e.g. in KVIC flagship store at New Delhi almost 91% retail sale is digital. This is effective way to develop a



corruption free system. Besides this she also informed about the KVIC organizing various awareness programmes about benefits of cashless transactions among Khadi and Village Industry Institutions and artisans.

The exhibition **Khadi Haat** has attractive ethnic collection of herbal products, health food, attractive handmade paper, pottery, handicraft, wood craft, leather, aggarbatti, honey, herbal products, pickles, cultural heritage, craftsmanship and extensive varieties eateries that reflects taste and showcase value of Maharashtra. This exhibition is a marketing support to artisans, institutions and entrepreneurs engaged in production of Khadi and Village Industries products predominantly in rural areas of Maharashtra.

West Zone Committee Meeting held

Zonal Committee meeting of west zone was held on 9th December 2016 at Ahmedabad .

Shri Vinai Kumar Saxena , Chairman KVIC presided over the meet and reviewed developments of Schemes and Programmes taking place in Western zone with Shri Y.K. Baramatikar, Dy. CEO western Zone, Shri Sanjay Hedao, Director, State Office Maharashtra and Gujarat, Shri A.L.



Meena, State Director , Goa and Shri R.R.Gajabhiye, Divisional Office Nagpur.



Ambedkar punyatithi observed

Khadi and Village Industries Commission observed Ambedkar punyatithi on 6th December at Central Office, Mumbai. Chairman KVIC Shri Vinai Kumar Saxena on this occasion remembered the architect of the Constitution and made an appeal to follow his teachings on his 126th birth anniversary and take inspiration from life journey.



No impact of Demonetization on Khadi sales



Khadi & Village Industries Commission (KVIC), which sells Khadi and Village industries products through more than 7100 sales outlets across the country, in which 14 outlets belongs to KVIC, including its flagship outlet in Connaught place New Delhi, have registered an overall increase of 9.25% during December 2016 as compared to the previous year on an average in all the Departmental Sales outlets.

Speaking to on this occasion Chairman KVIC V.K.Saxena said that Central's decision to demonetize Rs. 1000 & Rs. 500 currency notes have not impacted on Khadi sales . He said that though in the initial 2 and 3 days, there was a slight dip in the sale, however this was quickly overcome by encouraging more modes of digital payments and also introducing an incentive scheme for providing gift on purchases for more than Rs. 2000/- per bill through digital payments . KVIC also allowed 1% additional discount in its departmental sales outlets on payments through digital modes .

Khadi India outlet, New Delhi has registered an increase of 14% in the sales during the month of December 2016 as

compared to the same period during the previous year. In December 2015 the sale was Rs.4.84 Crore and in December 2016 it reached Rs.5.52 Crore (upto 27th December). Similarly in November 2015, the sale was Rs.6.25 crores and in November 2016 it registered Rs. 6.48 crores, an increase of 4.50 %. In November 2015 the cashless sale was (Credit/ Debit Card payment) below 50% which has increased to more than 90% in the same period.

During the last one and half months ,KVIC has also initiated awareness camps and workshops for cashless transactions in its all zones for the benefit of Khadi institutions and artisans and also distributed debit cards to Khadi artisans in many places.

DEVI AWARDS



Chairman KVIC, Shri Vinai Kumar Saxena attended DEVI award event held on 16th December 2016 which was organised by the Sunday Standard and partnered by Khadi India. Heartiest congratulations to all the awardees.★★

Awareness camp for Khadi Artisan at Kurnool District



In view of the demonetisation of Rs. 1000 and Rs. 500 notes with effect from midnight of November 8, KVIC, South Zone took a decision to create awareness among the rural Khadi artisans about cashless transaction like utilisation of ATM Cards/Credit Card, Card Swiping, etc. and it's importance.

The first awareness programme was organized at Banaganapalle Village, Kurnool District of Andhra Pradesh on 6th December, 2016 for which Shri. G. Chandramouli, Hon'ble Member (SZ), KVIC attended as Chief Guest. Shri. M. Bhoomaiah, Dy. Director, KVIC, State Office (Andhra Pradesh); Shri. K.P.K. Satyanarayana, Manager, Central Bank of India, Kurnool; Shri. Maheshwar Reddy, Executive Engineer, Panchayat Raj Dept, attended the programme.

300 Khadi Artisans and representatives of Khadi Institutions of

Kurnool District, Rayalaseema area of Andhra Pradesh State marked their presence. The Khadi institutions which participated in the programme are: Khadi Gramodyog Samithi, Banaganapalle; Kurnool Zilla Khadi Gramodyog Samiti, Kurnool; Rayalaseema Grameena Vikas Mandali, Kurnool, Grama Swarajya Sangham, Banaganapalle; Khadi Gramodyog Samiti, Koilkuntla; Shri Rajeswari Khadi Sewa Samiti, Maddikera, Kurnool District.



Debit Cards were issued to the Khadi Artisans in the awareness programmes. The Branch Manager, Central Bank of India, Kurnool briefed the artisans about how to use the swiping machine and explained about the precautions to be taken in maintaining their savings accounts pertaining to cashless money transfer.

Khadi reaches -Arghya The Borivali Design Fair

KVIC participated in the **Arghya**, Borivali Design Fair organised from December 16th, to 18th, 2016 by Aditya group of institutions in Mumbai. “The fest was about creating general awareness amongst public about design, creativity, art & architecture.

The show was inaugurated by Shri Ram Naik, Hon’ble Governor of UP. Eminent architect, Hafeez Contractor who was also felicitated by the hands of Chief Guest for the Padmabhushan award

bestowed on him by the President of India. KVIC participated in this fair by generating awareness about Khadi among the students of Aditya College. During this three days celebration of the college students coined slogan on Khadi, addressed on global warming and Khadi, setting up of stall of Khadi and Village Industries products and placing KVIC LOGO on college website and their souvenir.

58th Meeting of DLTFC conducted for N&M Andaman District at Mayabunder

The 58th meeting of the District Level Task Force Committee (DLTFC) was held on 07th December 2016 at District Office, Mayabunder under the chairmanship of Shri Arava Gopi Krishna, IAS, Deputy Commissioner (N&MA) for processing of the loan applications received from North and Middle Andaman District under PMEGP scheme of KVIC. Shri Ajit Anand, Joint Secretary, Industries Department, Shri Ravinder Rao, Managing Director, Shri Omkar Nath, Manager (Dev.), A&N State Co-operative Bank, Shri Shyamal Debnath, Pradhan, Gram Panachayat, Madhupur, Shri Madhab Mall, Pradhan,

Gram Panchayat Sabari, Shri J.Chandramouli, Assistant Director, MSME-DI, Dollugunj, and representatives from NYKS, Banks and Industries Department were the other members were present in the meeting.

**There are two days
in the year that we can
not do anything,
yesterday and tomorrow.**

-Mahatma Gandhi

Highlights of **640TH Commission Meeting**

The 639th meeting of the Khadi and Village Industries Commission was held on 24th December 2016, at New Delhi presided over by Shri Vinai Kumar Saxena, Chairman, KVIC. Shri Jai Prakash Tomar, Zonal Member(CZ); Shri G. Chandramouli, Zonal Member(SZ); Dr. Sangeeta Kumari, Zonal Member(EZ); Shri Narayan C. Borkataky, Zonal Member(NEZ); Shri Ashok Bhagat, Expert Member(RD); Smt. Usha Suresh, Financial Advisor/ Chief Executive Officer, and Shri Mohit Jain, Chief Vigilance Officer, KVIC respectively participated in the meeting.

Chairman, KVIC, congratulated and welcomed Shri Rajendra Pratap Gupta, an expert in 'Public Policies' and Advisor, Ministry of Health who assumed charge in KVIC as Expert Member (Mkt.). He also welcomed Shri D.P.S. Negi, Economic Advisor(MSME) to the 640th Meeting of the Khadi & V.I. Commission. Shri Satya Pal who assumed the charge of Jt. CEO, KVIC, was also congratulated followed by self introduction by all Members of the Commission.

ACTION TAKEN REPORT ON VARIOUS DECISIONS TAKEN BY THE COMMISSION IN ITS 638TH MEETING HELD ON 28TH OCTOBER 2016.

On proposal of Directorate of Budget for approving the budget guidelines for Khadi and V.I institutions and departmental units for the year 2017-18, the Commission had detailed deliberation on the Budget Guidelines for Khadi & V.I. Institutions & Departmental Units of KVIC & KVI Boards for the financial year 2017-18 and approved the modalities for finalizing the targets and time line as detailed below:-

A. There will be no State Level Budget Team (SLBT) for fixing the targets and State/Divisional Directors / In charges of KVIC field offices shall fix the targets for the

year 2017-18 by enhancing 20% above the Production & Sales performance of the last year i.e. 2016-17 as reported by the institutions. However the targets should be supported by the availability of requisite infrastructure.

- B. If any institution has received assistance for additional Charkha, Looms etc. under KRDP/ SFURTI/ Assistance for weak institutions etc. or under any other schemes, targets may be enhanced upto 30% of previous years performance i.e. 2016-17.
- C. The State/Divisional Offices of KVIC shall issue the Budget Allocation for Directly Aided Institutions as well as KVI Board Aided Institutions as per the norms stated at Sl.1 & 2 above.
- D. The institutions should have adequate infrastructure including Charkha, looms, spinners, weavers, availability of working funds etc. The institutions should also ensure that the artisans are covered by social security measures announced by the Govt. of India, Aadhaar linked bank accounts or post office accounts. The institutions should also obtain Khadi Mark registration. They should also obtain unique ID of Niti Aayog under

Darpan scheme.

- E. The State/Divisional Directors shall complete this exercise within 28th February 2017. After issuing budget allocation, the consolidated statement separately for DAI & BAI to be forwarded to the Zonal Offices for placing in the Zonal Committee meeting. With the approval of Zonal Committee the consolidated statement shall be forwarded to the Central Office to the respective Programme Directors by 31st March 2017.
- F. On receipt of the consolidated statement, Programme Directors in Central Office will examine the proposals & obtain the concurrence of Finance, F.A., C.E.O. & Chairman on file before placing the proposal in SFC meeting to be held in the month of April 2017.
- G. The modified MDA guidelines will be applicable on the production targets approved by the SFC as per the scheme guideline received from the Ministry. The institutions shall also be eligible for interest subsidy as per ISEC Scheme for availing Bank Finance based on the ISEC certificate to be issued by the State/Divisional Directors /In-charges of KVIC field offices.
- H. The Director Budget shall issue suitable Budget Guidelines based on the above decisions of the Commission as well as other terms & conditions proposed in the Draft budget guideline. Budget Guideline for continuation programme of Village Industry will remain same as proposed. The

State/Divisional Directors / In-charges shall call for the required information about institutions profile & the past performances as well as available tools & implements & artisans details in the prescribed format immediately for finalizing the budget exercise within the stipulated time frame.

- On proposal of Directorate of I.T. for engaging M/s ATOS India Pvt. Ltd. Mumbai as the agency for “design development, installation, implementation and support for integrated financial management system (IFMS) in KVIC” under KRDP, Commission after going through the presentation made by PWC Consultant, on the criteria and modalities for selection of agency deliberated and approved the proposal of Directorate of I.T for engaging M/s. ATOS India Pvt. Ltd., Mumbai, as the agency for “Design Development, Installation, Implementation and Support for Integrated Financial Management System (IFMS) in KVIC under KRDP”
- On proposal of Directorate of Khadi for amalgamating Pulliangudi Sarvoday Sangh with Sankarankoil Sarvoday Sangh, Tamilnadu, Commission deliberated and approved the proposal of Directorate of Khadi for Amalgamation / Merger of Pulliangudi Sarvodaya Sangh, Tamil Nadu, with its Parent Body - Sankarankoil Sarvodaya Sangh, Tamilnadu by unconditional take over of all the assets and liabilities of Pulliangudi Sarvodaya Sangh, Tamil Nadu, including absorption of all staff members of the institution and discharge of all amount due by Pulliangudi Sarvodaya Sangh, Tamil Nadu to KVIC.

Commission also directed to have the value of all property evaluated by Registered Valuer of Properties.

· On proposal of Directorate of Accounts regarding receipts and payments of funds for the period from April, 2016 to November, 2016, Commission noted the statement of summarized receipts and payment of funds of Directorate of Accounts for the period from April, 2016 to November, 2016.

· On proposal of Directorate of Publicity for sanctioning Rs.20.00 lakhs to sponsor "Make in India-fashion summit 2016" an event organized by mail today, india today group at hotel Taj Palace, New Delhi, Commission deliberated and ratified the proposal of Directorate of Publicity for incurring an expenditure of Rs.20.00 lakhs for sponsoring "Make in India-Fashion Summit 2016" as 'Presenting Partner' - an event organized by Mail Today, India Today Group at Hotel Taj Palace, New Delhi.

· On proposal of Directorate of Audit for merging/squaring up of defunct trading accounts, Commission deliberated on the proposal of Directorate of Audit for merging / squaring up of defunct trading accounts and approved :-

1. Merger of Defunct Trading Account of Gramshilpa, New Delhi (Code No. 823) with KGB New Delhi (Code No. 701).
2. Squaring up of accounts of defunct trading units of Directorate of KRM Raw Material (Wool) (Code No. 720) by passing necessary entries in the book of accounts of Dte. Of KRM (Wool).

3. Squaring off the 'Preliminary Expenditure' pertaining to three departmental trading units i.e (1) CSP Dausa (Code-778) Rs. 8,15,254.46 (2) CSP Saharsa (Code-767) Rs. 1,28,667.04 (3) Charmashilpa, Lucknow (Code-814) for Rs. 892.10.

4. Since Hajipuris a running unit its accounts needs to be capitalized.

On proposal of Directorate of Administration for the financial upgradation under MACP scheme in respect of group 'a' officers, Commission deliberated and approved the Minutes of the 'Screening Committee' held on 24.6.2016 on 8th & 9th December 2016, for extension of Financial Upgradation under MACP in respect of Group 'A' Officers.

1. Commission took serious note of observations of Joint Secretary (MSME) that the ACP / MACP cases of officials should be processed in a time bound manner and any delay due to administrative or procedural lapses should be sorted out within three months from the effective date.
2. Commission also took note of observations of Chairman that issues regarding extending of ACP / MACP benefits to officials are being done arbitrarily, causing delay in finalization of ACP / MACP cases of deserving officials. Commission therefore directed to look into the matter and submit report to Chairman.

On proposal of Directorate of Marketing for appraising about the agreement signed on 06.12.2016 at Mumbai between KVIC and Raymonds Ltd, Commission noted the Agreement signed between KVIC and M/s. Raymond Ltd., on 6th

December 2016 at Mumbai for marketing Khadi Products through Raymond Showrooms.

- Commission was also briefed that negotiations with M/s. Arvind Mills and M/s. Aditya Birla Group (Peter England Brand) are in the concluding stage and the partnership may be forged soon.
- On proposal of Directorate of Administration to approve the recommendation of DPC (group "a" officers) and ratify the action taken for issuing the promotion orders to the post of Jt.CEO and Dy.CEO, Commission deliberated and approved the recommendations of the Departmental Promotion Committee Group 'A' (DPC) meeting held on 5.12.2016 for the posts of Jt. CEO and Dy. CEO.
- On Proposal of Directorate of KRM for sanctioning Rs1.76 crore as temporary advance for CSP,KVIC, Hajipur, to procure cotton and psf during cotton season (2016-17),Commission deliberated and approved sanction of temporary advance of Rs. 1.76 Crores to Central Sliver Plant, KVIC, Hajipur, for procurement of Cotton and PSF during the cotton season for the year 2016-17 from out of MDA funds available with Directorate of Accounts against submission of a reasonable re-vitalization plan with the condition that CSP Hajipur shall refund Rs.1.76 Crore of temporary advance back to Commission in the beginning of next financial year (2017-18).

Commission also decided to provide temporary advance of Rs. 1.00 Crore each to other

five CSPs if required after assessing their demand for procurement of Cotton and PSF during the cotton season for the year 2016-17 from out of MDA funds available with Directorate of Accounts.

Commission also directed all CSPs to work actively on cost cutting measures like reduction in consumption of electricity, reduction in man power including optimum utilization of resources, increasing productivity, effective recycling of waste etc.

Commission also took note of observations of Member(SZ) that intensive training should be conducted for the man behind the machine.

Commission took note of observations of Member(SZ) that a study conducted by M/s. SIPPO a technical agency on working of CSP Chitradurga indicated that the plant was being run on unscientific mode in many vital areas of operations producing expensive and poor quality slivers. He also informed that unskilled workers engaged by CSP on contract basis are the main work force while regular trained workers do not contribute much in the production system, thus bringing down the quality of the slivers. He also informed that the quality of BT Cotton differs from area to area and as such there should be technological inputs to eliminate the differences and churn out uniform high quality slivers.

1. Member (SZ) also opined that there should be optimum utilization of available permanent workers/staff in the CSPs and engaging workers on contract from open market should be stopped.

2. Commission also took note of observations of Jt.CEO that KVI Institutions in West Bengal are devoid of khadi cotton spinning activities and they procure ready made yarn from States like Tamil Nadu and Kerala and that too on barter system against supply of silk yarn because of which the benefits of MDA percolate only to the weavers while the genuine spinners are deprived of the benefit.

3. Commission also took note of observations of Jt. Secretary (MSME) on the issue and directed that the MDA should be released only after verifying that the yarn imported by institutions in West Bengal from States like Tamil Nadu and Kerala are genuine khadi yarn.

ANNEXURE – I

ISSUES ARISING OUT OF DISCUSSION ON CONFIRMATION OF MINUTES OF 639th MEETING OF THE COMMISSION HELD ON 23RD NOVEMBER 2016 AT NEW DELHI.

• On proposal of Directorate of KRM regarding extension of pilot scheme for providing advance MDA to CSP's for another three months from November, 2016 to January, 2017, Commission deliberated on the issue and reiterated its decision on the proposal for providing advance MDA to CSPs for another three months from November 2016 to January 2017 and as suggested by Joint Secretary, decided to constitute a Committee to study the impact of the initiative in ensuring smooth supply of sliver to Solar Charkha Units as well as study the effects of the shift from MDA to

MMDA as per new MPDA guidelines from the third quarter of 2016-17.

• On confirmation of minutes of the 7th meeting of the S.F.C.(2016-17) for khadi, v.i., and g&m held on 28.10.2016 at KVIC, Mumbai on the issue of approving release of Rs.5.75 lakhs as professional fees to M/s. S.P.Jain institute of management for services rendered in PMC for four months 01.03.2016 to 30.06.2016, Commission took note of the observations of Joint Secretary (ARI) on the issue that even though, Ministry had already conveyed the decision regarding insufficient reasons for selecting S.P. Jain Institute of Management on single source basis under GFR yet Commission has approved the release of Rs.5.75 lakhs as professional fees to M/s. S.P. Jain Institute of Management for services rendered in PMC for four months 01.03.2016 to 30.06.2016. Commission may therefore keep the decision on hold till a final decision is taken by the Ministry.

• On proposal of Directorate of Administration regarding extending 7th central pay commission benefits to employees of KVIC , under regular establishment as well as pensioners / family pensioners of the commission, Commission took note of the observations of Joint Secretary (ARI) on the issue that Ministry of Finance has categorically asked all autonomous bodies/institutions to put on hold any decision to extend the 7th CPC to its employees hence Commission should not approve such

proposals without the approval of Ministry of Finance. In light of above Commission agreed to extend the benefits of 7th CPC to its employees only after receipt of orders form the Ministry of Finance and Ministry of MSME.

- On proposal of Directorate of Capacity Building to ratify the addition made in circular no. CB/DDP guidelines / 2016-17 / dated 21.10.2016 for meeting the training expenditure from budgetary support for the trainees under special categories and to approve format of certificate to be issued to successful candidates trained under skill training programme, Commission deliberated and agreed to the observations of Joint Secretary (ARI) on Para No. 5 of decision regarding constitution of a Committee to revive/revitalize the training facilities in the training centres under KVI Sector, with standard training modules that will be 'National Skill Development Corporation(NSDC) Compliant' and also 'National Standard Qualification Compliant (NSQF)' to enable KVIC to seek financial support for conducting training courses under the 'Assistance for Training Programme' of the Government of India that the Committee may immediately be formed to work in close coordination with NSDC and NSQF.
- Commission also agreed with the observations of Joint Secretary (ARI) on Para No. 6 of decision regarding consulting NITI Aayog of India for identifying core trade areas for introducing innovative KVIC / Human

Resource Development Programme that the details of this initiative are not forthcoming for taking a decision in the matter.

- On proposal of Directorate of Publicity to ratify action taken in anticipation of approval of the commission to incur expenditure to the tune of Rs. 25.00 lakhs for sponsoring advertisement as “title partner” on the occasion of “devi awards” to ten exceptional women who displayed dynamic innovation capacity in their line of work, Commission deliberated and agreed to the observations of Joint Secretary (ARI) that proper heading under which the accounts are to be approved and the level of approval needs to be clearly specified and the outcome of the award in terms of viewership and popularity should also be kept in mind.

- On proposal of Directorate of Administration for (1) filling up of 6 posts of Directors in specialized fields for KVIC on deputation for a period of 3 years extendable as per requirement & rule and (2) filling up of 8 posts of directors lying vacant for more than one year, Commission deliberated and approved the proposal of Directorate of Administration for filling up of 6 posts of “Directors” in KVIC on “Deputation” in the Pay Band -3 (Rs. 15600 – 39100) with Grade Pay Rs. 7600/- for a period of 3 years extendable as per requirement and rules in the following disciplines:-

- | | |
|--------------------------|----------|
| (1) Director (Marketing) | - 1 Post |
| (2) Director (Media) | - 1 Post |

- (3) Director (Legal) - 1 Post
(4) Director (Textile/Khadi) - 2 Post
(One for C.O & one for NEZ)
(5) Director (Administration) - 1 Post

Commission also approved the proposal for seeking approval of the Ministry of MSME for filling up of 8 posts of Director lying vacant for more than one year in terms of Ministry of MSME letter No. F-12011 / 27/ 2016 – KVI-P dated 13.6.2016.

Commission also decided to constitute a Screening and Selection Committee for engaging officials on deputation. The Selection Committee will include outside experts.


1. On proposal of Directorate of Administration regarding filling up of 344 posts of various categories under direct recruitment (DR) through M/s. EDCIL (India) Ltd., Noida on nomination basis, Commission took note of the observations of Joint Secretary (ARI) on the issue directing the Commission to re-examine the terms, conditions, penalty clauses and credibility of M/s. EDCIL and place comprehensive proposals in the next meeting and Commission approved the same.
2. Commission also took note of observations of Joint Secretary (MSME) on whether the permission of Ministry has been sought for and obtained before, as specific instructions of Department of Expenditure is there that vacancies which are more than 1

year are to be categorically approved by Department of Expenditure.



3. Commission therefore deliberated and decided that Directorate of Administration will identify that out of 344 posts lying vacant, how many of such posts are lying vacant for more than one year and number of posts which are lying vacant for less than one year.
4. Joint Secretary, MSME, further observed that there are many posts that can be filled up by KVIC on out sourcing basis for which Government approval is not required and such posts should also be identified and segregated.
5. To observations of Member(CZ) that the performance of recruitment agency, M/s. EDCIL was not satisfactory in Uttaranchal, Joint Secretary (MSME) stated that Ministry of MSME has suggested KVIC to engage a recruitment agency like M/s. EDCIL.
6. It was clarified that agencies which had bid earlier for the recruitment were private agencies and there were few Public Sector / Govt. Organizations and hence it was decided that M/s. EDCIL would be requested to give a presentation on the mode, terms and conditions for recruitment for the various posts of KVIC and Commission authorized CEO and Chairman to take a final decision in the matter.

Move towards cashless transaction


Workshop and Awareness program was organised in Central, Divisional and State offices of KVIC to educate on cashless transactions.

 **STATE OFFICE, SHIMLA**

**Moves towards Cashless Transaction.
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Khadi Exhibition held at Sikkim



Sikkim exhibition- KVIC, Gangtok participated in 8th Himalayan Expo of ITPO from 16th to 25th December 2016 at Gangtok, Sikkim. Hon'ble Minister Tourism Commerce and Industries Minister, Govt. of Sikkim inaugurated the Exhibition.

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Social Enterprise Models Contemporary Thoughts, Ever Expanding Horizons and Global Initiatives

- Dr. Sukamal Deb

Abstract: *Social Enterprises are changing the way the world tackles poverty. Hundreds of Social Enterprise models from around the world deliver value to the poor. They are developing innovative solutions that provide a sustainable path out of poverty. Mentored by the experts the Social Entrepreneurs achieve stronger business models and emerge ready to receive investment and scale solutions for global impact.*

The renewed idea of Social Entrepreneurship has been around since 1960s, becoming more popular in 1990s. Social Entrepreneurs are individuals who recognise a social problem and use entrepreneurial principles to organize, create, and manage a venture to make social change. They are individuals with innovative solution to society's most pressing and daunting social problems. Social innovation is the other side of the coin of Social Entrepreneurship. Moral imagination, financial expertise and operational expertise are the corner stone and constituents in the DNA of a social entrepreneur. They work on a Human-Centered Design.

Social Enterprises are often more creative than traditional enterprises in pursuing cross-subsidization models. For a social enterprise impact is always the first priority. It is said that the best social enterprises have an impact model that is aligned with the business model. Thus classification of Social Enterprises based on the level of Social Enterprises integration between their social impact activities and their business model are - Embedded Social Enterprises, Integrated

Social Enterprises and External Social Enterprises.

It is important that the social entrepreneurs and the social enterprises are given the best possible legal framework to help them to try to succeed. The important aspects are to decide whether the social enterprise should be structured within a tax-exempt or taxable legal entity or whether a hybrid structure is more appropriate.

The horizon of Social Enterprise has been fast expanding globally in recent times. In the paper we discuss couple of initiatives that have acclaimed importance. At the first instance we discuss some interventions of the Acumen and the Global Social Benefit Institute (GSBI) like d.light, BURN Manufacturing and BioLite. Acumen is an impact investing firm focused on changing the way the world tackles poverty. They selectively invest in social enterprise models. GSBI serves social entrepreneurs around the world who develop innovative solutions that provide a sustainable path out of poverty. We also discuss about the social enterprises like Nairobi's Women Hospital, The Citizen Foundation (TCF) of Karachi and the Grameen Bank of Bangladesh.

Achieving success in the social sector does not come easy. However by exposing to real stories of the non-profit work around the world, we conclude that these are the stories of opportunity, resilience, persistence and hope. Today the global community is each other's destiny, the interconnections across the world is profound any notion that we are separate is a delusion. The approach of social entrepreneurship is to look to a market-based solution. One simple idea can lead to job creation, innovative new technologies and the establishment of lasting institutions. Social entrepreneurship can be one of the greatest forces for positive change in the world.

Key words:

Acumen, Entrepreneur, Innovation, Poverty, Social Enterprise.

Introduction:

The Millennial generation began to see the world as more integrated. Social Entrepreneurs in every country focused increasingly on using business to pursue social and environmental ends. As a result of these we now have a unique and powerful opportunity. Never before has a generation had the skills, tools and knowledge to imagine and then build a global economy that is at once inclusive and environmentally sustainable. In this context Social Entrepreneurship can be one of the greatest forces for positive change in the world. Through the stories of visionary entrepreneurs such as Nobel Laureate Muhammad Yunus, Embrace Co-Founder Jane Chen, and Endeavor CEO and Co-Founder Linda Rottenberg,

we can embrace the crucial themes and elements that lead to the most successful entrepreneurial ventures across the world. These best practices and lessons learned from their life journey help elevate our idea how to develop and launch a social venture.

Social Entrepreneurship is a way discovering your Passion and path to change the world. Social Enterprises are changing the way the world tackles poverty. Hundreds of Social Enterprise models from around the world deliver value to the poor. They are developing innovative solutions that provide a sustainable path out of poverty. Mentored by the experts the Social Entrepreneurs achieve stronger business models and emerge ready to receive investment and scale solutions for global impact.

Given the level of poverty, unemployment and deprivation among the poor, the Government all over the globe are concerned with devising alternative means to improve the situation. In this context Social Enterprise has emerged as an important organisation form in empowering poor and addressing their needs. Social Enterprises offer market based solution to social problems. So, social benefits are fundamental to Social Entrepreneurship.

Social Entrepreneurs: Social Entrepreneurs are individuals who recognise a social problem and use entrepreneurial principles to organize,

create, and manage a venture to make social change. They are individuals with innovative solution to society's most pressing and daunting social problems. They are ambitious and persistent, tackling major social issues and offering new ideas for wide social change. They are different from business entrepreneur in the sense that they measure their performance in terms of impact they make on society. They bring in simple idea that lead to job creation, innovative new technologies and the establishment of lasting institutions.

Emergence of the concept of Social Enterprise: Although the term Social Entrepreneur and Social Entrepreneurship is relatively new history witnessed the precedence of people of this trait and their activities. For example Florence Nightingale, UK founded the modern nursing, she established the first school of nurses and fought to improve hospital conditions, Robert Owen founded the cooperative movement, Bunker Roy created the Barefoot College in rural India to train illiterate and semi-literate men and women. However, the Social Entrepreneurship of present form and importance is a sort of nascent concept. The renewed idea of Social Entrepreneurship has been around since 1960s, becoming popular in 1990s. Thus commonly people viewed business with hard-headed seriousness while charity was left to softer hearts. But the changes come from a blend of hard-heads and soft hearts, a Social Entrepreneur is bestowed with. J. Gregory Dees (2005) said Social Entrepreneurship is a very new in the

academic world. Academic attention to this "field" is only about a decade old.

Social Entrepreneurship and Innovation: Social innovation is the other side of the coin of Social Entrepreneurship. Moral imagination, financial expertise and operational expertise are the corner stone and constituents in the DNA of a Social Entrepreneur. They work on a Human-Centered Design with motto to engage the community in effective ways, bring solution that fit a challenge, help the community to unstuck, incorporates improved collaboration. They are groomed with creative confidence. It is a process with an emphasis on getting out into community, prototyping an idea rapidly and iterating efforts till the idea is gotten right. In the process it borrows the principle of Hear, Create and Deliver.

Social Enterprises are often more creative than traditional enterprises in pursuing cross-subsidization models. Rather than scrapping unprofitable customer segments, they seek alternative ways to capture value, know how to map out a new model of impact. Thus Social Entrepreneur and Innovation are interdependent. Social Entrepreneurs are on the leading edge of imagining innovation that helps both business and the world in which the business operates. Social Enterprises bring innovation as seen in models like Aravind Eye Care, Naya Jeevan and many more. Google's foray in to Social Entrepreneurship really began when its founders Sergey Grin and Larry Page established Google.org, the

philanthropic arm of the Company. At that time, they predicted that one day Google.org would have a bigger impact on the world than the company that underwrote it.

Similarly, Acumen which was founded 15 years back, has invested nearly \$100 million in more than 90 companies working across 11 countries in Africa, South Asia and Latin America. d.light, their first investment in clean energy, has brought affordable light to nearly 60 million, entirely who are poor. Ziqitza has provided more than 300 million Indians with access to emergency medical services, building new healthcare model. Water Health International brings affordable water to eight million people a day. LabourNet has trained more than 300,000 of India's poorest worker, giving them skills and confidence that translate into income.

Social Entrepreneurs - Role they play: According to Dees (2001), Social entrepreneur play the role of a change agent in society by -

- i. Adopting a mission to create and sustain social value;
- ii. Searching for and pursuing new opportunities to serve the mission;
- iii. Continually innovating, adapting and learning in pursuit of the mission;
- iv. Acting boldly without consideration of resources currently in hand; and
- v. Being accountable for the outcome.

Social Entrepreneurs resolve ethical dilemmas and making ethical decisions.

They use cutting-edge innovative business methods to promote positive social change. While profit is still an important yardstick for assessing business, Social Entrepreneurs also measure the extent to which business makes positive impact on society. Social Entrepreneurs stand out by their pragmatic emphasis on getting results. For example Vikram Akula, the McKinsey who founded SKS Microfinance, has made microloans to villagers in India, using sophisticated finance techniques and profit to promote social change for poor women. Ashoka is a non-profit that uses a social venture capital approach to support other Social Entrepreneurs. Its change-makers programme employs an open source strategy via online platform to instigate “collaborative competitions”. Just as open source proved to be an ingenious method for stimulating software development, now it is used to bring together the best minds to make a positive difference in the world.

Social Enterprises models: For a Social Enterprise impact is always the first priority. It is said that the best Social Enterprises have an impact model that is aligned with the business model. The business model canvas is a tool that breaks an enterprise down into 9 building blocks (model developed by Alex Osterwalder) that describe how the company will create, deliver and capture value.

Here 4 boxes on the top right relate to how to create value, 3 boxes on the left-hand side relate to how to deliver value and the 2 boxes at the bottom pertain to how to

The Business Model Canvas by Alex Osterwalder

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Deliver Value		Create Value		
	Key Resources		Channels	
Cost Structure	Revenue Structure			
Capture Value				

capture value.

Thus classification of Social Enterprises based on the level of Social Enterprises integration between their social impact activities and their business model are:

- i. Embedded Social Enterprises;
- ii. Integrated Social Enterprises;
- iii. External Social Enterprises

Embedded Social Enterprises: Here the social impact activities directly create revenue for the business. For example BURN is an Embedded Social Enterprise model. With each cook stove sold, they help improve the lives of the poor by reducing smoke inhalation and helping them save costs on charcoal. Sales of their products are therefore directly tied to their intended social impact. So the impact model and business model are embedded.

Integrated Social Enterprises: The Company runs related services or programmes to fund its social enterprise work, e.g. Arvind Eye Care is a successful social enterprise focused on preventing

curable blindness in India. It offers vision services to low-income and high-income customers. Revenues from higher-end customers cross-subsidise the treatment costs of their lower-income clients. Thus the social impact activities and the business model are not embedded but related.

External Social Enterprises: The activities that generate money are distinct from the social impact activities, e.g. a hotel could fund operation of an orphanage or a wildlife conservancy.

Business Models: All types of companies not just Social Enterprises fall into one of the following groups:

- i. Product companies;
- ii. Service companies;
- iii. Platform companies and
- iv. Market companies

Product companies: It captures values from a product. They may be involved in just one stage of the value chain, such as manufacturing or sale of the product or they could be involved in all stages (B2C or B2B companies).

Service companies: it delivers services, such as schools, hospitals or micro finance. The services they offer should be customised for each client.

Platform companies: Here the product or service is offered to a customer for free, and the transaction is ultimately paid for by a third party. It involves at least 3 parties. For example Google offers its search engine free to users and collect revenue from advertisers.

Market companies: These are companies that match a buyer and a seller and take a slice of the transaction. It always involves at least 3 parties. For example KIVA model.

Social Enterprise - legal definition: There is perhaps no legal definition of Social Enterprise, and there is not even uniformly recognized non-legal definition. The Social Enterprise Alliance (<http://www.se-alliance.org>) defines a Social Enterprise as “an organisation or a venture that achieves its primary social or environmental mission using business methods”. The Skoll Foundation (<http://www.skollfondation.org>) defines social entrepreneur as “society's change agent: a pioneer of innovations that benefit humanity”.

Robert A. Wexler says, the word “Enterprise” implies that there is business like activity. More often than not a business like activity will seek to generate revenue. The word “Social” implies that some good is coming from the enterprise, other than merely generation of profits.

What makes a particular endeavour socially beneficial is, of course, somewhat subjective. At its core, as social enterprise, whatever else it is or is not, a business like activity that is designed, at least in part, to do good, and not simply generate profit”. Whether the concept of Social Enterprise is truly differs from traditional philanthropy or is just a logical extension of traditional philanthropy is an issue of debate. To Robert A. Wexler that social enterprise is not an entirely new construct. It has evolved from at least two sources: (i) the traditional revenue generating non-profit models including hospitals, schools, and low-income housing organisations; and (ii) the significant increase in non-profit venture activity during the past 20 or more years”.

It is important that the social entrepreneurs and the social enterprises are given the best possible legal framework to help them to try to succeed. The important aspects are to decide whether the social enterprise should be structured within a tax-exempt or taxable legal entity or whether a hybrid structure (use of both a for-profit and a non-profit) is more appropriate.

Social Enterprise trend: The horizon of Social Enterprise has been fast expanding globally in recent times. We discuss here couple of initiatives that have acclaimed importance.

At the first instance we discuss some interventions of the Acumen and the Global Social Benefit Institute (GSBI).

Acumen is an impact investing firm focused on changing the way the world tackles poverty. They selectively invest in social enterprise models. GSBI serves social entrepreneurs around the world who develop innovative solutions that provide a sustainable path out of poverty.

I. d.light: The first energy investment of Acumen was in d.light, a product company that provides affordable solar-powered lanterns to communities. In 2007, Acumen started looking at off-grid solutions and investing in intrepid entrepreneurs creating smart, renewable approaches to bring power to the poor faster, cheaper and more effectively. The entrepreneurs and their scalable solutions could give underserved populations the choice of more efficient and affordable sources of energy now. The aim was to understand the poor's energy needs and the demand for clean, low-cost solutions. The first energy investment of Acumen was in d.light, a product company that provides affordable solar-powered lanterns to communities. Initiated by two young persons from Stanford, Sam Goldman and Ned Tozun, d.light set out to provide low-income households in Africa with an alternative to expensive, ineffective and unhygienic candles and kerosene. Over the years, d.light evolved to meet its customers' needs and expanded its business model to a suite of solar products and services. It saw the opportunity for solar products to fulfil an immediate need for the poor and serve as points of entry to modern energy. The reality is for more than 1.2 billion people around the world who lack access to energy. The United

Nations has created a “Sustainable Energy for All” initiative in a global effort to create universal energy access by 2030. Global demand for energy is rapidly increasing due to population and economic growth and 90 percent of that growth will occur in developing countries. The global population is expected to reach 10 billion by 2030 and the grid, as it stands now, will not keep pace. So need is to change this trajectory □ -□ and accelerate access to energy for hundreds of millions of people while ensuring the safety of our planet for future generations. Companies like Frontier Markets, a new investment tackling last-mile distribution in India, are helping to make sure products like solar lanterns actually land in the hands of customers. Founded by Ajaita Shah, Frontier Markets establishes on-the-ground infrastructure to ensure rural customers across Rajasthan not only get access to energy products but also training and servicing making it a case of market-based solution.

II. BURN Manufacturing & BioLite:

It is shocking that half the planet was still cooking on smoky wood fires and that the emissions from these inefficient fires was killing more people than HIV, Malaria, and TB combined. These people do not have access to clean, cooking facilities, relying on traditional sources of energy like wood and charcoal, and inefficient stoves. They most often lacked access to electricity, and so were forced to burn dirty and expensive kerosene for lighting. This affects their health, economic opportunity, education and gender equality, access to energy is one of the most critical enablers to human development. Life stops when the sun goes

down. A Social Entrepreneur may find it as social problem yet an entrepreneurial opportunity and take up as crucial need to solve. Clean cook stoves present an affordable and energy-efficient alternative for low-income households, considerably reducing indoor air pollution while helping them spend less of their income on fuel. This sensitised Jonathan Cedar, co-founder and CEO of Acumen investee BioLite. He initiated the business of change mapping out a new model of impact. Mr. Cedar and co-founder Alec aspired to solve important problems. The journey began in 2006. The United Nations created a “Sustainable Energy for All” initiative in a global effort to create universal energy access by 2030. Global demand for energy is rapidly increasing due to population and economic growth and 90 per cent of that growth will occur in developing countries. The global population is expected to reach 10 billion by 2030 and the grid, as it stands now, will not keep pace. So need is to change this trajectory and accelerate access to energy for hundreds of



millions of people while ensuring the safety of our planet for future generations. In 2007, Acumen started looking at off-grid solutions and investing in intrepid entrepreneurs creating smart, renewable approaches to bring power to the poor faster, cheaper and more effectively. The entrepreneurs and their scalable solutions could give underserved populations the choice of more efficient and affordable sources of energy now rather than waiting for the grid. The aim was to understand the poor's energy needs and the demand for clean, low-cost solutions.

Today Acumen investees BURN Manufacturing and BioLite are two cook stove companies using cutting edge design to cut fuel consumption in half and create healthier cooking experiences for the poor. Focused on Kenya, BURN's two cook stoves not only help

its customers increase savings and reduce health risks but also protect the country's quickly depleting forests from deforestation. Companies like Frontier Markets, a new investment tackling last-mile distribution in India, are helping to make sure products like solar lanterns actually land in the hands of customers. Founded by Ajaita Shah, Frontier Markets establishes on-the-ground infrastructure to ensure rural customers across Rajasthan not only get access to energy products but also training and servicing. It is an approach to look to a market-based

solution.

III. KIVA Model Lending to Entrepreneur: KIVA is the world's first Person to Person (P2P) micro-lending website; an investment crowd funding platform and an investor with the Collaborative Fund. It started its operation in 2005. Matt Flannery is the CEO. The institution based on mission of connecting people, providing entrepreneurs dignity and respects. The operation is self sustaining through an administrative charge of 22% on loans. Jessica Jackley is the Co-Founder and the Pro Founder of KIVA Model. She is an entrepreneur, Member of World Economic Forum's Young Global Leader, focused on financial inclusion, the sharing economy and social justice. She authored Clay Water Brick: Finding Inspiration from Entrepreneurs Who Do the Most with the Least (Random House). The KIVA statistics are:

- Total value of loans: \$84,212,060
- No. of lenders : 532,010
- No. of countries represented lenders : 183
- No. of entrepreneurs received loan : 202,949
- Percentage of loans made to women entrepreneurs: 82.86%
- No. of field partners : 107
- No. of counties representing field partners: 48
- Repayment rate : 98.61%
- Average loan size: \$413.26

IV. Nairobi's Women Hospital: Opened in 2001, the Nairobi Women's Hospital (NWH) Group has achieved great milestones in the medical industry

through its expertise and service provision. The hospital is the first of its kind in the East and Central African region. It has changed the face of the hospital in reproductive healthcare issues. Over the years the NWH has grown to be the leading private hospital that provides quality and affordable health care services to low and middle-income Kenyan women and their families. In slightly over 14 years the hospital has expanded to meet the growing demand for its services to the women and their families. From just one branch now it has several branches and plans to open branches in all major towns in Kenya and Africa at large. The NWH Group has also established The Nairobi Women's Hospital-Medical Training College, with a vision to "Transform Healthcare Education in Africa". Ensuring that healthcare providers are well skilled with the knowledge, passion and dedication so as to ensure that healthcare provision is beyond expectation. Their value rests in the provision of excellent, personalised and affordable healthcare services. The Gender Violence Recovery Center is its corporate social responsibility which cares for persons who have undergone sexual and/or domestic violence.

NWH was able to overcome many of its challenges and scale their services. By investing in human capital and through the use of technology, NWH was able to efficiently translate their limited resources into quality and far-reaching service. As a new enterprise, NWH faced many of the same issues faced by other organisations across Africa and across sectors. These include lack of infrastructure (like stable electricity), lack of quality personnel, and

lack of affordable, state-of-the-art medical equipment. However, having limited resources did not mean that NWH could not grow in size, scale or impact. Their commitment to the society played an important role in their growth. Engaging and training workers to become producers of high quality service allowed the organisation to retain a good workforce and move forward efficiently.

V. The Citizen Foundation (TCF) of Karachi: Access to education was the millennium development goal announced by the UN in 2000. Due to this in Sub-Saharan Africa, before the turn of millennium, 58% of primary aged kids were in school. However 60 million kids today who cannot go to school. The TCF has been doing work to spread light of education. It was 20 years back (1995) six business men of Karachi, got together to work for promotion of education. They decided rather than building big schools they tried to spread them all around Pakistan opening chain of small schools in rural areas and urban slums. They fixed target of 1000 such schools. The family of TFC now expanded to all over the world and they are contributing to this cause. The biggest selling point is all female faculties, helping girls to draw to schools, have 50% female enrolments. They say, there were resistance from extreme religious elements but over a period of time it subsided. If a girl from the family not coming to school, but boy is, they convince that the girl should also be sent. Zakat - one of the core tenants of Islam, donating 2.5% of income to charity help this mission to flourish.

Now TCF has 150,000 kids with nice school buildings, quality education and spreading with pace. Fees are not fixed and it could be \$0.25 to \$1 a month.

VI. Grameen Bank of Bangladesh: Dr. Yunus founded the Grameen Bank. To him the poor all over the world are trapped in exploitation. While they work extremely hard and create enormous wealth, the middle-men, money-lenders and employers keep the fruits of their labour. The poor have no access to "institutional credit" because they cannot provide collateral. The system keeps them firmly trapped in debt, poverty and exploitation. From a modest beginning, grew a bank which today employs 14,000 staff and works in 35,000 villages of Bangladesh. In a year it provided US\$ 380 million in 3.62 million loans. Average loan size is a little over \$ 100. His six basic principles are:

1. The bank would lend only to the poorest of the poor among the rural landless.
2. The bank would remain women-focused, 94% of its customers are women.
3. These loans would be without collateral or security.
4. The borrower would decide the business activity the loan will be utilised for.
5. The bank would help and support the borrower in succeeding.
6. Borrowers will pay as little or as much interest as required to keep the bank self-reliant.

Since formally becoming a bank in

1983, it has given out nearly 16 million such tiny loans. The on-time loan repayments exceed 98% with negligible defaults. This bank outperforms most banks around the world. Prof. Yunus is a social entrepreneur, banker, economist and civil society leader recipient of the Nobel Peace Prize for founding the Grameen Bank and pioneering the concepts of microcredit.

Conclusion:

Achieving success in the social sector does not come easy. However by exposing to real stories of the non-profit work around the world, we conclude that these are the stories of opportunity, resilience, persistence and hope. Today the global community is each other's destiny, the interconnections across the world is profound any notion that we are separate is a delusion. Social entrepreneurship can be one of the greatest forces for positive change in the world. Charles Leadbeater (2007) rightly said that demand for Social Enterprise will not lessen.

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Raymond Partners Khadi for New Clothing Line

Our Bureau

Mumbai: Fabric and apparel major Raymond has partnered Khadi and Village Industries Commission (KVIC) to introduce a new line of clothing under the brand Khadi by Raymond, pitted directly against Fabindia, which is a leader in ethnic Indian clothing and fabrics.

KVIC will certify Raymond to use the Khadi mark to sell ready-made garments and fabric, which will be available at KVIC and Raymond outlets

lets across the country. "Khadi is looking for an economic revolution and Raymond has technical expertise as well as significant global presence", said Sanjay Behl, CEO Raymond.



"Our idea was to own the complete value chain by getting directly into the source of Khadi in India and the most widest and proficient in Khadi is KVIC."

The initiative is under the aegis of the KVIC Act 1956.



Economic Times - Pune/Wed, 07 Dec 16, Size : 76.56 sq.cm., Page : 15

Raymond Stitches Up a Partnership with Khadi Commission

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Mumbai: Fabric and apparel major Raymond has partnered Khadi and Village Industries Commission (KVIC) to introduce a new line of clothing under the brand Khadi by Raymond, which will directly compete with Fabindia.

KVIC will certify Raymond to use Khadi mark to sell ready-made garments and fabric which will be available at KVIC and Raymond outlets across the country.

"Khadi is looking for an economic revolution and Raymond has technical expertise as well as significant global presence. This is a perfect match," said Sanjay Behl, CEO Raymond.

"Our idea was really to own the complete value chain by getting directly into the source of Khadi in India and the most widest and proficient in Khadi is KVIC," he added.

The initiative is taken under the KVIC Act that permits it to promote the sale and marketing of Khadi or products of village industries or handicrafts and forge links with established marketing agencies.



Business Standard - Mumbai/Wed, 07 Dec 16, Size : 34.3 sq.cm., Page :

रविवार, 31 दिसंबर 2016

नोटबंदी से खादी बेअसर, बढ़ी आमदनी

सुरेन्द्र मिश्र
मुंबई

नोटबंदी को लेकर जहां पूरे देश में व्यवसाय पर मंदी की छाया है, वहीं खादी व ग्रामोद्योग आयोग (केवीआईसी) के खादी भवन और खादी की दुकानों पर नोटबंदी बेअसर रही है। यह वाकई चौंकाने वाला है, लेकिन खादी व ग्रामोद्योग बोर्ड के चेयरमैन विनय कुमार सक्सेना को मानें तो नोटबंदी के बाद खादी उत्पादों की बिक्री में करीब सात प्रतिशत की वृद्धि हुई है।

सक्सेना ने बताया कि नोटबंदी की घोषणा के बाद एक-दो दिन तक ही इसका असर रहा। नोटबंदी से खादी उत्पादों की बिक्री पर कोई फर्क नहीं पड़ा। खादी संस्थानों में सभी कर्मचारियों को कैशलेस ट्रांजेक्शन की ट्रेनिंग दी गई है। पूरे

खादी ग्रामोद्योग बोर्ड के चेयरमैन का दावा

देश में 7100 खादी आउटलेट्स हैं। इन सभी को डिजिटलाइज करने के निर्देश दिए गए हैं। वहीं, केवीआईसी की सौंदर्य उपाय सुरेश ने कहा कि लेनदेन के तरीके में बदलाव के कारण खादी व ग्रामोद्योग क्षेत्र बहुत प्रभावित नहीं हुआ। उदाहरण के तौर पर नई दिल्ली में 91 प्रतिशत कैशलेस, एक प्रतिशत चेक और बाकी कैश में खादी की बिक्री हो रही है।

इसी तरह सभी जगह स्वाहप मशीनें उपलब्ध कराई जा रही हैं और कार्ड से खरीदारी पर एक प्रतिशत की छूट भी दी जा रही है। उभर आयोग ने कॉर्पोरेट सामाजिक उत्तरदायित्व के तहत 30 लाख रुपए जुटाए हैं। सक्सेना ने बताया

वाराणसी में 250 एकड़ में बनेगा 'खादी प्लाजा'

खादी ग्रामोद्योग आयोग वाराणसी के तेलियाबाग इलाके में अपने 250 एकड़ जमीन के पुनर्विकास पर गंभीरता से विचार कर रहा है। सक्सेना ने बताया कि केवीआईसी की जमीनों के व्यावसायिक इस्तेमाल की योजना पर काम शुरू है। जल्द ही नई नीति बनाई जाएगी। जिस जगह पर केवीआईसी की जमीन है वहां 60 साल पुरानी इमारतें हैं। इसका पुनर्विकास करने पर आलीशान खादी प्लाजा का निर्माण कराया जाएगा।

कि 226 कंपनियों को पत्र भेजकर ग्रामीण रोजगार बढ़ाने के लिए सोलर चर्खें और लूम खरीदने में आर्थिक सहयोग की अपील की गई है।

KVIC, Raymond join hands to launch Khadi label

Khadi & Village Industries Commission (KVIC), part of the MSME ministry, and apparel major Raymond today announced a joint initiative to market the khadi fabric to position it as a fashion trend. Raymond will be sourcing all India variety of khadi from KVIC departmental sales outlets from Delhi and Mumbai, for over the counter sales as well as crafting readymade garments for its apparel brands.

PTI



www.forevernews.in/no-impa

Khadi India outlet, New Delhi has registered an increase of 14% in the sales during the month of December 2016 as compared to the same period during the previous year. In December 2015 the sale was Rs.4.84 Crore and in Dec 2016 it reached Rs.5.52 Crore (upto 27th December). Similarly in November 2015, the sale was Rs.6.25 Crores and in November 2016 it registered Rs. 6.48 Crores, an increase of 4.50 %. In November 2015 the cashless sale was (Credit/ Debit Card payment) was below 50% which has increased to more than 90 % in the same period.

During the last one and half months ,KVIC has also initiated awareness camps and workshop for cashless transactions in its all zones for the benefit of Khadi institutions and artisans and also distributed of debit cards to Khadi artisans in many places.



छात्रों को जूते-चप्पल वितरित

वीनसोल फाउंडेशन ने किया वितरण

कार्यालय संवाददाता

मुंबई. बगैर जूते-चप्पलों के स्कूल जाने वाले छात्रों के लिए उड़ान मुहिम बेहद कारगर साबित हो रही है. आदिवासी इलाकों में बिना जूते के स्कूल जाने वाले सैकड़ों छात्रों के पैरों में अब जूते दिखने लगे हैं. वीनसोल फाउंडेशन ने एक्सिस बैंक के रिटेल लॉन्डिंग एंड पेमेंट्स विभाग के साथ जकार, मोखड़ा, उरण और मुरबाड क्षेत्र के 10 हजार छात्रों को जूता-चप्पल वितरित किए. डब्ल्यूचओ की रिपोर्ट के अनुसार विश्व में 1.5 बिलियन लोग बिना जूता-चप्पल के गुजारा करते हैं. असुरक्षित पैर की वजह से हर साल लाखों लोग कई बीमारियों की चपेट में आ जाते हैं.

आदिवासी इलाकों में रहने वाले छात्रों को इस समस्या से निजात दिलाने के लिए वीनसोल फाउंडेशन ने एक्सिस बैंक के साथ उड़ान मुहिम की शुरुआत की गई है.

सामाजिक



वीनसोल एंड हेरिटेज गर्ल्स स्कूल के निदेशक श्रियांस भंडारी ने कहा कि उड़ान से जुड़े ज्यादातर बच्चों ने कभी जूते-चप्पल पहना ही नहीं है. इसलिए इस मुहिम की शुरुआत आदिवासी इलाकों से की गई है. उन्होंने कहा कि इनकी संस्था द्वारा फटे पुराने चप्पलों का नवीनीकरण किया जाता है. उनको दोबारा पहनने योग्य बनाया जाता है. उड़ान के तहत महाराष्ट्र समेत लखनऊ जिले के भी 89 स्कूलों में 13 हजार जोड़ी जूता-चप्पल वितरित किए.

जयापुर गांव को 50 सोलर चरखे दान

कार्यालय संवाददाता

मुंबई. ग्रामीण महिलाओं को रोजगार उपलब्ध करवाने के लिए खादी और ग्रामउद्योग आयोग (केवीआईसी) द्वारा 50 सोलर चरखे जयापुर गांव को दिए गए.

50 चरखों के साथ जयापुर गांव में सोलर चरखा प्रशिक्षण केंद्र की शुरुआत की गई है. जिसका उद्घाटन केंद्रीय राज्यमंत्री राज्यवर्धन सिंह राठौर ने किया. प्रशिक्षण केंद्र में 50-50 महिलाओं को 3 समूहों में प्रतिदिन तीन शिफ्ट में प्रशिक्षण दिया जाएगा.

राठौर ने किया प्रशिक्षण केंद्र का उद्घाटन



प्रशिक्षित होने के बाद महिलाओं को प्रधानमंत्री रोजगार सृजन योजना के अंतर्गत कर्ज उपलब्ध करवाया जाएगा. ताकि घर बैठे महिलाओं को रोजगार हासिल कर सके.

जज ने की खादी ग्रामोद्योग आयोग की सराहना

नई दिल्ली (एजेंसी)। सुप्रीम कोर्ट के जज न्यायमूर्ति मदन बी लोकुर ने गुरुग्राम में खादी ग्रामोद्योग आयोग के काम की सराहना की है। यह आयोग गुरुग्राम की जिला जेल में कैदियों को प्रशिक्षण और रोजगार उपलब्ध कराने में मदद करता है। जस्टिस लोकुर ने यहां जिला जेल में प्रशिक्षण सह उत्पादन केंद्र का उद्घाटन करने के बाद विजिटर डायरी में आयोग के चेयरमैन वीके सक्सेना के काम की तारीफ की। उन्होंने लिखा कि जेल की यात्रा शानदार रही। यहां की सुविधाएं अच्छी हैं और कर्मचारियों, अधिकारियों व एनजीओ के प्रयास ने जेल को आदर्श स्थिति में ला दिया है। उन्होंने कैदियों को चरखा देना और उन्हें प्रशिक्षित करने के सक्सेना के प्रयास की सराहना की और कहा कि दूसरी जेलों में भी इसका अनुसरण किया जाना चाहिए। आमतौर पर यहां कैदियों को शारीरिक श्रम के बदले 25 रुपये मिलते हैं, लेकिन इस पहल से यहां के कैदी रोज 150 से 250 रुपये कमाना शुरू कर देंगे।



KVIC HOLDS KHADI HAAT TO HELP RURAL ARTISANS

Mumbai: Khadi And Village Industries Commission (KVIC) has taken an initiative of extending a helping hand to rural artisans from remote corners of Maharashtra by organizing Khadi Haat 2016 in the heart of Mumbai, where a group of artisans across remote Villages are selling their traditional handmade goods. Organised with a view to provide organic and eco friendly goods to the buyers on this festive season, the exhibition is being held from Dec. 26 to January 1, 2017. A release said the exhibition has an attractive ethnic collection of herbal products, health food, handmade paper, pottery, handicraft and woodcraft, among other things.



कामगोलाय संकादयता मुंबई- नोट बंदी के बाद से कई उत्पादों की बिक्री घट गई है, वहीं नोट बंदी खादी पर बेअसर साबित हो रही है. 1000 व 500 रुपये के नोटों के चलन से बाहर होने के बाद से खादी की बिक्री में 7 फीसदी की बढ़ोतरी दर्ज की गई है. खादी और ग्रामोद्योग आयोग (केवीआईसी) के अध्यक्ष विनय कुमार सम्सेना ने कहा कि नोट बंदी से पहले ही केवीआईसी ने डिजिटल लेनदेन शुरू कर दिया था. जिसके अच्छे नतीजे आज उनको मिल रहे हैं. खादी उत्पादों की बिक्री में 7 फीसदी की बढ़ोतरी दर्ज हुई है. ग्राहकों को आकर्षित करने के लिए आयोग डिजिटल पेमेंट करने वाले लोगों को 1 प्रतिशत का डिस्काउंट भी दे रहा है. उन्होंने कहा कि कैरालेस पद्धति को बढ़ावा देने के लिए विभिन्न केंद्रों में शिबिर का आयोजन कर रहा है.

खादी हाट 2016

महाराष्ट्र में दूर दूर तक क्षेत्रों के कारीगरों की सहायता के लिए केवीआईसी ने मुंबई में खादी हाट 2016 का आयोजन किया है. जहां राज्य के ग्रामीण इलाकों में रहने वाले कारीगरों को सम्मूहिक रूप से अपने उत्पादों की बिक्री का अवसर उपलब्ध करवाया गया है. सल्लोना के अन्दसर शाही बिक्री का अवसर उपलब्ध करवाया गया है. सल्लोना के अन्दसर शाही बाजार में ग्रामीण कारीगरों को बढ़ावा देने के लिए इस प्रकार के कार्यों का केवल देश की रचनात्मक विविधता में सामाजिक आर्थिक एकता का कार्य करता है, अपितु बरखा कारीगरों के जीवन में सामंजस्य स्थापित कर उनके जीवन में सकारात्मक परिवर्तन लाता है. खादी हाट 1 जनवरी 2017 तक जारी रहेगा. हाट में हर्बल उत्पाद, स्वास्थ्य चर्चा: आहार, हस्तशिल्प, काष्ठशिल्प, धर्म उत्पाद, अपारबती और मयु प्रदर्शनी लगाई गई है.



मुंबई, खादी एवं ग्रामोद्योग आयोग ने आज कहा कि केंद्र सरकार के नोटबंदी के फैसले से उसकी बिक्री पर कोई प्रभाव नहीं पड़ा है। आयोग की मुख्य कार्यकारी अधिकारी ने यहां पत्रकारों से कहा कि नोटबंदी से खादी ग्रामोद्योग क्षेत्र ज्यादा प्रभावित नहीं हुआ है। विभाग के बिक्री केंद्रों पर पहले से ही डिजिटल माध्यम से भुगतान एवं बिक्री की जाती है। दिल्ली में विभाग के सबसे प्रमुख स्टोर पर तकरीबन 91 प्रतिशत खुदरा बिक्री डिजिटल भुगतान के माध्यम से होती है। उन्होंने कहा कि भ्रष्टाचार से मुक्त व्यवस्था विकसित करने का यह एक प्रभावी तरीका है।

खादी मेले में मोदी जैकेट की भी धूम

वाराणसी | कार्यालय संवाददाता

हस्तशिल्प को बढ़ावा देने के लिए खादी और ग्रामोद्योग आयोग ने हस्त शिल्प प्रदर्शनी का आयोजन किया है। मंगलवार को आयोग के तैलियाबाग स्थित परिसर में 15 दिवसीय प्रदर्शनी का विधायक रविन्द्र जायसवाल ने फीता काटकर शुभारंभ किया। उन्होंने प्रदर्शनी देखी और समस्याओं को भी जाना। मेले के पहले ही दिन सिले-सिलाये वस्त्रों के बीच मोदी-जैकेट को चर्चा चल पड़ी।

मेले में खादी की 33 और ग्रामोद्योग की 18 संस्थाओं के स्टॉल लगे हैं। मण्डलीय कार्यालय में आवोजित प्रदर्शनी में बिहार, राजस्थान, उत्तराखंड, पश्चिम बंगाल, मध्यप्रदेश के कारीगरों ने अपने स्टाल लगाए हैं। बनारस के अलावा सीतापुर, बाराबंकी, कानपुर, गोरखपुर, देवरिया, आजमगढ़, मऊ, सोनभद्र के भी



खादी ग्रामोद्योग आयोग के तैलियाबाग स्थित मंडलीय कार्यालय परिसर में मंगलवार से शुरू हुई खादी प्रदर्शनी के दौरान एक स्टॉल पर दर्शन देवते विधायक रविन्द्र जायसवाल।

उत्पादकों ने अपने स्टॉल लगाये हैं।

10 से 30 प्रतिशत तक छूट: सूती खादी के उत्पाद कोटिंग एवं शर्टिंग, दर्ती, चादर, जाजम, सलवार सूट, टेबल कवर सहित अनेक उत्पादों पर 30 प्रतिशत और ऊनी खादी के उत्पादों, सिल्क एवं

पोलैस्टर खादी सिल्क एवं रेसमी खादी के उत्पादों रोलड सिल्क आदि पर 10 से 20 प्रतिशत तक छूट दी जा रही है। प्रदर्शनी में फर्नीचर, जूट के पावदान, अचार, मसाले, पापड़, नमकौन, साबुन, शैम्पू, अगरबत्ती, मिट्टी के खिलौने,

अभिलेखियों का पूरा ख्याल

खादी और ग्रामोद्योग आयोग की हस्त शिल्प प्रदर्शनी में नए फेशन के कपड़े भी आये हैं। लोगों की बदलती अभिरुचियों के अनुसार डिजाइनर कपड़े भी प्रदर्शनी में दिखेंगे तो साज सज्जा की वस्तुएं भी आकर्षण का केंद्र हैं।

आंवले के लड्डू सहित अनेक उत्पादों के स्टॉल लगे हैं। मेले में पहले दिन ही शहरवासियों की भीड़ उमड़ी। खरीदारों में महिलाओं की संख्या अधिक दिखी। खादी मेला हर साल एक करोड़ से ज्यादा का कारोबार करता है। इस बार नोटबंदी से कुछ असर पड़ सकता है।

इस दौरान निदेशक बलधारी सिंह, उपायुक्त उमेश सिंह, कृषक विकास ग्रामोद्योग संस्थान के मंत्री संदीप सिंह, सह निदेशक गोपाल जी, सुरेंद्र सिंह आदि मौजूद थे।

युववार की सुबह मनपा के फनल नंबर 34 उल्लासनगर-5 का दौरा किया। मनपा आयुक्त निवालाकर के दौर के संदर्भ में शहर विकास व नियोजन समिति की सभापति जया सायबानी ने बताया कि आयुक्त ने सुविधाओं को लेकर चर्चा की।

नालासाधारण, 14 दिवसीय प्रदर्शनी में एक लाख नगद उड़ा दिए। तुलुज के शिडी गाला नगर स्थित रिमिड विनायक अकादमी के कमरे में 104 नियादी अलीमा रफीक अंसारी (55) ने कुछ माह पूर्व शहरम जैकेट एक पैग नेट को अपने यहां रखा था, अंसारी ने बताया कि शहरम ने दोपहर के बकरा मेरे घर की तिजोरी में रखे एक लाख नगद की चोरी कर देते हैं, पुलिस मामला दर्ज कर जांच कर रही है।

जयापुर गांव को 50 सोलर चरखे दान

राठौर ने किया प्रशिक्षण केंद्र का उद्घाटन

कार्यालय संवाददाता मुंबई, ग्रामीण महिलाओं को रोजगार उपलब्ध करवाने के लिए खादी और ग्रामोद्योग आयोग (केवीआईसी) द्वारा 50 सोलर चरखे जयापुर गांव को दिए गए।

50 चरखों के साथ जयापुर गांव में सोलर चरखा प्रशिक्षण केंद्र की शुरुआत की गई है, जिसका उद्घाटन केंद्रीय राज्यमंत्री राजेश्वर सिंह राठौर ने किया। प्रशिक्षण केंद्र में 50-50 महिलाओं को 3 समूहों में प्रतिदिन तीन शिफ्ट में प्रशिक्षण दिया जाएगा।



प्रशिक्षित होने के बाद महिलाओं को प्रधानमंत्री रोजगार सृजन योजना के अंतर्गत कर्ज उपलब्ध करवाया जाएगा, ताकि घर बैठे महिलाओं को रोजगार हासिल कर सके।

KVIC takes two new initiatives in Varanasi

Varanasi: On the occasion of Solar charkha training centre inauguration, KVIC distributed 50 solar charkhas in Jajapur village. The programme was inaugurated by Rajawardhan Singh, Hon'ble Cabinet minister for State in presence of Vinay Kumar Saxena, Chairman, KVIC. The training centre will provide training to women in three batches with 50 women in each. Post training these women will be supported through Prime Minister's Employment Generation Programme to avail loan under this scheme and generate of employment.



The second initiative is a salt processing unit was also inaugurated at Gandhi Ashram, Sev. Puri. The unit will process eight tons of salt everyday which will be sold as less iodized salt in packs of 1kg at low cost. This enterprise will generate direct employment for 15 persons directly and for 20 person indirectly. The unit will start commercial production in next 10 days.

खादी की ओर रेमंड, आदित्य बिड़ला, रिलायंस

विष्णु दास

अभिलेखक, 25 दिसंबर

रेमंड के बाद अन्य कंपनियों जैसे, आदित्य बिड़ला ग्रुप, रिलायंस रिटेल लिमिटेड भी खादी में उतरने की योजना बना रही हैं। (समाप्त) खादी के आदित्य बिड़ला ग्रुप ने 4500 मीटर खादी का ऑर्डर गौहन के उद्योग भारती पीपर ग्रुप को दिया है। रेमंड के लिए करीब 80 खादी संस्थानों से बातचीत कर रही हैं और अपने खुदरा स्टोर के जरिए कंपनियों को बाजार फरवरी में खादी के परिधान पेश करने की है।

माया का रहा है कि रिलायंस रिटेल इस क्षेत्र में संभावित प्रवेश के लिए खादी निर्माताओं से नमूने इकट्ठा कर रही हैं। रेमंड के टेक्स्टाइल कारोबार के बिक्री व वितरण प्रमुख राम भटनागर ने कहा, हम खादी

बाई रेमंड के तौर पर ट्रांजर, जैकेट आदि डिजाइनर गार्मेंट की रेंज पेश करने की योजना बना रहे हैं। रेमंड से निश्चित तौर पर उपभोक्ताओं की अवधारणा बदलती गयी है। हम फेशन को बेहतर तरीके से समझते हैं। इसके आउटलेट्स हैं। कंपनी फरवरी से 100 स्टोर के जरिए खादी परिधान

बेचना शुरू करेगी। पहले ऊनी खादी पेश होगा, इसके बाद सिल्क, कौटन और पोली खादी साल के दौरान पेश होगा। शुरुआत में कहा, पेश किए जाने के बाद हम अगले दो साल में कुल परिधान कारोबार में करीब 10 प्रतिशत खादी के होने की उम्मीद कर रहे हैं। इस इले अपने विदेशी स्टोर में भी बेचेंगे।

संगठित कंपनियों का मानना है कि खादी को आपूर्ति विंडा का विषय हो सकती है क्योंकि यह फेब्रिक हाथ से तैयार होता है। इसलिए इसे औपचारिक तौर पर पेश किए जाने से पहले पर्याप्त आपूर्ति सुनिश्चित करने का लक्ष्य है।

फेब्रिक को आगे बढ़ाने के लिए खादी एवं ग्राम उद्योग आयोग (केवीआईसी) खुद ही कंपनियों से गठजोड़ कर रहा है। इसने रेमंड के साथ डिजाइनर खादी परिधान के उत्पादन व बिक्री के लिए समझौता किया

है। रेमंड खादी को सोर्सिंग केवीआईसी से मंजूरी पाने वाले दुनकरों से करेगी और डिजाइनर कपड़े बनाएगी। केवीआईसी और रेमंड उनके कपड़े अपनी खुदरा दुकानों पर बेचेगी। केवीआईसी के मुताबिक, आदित्य बिड़ला समूह ने उनसे संपर्क किया है और प्रस्ताव विचारार्थीन है। एबीएफआर और रिलायंस रिटेल से इस बारे में जानकारी हासिल करने के लिए भेजे गए ईमेल का जवाब नहीं मिला। केवीआईसी के चेयरमैन वी के सक्सेना ने कहा, हम बड़े कॉर्पोरेट के साथ हाथ मिला रहे हैं और हमारा इरादा खादी को बिक्री खास तौर से शहरी ग्राहकों के बीच बढ़ाने का है। इससे दस्तकारों को मदद मिलेगी, जिनके पास अभी बहुत ज्यादा ऑर्डर नहीं हैं। इस संयुक्त पहल



नए फेब्रिक को प्रोत्साहित करने के लिए खादी एवं ग्राम उद्योग आयोग खुद भी कंपनियों से गठजोड़ कर रहा है।

साल	बिक्री करोड़ रुपये	बिक्री के कुल अंश बढ़ती प्रतिशत में	केवल (10 फरवरी)
2010-11	971.26	5.81	1.01
2011-12	967.87	5.51	1.04
2012-13	1,021.56	5.54	1.07
2013-14	1,081.04	5.82	1.09
2014-15	1,170.04	8.26	1.1
2015-16	1,510	29.06	1.1

सोच - खादी एवं ग्राम उद्योग आयोग लिए भेजे गए ईमेल का जवाब नहीं मिला। केवीआईसी के चेयरमैन वी के सक्सेना ने कहा, हम बड़े कॉर्पोरेट के साथ हाथ मिला रहे हैं और हमारा इरादा खादी को बिक्री खास तौर से शहरी ग्राहकों के बीच बढ़ाने का है। इससे दस्तकारों को मदद मिलेगी, जिनके पास अभी बहुत ज्यादा ऑर्डर नहीं हैं। इस संयुक्त पहल से मिन्नर व बुनकरों के लिए 2.10 लाख मानव घंटे का रोजगार सामने आएगा और 10 लाख से ज्यादा खादी दस्तकारों के लिए फायदेमंद होगा। कंपनियों के साथ ऐसे गठजोड़ से केवीआईसी को उम्मीद है कि खादी को बिक्री 1065 करोड़ रुपये सालाना से बढ़कर अगले तीन सालों में 5000 करोड़ रुपये पर पहुंच जाएगा।

NEWS () VIDEOS () LIVE CHAT () WIKIPEDIA ()

Raymond, KVIC launch India's first branded Khadi label

Posted: 2016-12-06

Newstrack India (<http://newstrackindia.com/newsdetails/2016/12/06/386--Raymond-KVIC-launch-India-s-first-branded-Khadi-label.html>)



Report rights infringement

Mumbai (<https://wn.com/Mumbai>), Dec 6 (https://wn.com/Dec_6) (IANS (<https://wn.com/IANS>)) The Khadi & Village Industries Commission (https://wn.com/Village_Industries_Commission) and Raymond Ltd (https://wn.com/Raymond_Ltd), have joined hands to launch India (<https://wn.com/India>)'s first branded Khadi label as part of a strategic marketing initiative for the product from February 2017 (https://wn.com/February_2017), it was

"Spinning the 'charkha' has always been a symbol of self-reliance and now Raymond has Khadi, a true Indian fabric as part of its product portfolio. It will create multiple employment opportunities and empower artisans, especially the women, in rural areas,"

Raymond, KVIC launch India's first branded Khadi label

Daily finance

Mumbai, Dec 6: The Khadi & Village Industries Commission and Raymond Ltd. have joined hands to launch India's first branded Khadi label as part of a strategic marketing initiative for the product from February 2017, it was announced here on Tuesday.

By this, KVIC will permit Raymonds to use the Khadi Mark, branded as 'Khadi by Raymond' and the latter will source all its Khadi requirements from stores in Mumbai and Delhi.

Besides positioning Khadi as a 'fashion fabric' globally, the initiative is expected to generate incremental employment of around 2.10 lakh man-hours for spinners and weavers.

'Khadi by Raymonds' will hit the stores at KVIC outlets and Raymond shops across the country from February 2017 and also be available online.

The agreement was signed between KVIC CEO Usha Suresh and Raymond Ltd CEO Sanjay Behl in the presence of KVIC Chairman Vinai Kumar Saxena and Raymond Ltd Chairman & Managing Director Osham Hari Singhania.

Terming it as a historic partnership between KVIC and Raymond for 'value-added marketing of Khadi', Saxena said its in tune with the Make in India initiative and help bridge the rural-urban industry divide.

"Spinning the 'charkha' has always been a symbol of self-reliance and now Raymond has Khadi, a true Indian fabric as part of its product portfolio. It will create multiple employment opportunities and empower artisans, especially the women, in rural areas," said Singhania.

Suresh said by this partnership, Khadi would be promoted as a global and fashionable fabric and Raymond will provide a khadi niche among the fashion conscious global Indians who love genuine hand-spun fabric.

In view of evolving trends of customers' preferences, Behl said through the partnership, Raymond will promote Khadi globally and offer a wide array of fabric blends and garments spanning suits, jackets, shirts, trousers in tune with international design and quality trends.

IANS

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WhatsApp (<https://api.whatsapp.com/send?text=Raymond%20KVIC%20Launch%20India%20First%20Branded%20Khadi%20Label%20http://dailyworld.in/raymond-kvic-launch-india-first-branded-khadi-label#fb=1>)

Fabindia and Raymond stores to sell 'Khadi' apparel

Business Standard | Updated: Oct 04, 2015 22:23 IST



Khadi: Gramojyog Bhawan in Bhopal, (Mohib Faizal/ HT Photo)

Business Standard

KVIC, Raymond join hands to launch Khadi label

Press Trust of India | Mumbai December 06, 2016 Last Updated at 19:07 IST

Khadi & Village Industries Commission (KVIC), part of the MSME ministry, and apparel major Raymond today announced a joint initiative to market the khadi fabric to position it as a fashion trend.

Raymond will be sourcing all India variety of khadi from KVIC departmental sales outlets from Delhi and Mumbai, for over the counter sales as well as crafting readymade garments for its apparel brands.

"In line with the Prime Minister's vision, this agreement is going to bridge the urban-rural divide," V K Saxena, KVIC chairman, said here.

Further, this joint initiative will result in an incremental employment of 2.10 lakh man hours for spinners and weavers, he added.

Raymond plans to brand the product as 'Khadi by Raymond', and position khadi as a viable fashion fabric.

The textile major also plans to bring in the design interventions in the khadi manufacturing clusters across the country along with providing technical expertise.

As part of the initiative 'Khadi by Raymond' will be available at KVIC outlets and Raymond stores across the country from February 2017, he said.

"With this association, it is our endeavour to position 'Khadi by Raymond' as an Indian fashion fabric globally," Sanjay Behl, CEO of Raymond said.

Raymond has agreed for a guaranteed minimum procurement of khadi and khadi products for five years with primary purchases of muslin cotton and silk.

Khadi by Raymond products will be available at KVIC outlets, the Raymond shops and e-commerce portals.

SIP Academy (<http://www.chennaionline.com/tags/sip-academy>)

Raymond, KVIC launch India's first branded Khadi label

December 06, 2016, Chennai



MUMBAI

Mumbai, Dec 6 (IANS) The Khadi & Village Industries Commission and Raymond Ltd. have joined hands to launch branded Khadi label as part of a strategic marketing initiative for the product from February 2017, it was announced here on Tuesday.

By this, KVIC will permit Raymonds to use the Khadi Mark, branded as 'Khadi by Raymond' and the latter will source all its Khadi requirements from stores in Mumbai and Delhi.





Khadi India



खादी इंडिया लाऊंज

एक आधुनिक-विशिष्ट खादी इंडिया बिक्री केन्द्र का उद्घाटन
द्वारा

कलराज मिश्र

केन्द्रीय सूक्ष्म, लघु एवं मध्यम उद्यम मंत्री, भारत सरकार
गरिमामय उपस्थिति

हरिभाई पार्थीभाई चौधरी

केन्द्रीय सूक्ष्म, लघु एवं मध्यम उद्यम राज्यमंत्री, भारत सरकार

गिरिराज सिंह

केन्द्रीय सूक्ष्म, लघु एवं मध्यम उद्यम राज्यमंत्री, भारत सरकार

विनय कुमार सक्सेना

अध्यक्ष
खादी और ग्रामोद्योग आयोग

31 जनवरी, 2017 को अपराह्न 4.00 बजे

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उषा सुरेश, आईइएस
मुख्य कार्यकारी अधिकारी

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वेबसाइट: www.kvic.org.in



Khadi India



खादी इंडिया लाऊंज

एक आधुनिक-विशिष्ट खादी इंडिया बिक्री केन्द्र का उद्घाटन

द्वारा

विनय कुमार सक्सेना

अध्यक्ष
खादी और ग्रामोद्योग आयोग
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय, भारत सरकार

विशेष अतिथि

शम्भू दयाल बडगूजर

अध्यक्ष
राजस्थान खादी और ग्रामोद्योग मंडल

17 जनवरी, 2017 को अपराह्न 3.30 बजे

खादी और ग्रामोद्योग आयोग परिसर, झालना इंगरी, जयपुर

पधारें एवं हस्तनिर्मित डिजाइनर खादी उत्पादों के आकर्षण का अनुभव करें



उषा सुरेश, आईइएस
मुख्य कार्यकारी अधिकारी

खादी और ग्रामोद्योग आयोग

सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय, भारत सरकार

वेबसाइट: www.kvic.org.in अधिक जानकारी के लिए संपर्क करें: 0141-2707850 / 2706969



Khadi India



INAUGURATION OF
KHADI INDIA Lounge
A modern exclusive Khadi India Sales Outlet

by

Kalraj Mishra

Minister for MSME, Govt of India

in august presence of

Haribhai Parthibhai Choudhary

Minister of State for MSME, Govt. of India

Giriraj Singh

Minister of State for MSME, Govt. of India

Vinai Kumar Saxena

Chairman

Khadi and Village Industries Commission

On 31st January, 2017 at 4.00 p.m.

at A-1, Baba Kharag Singh Marg, Opp. Mohan Singh Palace, New Delhi-110 001

Buy Khadi products online through digital payment.

Visit Khadi India Lounge and experience the magic of handcrafted designer Khadi Products



Usha Suresh IES
Chief Executive Officer

Khadi and Village Industries Commission

Ministry of Micro, Small & Medium Enterprises, Govt of India

Website: www.kvic.org.in



Khadi India



INAUGURATION OF
KHADI INDIA Lounge
A modern exclusive Khadi India Sales Outlet

by

Vinai Kumar Saxena

Chairman

Khadi and Village Industries Commission

Ministry of MSME, Govt. of India

Guest of Honour

Shambhu Dayal Badgujar

Chairman

Rajasthan Khadi & Village Industries Board

On 17th January, 2017 at 3.30 p.m.

at Khadi and Village Industries Commission Campus
Jhalana Dongari, Jaipur

Visit and experience the magic of handcrafted designer Khadi Products



Usha Suresh IES
Chief Executive Officer

Khadi and Village Industries Commission

Ministry of Micro, Small & Medium Enterprises, Govt of India

Website: www.kvic.org.in For further information contact: 0141-2707850 / 2706969



Khadi India

HANDCRAFTED pen and watches from Switzerland, leather shoes from France, vanity bags from Italy and cotton attire from Egypt.

You pay thousands for these foreign goods and buy When it comes to Indian handicrafts, you shy !

This season

Visit a Khadi India outlet in your city
Buy proudly the top quality handcrafted Khadi fabric and products, made in rural India by your fellow countrymen !

Why pay for the foreign hands?
Feel the warmth of India

Vinai Kumar Saxena
Chairman
Khadi and Village Industries Commission
Ministry of Micro, Small & Medium Enterprises, Govt. of India
Website: www.kvic.org.in



Khadi India

हस्तनिर्मित स्विट्जरलैंड से पेन और घड़ियाँ, फ्रांस से चमड़े के जूते, इटली से पर्स व बटुए और मिश्र से कॉटन वस्त्र.

आप इन विदेशी वस्तुओं के लिए हजारों खर्च करते हैं और खरीदते हैं, और जब भारतीय हस्तशिल्प खरीदने की बात आती है, आप संकोच करते हैं !

इस अवसर पर

अपने शहर के एक खादी इण्डिया आउटलेट पर जाएं, गर्व से खरीदें उत्तम गुणवत्ता के हस्तनिर्मित वस्त्र और उत्पाद, जो आपके देशवासियों द्वारा ग्रामीण भारत में बनाये गए हैं !

क्यों विदेशी हाथों को भुगतान करें ?
भारत की आत्मीयता को महसूस करें

विनाय कुमार सक्सेना
अध्यक्ष
खादी और ग्रामोद्योग आयोग
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय, भारत सरकार
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**रूरत इलेक्ट्रीफिकेशन कॉर्पोरेशन
एवं
खादी और ग्रामोद्योग आयोग**

के मध्य लगभग 5.50 करोड़ रु. की ऐतिहासिक सीएसआर साझेदारी

ग्राम सेवापुरी, जिला वाराणसी में रूरल इलेक्ट्रीफिकेशन कॉर्पोरेशन ने सीएसआर के तहत 500 सौर ऊर्जा संचालित घरों और 100 सौर ऊर्जा संचालित करघे दान स्वरूप देकर जीवन को बदलने के क्षेत्र में-सीएसआर की एक नई परिभाषा सृजित की है।
इस नए साझेदार कार्यक्रम के रचयिता

श्री पीयूष गोयल
केन्द्रीय बिजली, कोयला एवं अक्षय ऊर्जा राज्य मंत्री, भारत सरकार
को हमारा हार्दिक धन्यवाद
हमारी प्रेरणा
कलराज मिश्र
केन्द्रीय सूक्ष्म, लघु एवं मध्यम उद्यम मंत्री, भारत सरकार

गिरिराज सिंह
केन्द्रीय सूक्ष्म, लघु एवं मध्यम उद्यम राज्यमंत्री, भारत सरकार

सीएसआर का अर्थ
सी निगमित
एस सामाजिक
आर उत्तरदायित्व

विनय कुमार सक्सेना
अध्यक्ष
खादी और ग्रामोद्योग आयोग
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सीएसआर की नई परिभाषा
सी स्वच्छता
एस सतत
आर अक्षय





**Rural Electrification Corporation
&
Khadi and Village Industries Commission**

Inking historic CSR partnership worth Rs. 5.50 crores

500 Solar Powered Charkhas and 100 Solar Powered Looms Donated by REC under CSR at village Sevapuri, Dist.Varanasi. Transforming lives, writing a new definition of what CSR should be.

OUR BIG THANKS TO

Shri Piyush Goyal
Minister of State for Coal, Power & New Renewable Energy, Govt. of India,
being the architect of this new partnership programme
Our Inspiration

Kalraj Mishra
Minister for MSME, Govt. of India

Giriraj Singh
Minister of State for MSME, Govt. of India

CSR Means
C Corporate
S Social
R Responsibility

Vinai Kumar Saxena
Chairman
Khadi and Village Industries Commission
Govt of India
Website: www.kvic.org.in

New Definition of CSR
C Clean
S Sustainable
R Renewable



Khadi India

One yarn one Nation
 Khadi India wishes all Khadi lovers
 very happy and prosperous New Year
2017

'WE SPIN EMPLOYMENT AND WEAVE PROSPERITY IN INDIA'

Vinai Kumar Saxena
 Chairman

Khadi and Village Industries Commission
 Ministry of Micro, Small & Medium Enterprises, Govt of India
 Website: www.kvic.org.in

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Khadi India

You pay thousands for handcrafted foreign goods and buy
 When it comes to Indian handicrafts, you shy!

This season

Buy proudly the top quality handcrafted Khadi fabric and products, made in rural India
 by your fellow countrymen!

Visit nearest Khadi India Outlets
 Khadi and Village Industries Commission
 Ministry of Micro, Small & Medium Enterprises, Govt of India
 Website : www.kvic.org.in



Khadi India

After 8 years
Khadi walks the Rajpath, again
 on 26th January 2017, Republic Day of India

Watch Khadi India Tableaux

Proudly parading people's pride, Showcasing Gandhian legacy,
 Wheeling progress in rural India.

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