



कामधे दुखवप्रानाम् ।  
प्राणिनाम् आतिनाशनम् ॥



# Jagruti

Mumbai

July, 2019

Vol.63

No.08



## Union Minister, MSME, kicks off the sanitation and water conservation drive of KVIC at Kutubgarh



Yoga Day Celebration at Central Office

KVIC



Vol.63

No.8 Mumbai July-2019

# Jagriti



कामये दुःखतप्तानाम् ।  
प्राणिनाम् अतिनाशनम् ॥

A Monthly Journal of KVIC on Rural Industrialisation

## EDITORIAL BOARD

**Chairman**  
Smt. Preeti Verma

**Editor**  
M.Rajan Babu

**Sub Editor**  
Usha Misra

**Jr. Sub Editor**  
Shiv Dayal Kushwaha

**Design & Layout**  
Sanjay Somade  
C.S.Punwatkar, Dilip Palkar

### Published By:

Directorate of Publicity  
Film, & P.E.P. for  
Khadi and Village Industries Commission  
Gramodaya, 3, Irla Road  
Vile Parle (West), Mumbai-400056.  
Tel.: 2671 9465, 2671 6323  
E-mail: [editorialkvic@gmail.com](mailto:editorialkvic@gmail.com)  
Website: [www.kvic.org.in](http://www.kvic.org.in)

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

## I N S I D E

### News Update

3 to 23

Minister, MSME appeals the Qutubgarh villagers to  
save water, air quality.....

Entrepreneurship programme at  
Sabarmati Ashram.....

Khadi set to rock with Yoga again this year  
KVIC gets over Rs. 2.50 crore's order for Yoga  
kits.....

International Yoga Day.....

From 4.23 % to 8.49 %: Khadi's share in textile  
production doubles in last five fiscals Increases its  
production by 65.42 million square meters in  
last five years; registers 62 percent growth.....

KVIC Observed Swachhata Pakhwada.....

'Khadi makes waves in the fashion industry'at  
Tassel Fashion & Lifestyle Awards 2019.....

One day awareness camp under PMEGP.....

Hindi Workshops

KVIC celebrates MSME Day.....

PMEGP State Level Monitoring Committe  
at Ahmedabad

100 Days Action Plan

### Press Coverage

24-29

Press Coverage

## Minister MSME appeals the Qutubgarh villagers to save water, air quality



**Qutubgarh (New Delhi):** Union Minister of Micro, Small and Medium Enterprises Nitin Gadkari, on Wednesday, said that time has come to come when the people can turn the waste into wealth by conserving it properly.

Jubilance was reflecting on the faces of the villagers belonging to this sleepy hamlet, located on the outskirts of Delhi – when the MSME Minister, after kicking off the Sanitation and Water Conservation Drive of Khadi and Village Industries Commission (KVIC) here, said that eradicating the demons of poverty, hunger

and unemployment will remain a mirage, unless we empower the villages – economically, socially and ecologically.

Laying stress on the need of proper water management system, he said: “Our country does not have the dearth of water, but we are lagging in managing the water. Main aap sabse kahta hoon ki paani ka niyojan seekhiye. Daudne wale paani ko



chalayiye, chalne wale paani ko rokiye aur ruke huye paani ko jameen ke andar jaane dijiye (I request you all to learn the art of planning the water. Force the running water to walk, walking water to slow down and permit the stopped water to go into the earth),” he said. Appealing the villagers to divert the agricultural yields into power and plastic sector, Gadkari said that by selling toilet waste water to power generating companies, the Maharashtra Government had so far earned over Rs 2 crore. “One can produce one tonne of bio-CNG by burning five tonnes of parali(crop residues).

Very soon five districts of Vidarbha region will be free from diesel,” he said. Applauding KVIC's

efforts on 'Honey Mission' Programme, the MSME Minister also appealed the villagers to give up using chemical fertilizers in their fields. “It will be an add-on to both farming and bee-keeping,” he added. Minister of State for MSME Pratap Chandra Sarangi also appreciated the innovative efforts taken up by the KVIC in the recent past.

“Our Prime Minister Shri Narendra Modi is the true conscience-keeper of Gandhian philosophy of self-discipline and self-reliance, unlike the previous governments using Gandhi as their political tool to taste the fruit of power. That is why, what Khadi has done in last five years is much more

Contd on pg. no 05.....



than its achievement in 60-odd years before Modiji," he said. Earlier, KVIC Chairman Vinai Kumar Saxena welcomed the dignitaries and appraised them about different Khadi activities, including Honey Mission, Kumhaar Sashaktikaran Mission and deepening of village ponds in Qutubgarh. He also said that in the currentfiscal, all the State Offices of KVIC had been asked to adopt one village in their respective areas, where sanitation and water conservation drive could turn it into the



model ones. The KVIC has adopted Qutubgarh under its Swachchhata Abhiyaan and besides maintaining the cleanliness of this village, the KVIC officials would also take care of the progress of deepening of ponds work there. Last year, the KVIC had adopted Jagatpur village of Eastern Delhi and cleanliness drive is still in operation there.

New Delhi MP Meenakshi Lekhi, her Shimla counterpart Suresh Kashyap and MSME secretary A K Panda were also present on this occasion.





To fulfill Hon'ble PM's vision of a well-developed Ladakh, KVIC is set to boost economy here by creating job opportunities through its various schemes. Chaired a high-level meet in this regard at LAHDC secretariat Leh on Dy Chairman Gyal P Wangyal.



KVIC Garment procurement Committee meeting with Designers and units. This change in the system will ensure better satisfaction among the Customer and improvements in the performance.



Meeting with the Chairman / Secretary of Khadi Organization on 17.06.2019 in State Office, Bhopal. The meeting was presided by State Director, Bhopal.

## Entrepreneurship programme at Sabarmati Ashram



Shri Vinai Kumar Saxena Chairman, KVIC on visit of Gujarat, marked his presence on 14-6-2019, in a State Entrepreneurship prog. at Sabarmati Ashram, Ahmedabad. On this occasion he advised the trainees to set up more & more units of women. Addressing the people who came in training for different types of products, he said that through this scheme, you will create your own employment and also provide jobs to more people in your units. In order to expand your project, the Commission has decided to sanction an extension project of up to a crore rupees under this scheme. On this occasion, he also distributed the certificates to the trainees.





## Khadi set to rock with Yoga again this year

### KVIC gets over Rs 2.50 crore's order for Yoga kits

**New Delhi:** It is some sort of conclave of Prime Minister Shri Narendra Modi's vision on Khadi as well as Yoga! Yes, the Khadi, signature fabric of India, is all set to rock again this year with Yoga globally! While the Ministry of AYUSH has purchased 60,000 Yoga mats, the New Delhi Municipal Corporation (NDMC) and Khadi Institutions have decided to purchase 2,000 and 400 Khadi Yoga kits respectively from Khadi and Village Industries Commission (KVIC) to mark the 5<sup>th</sup> International Yoga Day on 21<sup>st</sup> June, 2019 to promote two heritages.

Giving this information, KVIC Chairman Vinai Kumar Saxena said that as the International Yoga Day coming closer, the orders for Yoga kits had started flowing from all corners across the country. "These purchase orders of around Rs 2.50 crore has been given to KVIC for supplying 60,000 yoga mats, besides 2,400 yoga kits. To meet the supply of increasing purchase orders, a meeting was called on 27<sup>th</sup> May this year, in which Khadi Institutions were asked to accelerate their production. For the order from Ministry of AYUSH - which is the nodal agency for conducting the yoga day in the country, 17 Khadi institutions from Uttar Pradesh, Uttarakhand and Haryana were given the assignments to supply yoga mats and they completed the task within the stipulated span of time,



” he said, adding, “These orders will create additional job opportunities and extra man-hours in the Khadi sector. The kit includes nine items including upper and lower for men and women, Khadi napkin, yoga mat and a bag.

The napkin has been stitched by the women of militancy affected families of Jammu and Kashmir living near Nagrota. To add to the style quotient, a unique tricolour Khadi garland (*sootmala*) has been included in the kit.” It may be noted that in 2016 for the first time that KVIC had made yoga kits of Khadi, designed by National Institute Design (NID), on the advice of Ministry of Ayush and within 10 days, it got purchase orders worth Rs 82 lakh. While in 2017, KVIC bagged order of over Rs 2.50 crore, in 2018 – it crossed Rs 3 crore-mark. “Since our kits won the accolades from everywhere, the orders from many other Ministries and organizations are in the pipeline to be finalized. I am sure that the combo of Yoga and Khadi will rock the whole world as both of them are the key ingredients of our Prime Minister's vision. We hope to increase it to at least Rs 5 crore though aggressive marketing this year,” Saxena said.

As even the common people are also interested in buying Yoga kits for celebrating International Yoga Day, the KVIC has made these kits available for sale in all the 'Khadi India' sales outlets also.





**KVIC, Mumbai, 21st June 2019: On International Yoga Day Khadi and Village Industries Commission, officials along with Ms. Preeta Verma, Chief Executive Officer, KVIC performed yoga in its Mumbai office premises here today.**

Yoga was performed under the guidance of Yogacharya who taught proper breathing techniques and asanas which help in improving concentration and render several health

benefits. Various postures of yoga, mudra and pranayam which started with subtle exercises for body warm up were performed by the officials.



On this occasion, Jt CEO, Shri Y.K.Baramatikar, Deputy Chief Executive Officer and other officers and employees were also present.

## International Yoga Day



S.O.Bhopal



CSP Sehore



CSP,Kuttur



S.O.Ahmedabad



S.O.Jaipur



Div. office Vishakhapatnam



Div. Office Gorakhpur



Div Office Madurai



S.O. Raipur



D.O.Meerut



S.O.Maharashtra

## **From 4.23 % to 8.49 %: Khadi's share in textile production doubles in last five fiscals Increases its production by 65.42 million square meters in last five years; registers 62 percent growth**

**New Delhi:** The innovation has done the miracle again! The signature fabric of India has made an average jump of 62 percent in Khadi fabric production in the last five years, i.e. from 103.22 million square meters in 2014-15 to 170.80 million square meters in 2018-19. And, this increase of 65.42 million square meters has happened ever since the Khadi and Village Industries Commission (KVIC) encouraged the registration of new Khadi Institutions and laid stress upon the artisan-centric programmes like distribution of 32,000 New Model Charkhas and 5,600 modern looms since 2015. During this span of time, Khadi has rolled 376 new Khadi institutions and added over 40,000 new Khadi artisans, which has resulted in an average jump of 62 percent in Khadi fabric production's share with respect to the mills' fabric production – from fiscal 2014-15 to FY 2018-19.

In the fiscal 2014-15, while the mill sector fabric production was 2,486 million square meters, the production of Khadi was 105.38 million square meters – which was a share of 4.23 percent of the overall textiles production. But, in the fiscal 2018-19, while the mill sector fabric production was 2,012 million square meters, the Khadi sector fabric production was 170.80 million square meters – which was 8.49 percent share of the overall fabric production in the country. Incidentally, during this span of time, the mill fabric production has fallen by 19.06 percent, i.e. from 2486 million square meters in 2014-15 to 2012 million square meters in 2018-19.

KVIC Chairman Vinai Kumar Saxena says that this steep rise from 4.23 percent to 8.49 percent (which is incidentally more than double to Khadi's share five years ago) in Khadi sector fabric production could be possible due to the repeated appeals of Prime Minister Narendra Modi – to adopt Khadi. “It is encouraging for us that rise in share of Khadi production in Textiles sector in last five years has gone from 4.23 percent to 8.49 percent, which is more than 200 percent. While from 1956 to 2013-14, the Khadi sector fabric production could reach the figure of 105.38 million square meters, in the last five years (from 2014-15 to 2018-19) it produced 65.42 square million meters,” he said.

Saxena further said that the numbers of artisans are progressively increasing in the Khadi sector because of the new policies and initiative taken by the Ministry of MSME and KVIC in the recent years. “We started registration of new Khadi institutions for widening the scope for employment as well as revival of defunct Khadi institutions, consequently rising the artisans number to 4,94,684. Not only that, the KVIC had also laid stress on many artisan-centric programmes since 2015 like distribution of 32,000 New Model Charkhas and 5,600 modern looms,” he added.

## KVIC Observed Swachhata Pakhwada



KVIC officials at KVIC central office, Mumbai took the swachhata pledge on 16th June 2019. The pledge was administered by CEO KVIC Ms. Preeta Verma and Financial Advisor, KVIC Ms. Usha Suresh.

Addressing the officials, CEO KVIC Ms. Preeta Verma urged all employees to keep their work place clean and hygienic. Cleanliness is our duty towards society and nation too. On this occasion all official of Central office KVIC participated in the cleanliness drive in the office premise. All state/ divisional office of KVIC also took part in the swachhata ledge.

The Swachhata Pakhwada will be celebrated from 16th June to 30 June 2019 at KVIC





State Office and Sub office of Khadi and Village Industries Commission jammu and kashmir to organized Swachhta Abhiyan at world famous Dal Lake of Kashmir Region. The Abhiyan was supported by Srinagar Municipal Corporation. Besides Staff of Sub office, Various Secretaries of Khadi Institutions, local NGO and large no. of local population took part in the Abhiyan. On the outset the drive was started by State Director D S Bhati from Ghat No. 6 of Dal Lake. All the participants boarded boats at Ghat No. 6 and cleaned garbage and other waste material from Dal Lake. Drive was also conducted in the mir mohalla of Dal lak



State Office, Dehradun took up cleanliness drive and rainwater harvesting at Gram Panchayat, Jamankhata, Dehradun.



Safai abhiyaan by Team KVIC at Bjavani Beach Mahuva Dist. Bhavnagar with co ordination Gram nirman samaj Mahuva khadi institution



एक कदम स्वच्छता की ओर





Agartala



Agartala



Bhopal oath taking



Vishakhapatnam



Ambala



Bikaner oath taking



Trivandrum oath taking



Dehradun Gandhi Ashram



Div.Office Madurai



Drawing competition at Vizag



DSO Ernakulam



Swacchata Abhiyaan at Jammu and Kashmir



Shimla drawing debate and essay writing



Drawing competition ,S.O. Ranchi



Jaipur



Meerut



Shimla oath taking



Pithoria Ranchi



Khadi Village Industries distributed two electric wheels to 40 trained villagers under Kumbhar Empowerment Mission in two stages of Udhsingh Nagar District in two states of Narmarkandi and Lucknow, Gadarpur.



Ambala oath taking



**'Khadi  
makes waves in the  
fashion industry'  
at Tassel Fashion &  
Lifestyle  
Awards 2019**

**The versatility & sustainability of Khadi makes it a special fabric in the world of fashion Khadi doesn't only make you feel good but also do good by contributing to the environment & artisans Handcrafted Khadi is transforming the fashion industry.**



Taking ahead Prime Minister's call 'Khadi for Nation, 'Khadi for fashion' and 'Khadi for Economic Transformation', Khadi and Village Industries Commission once again tied up as a co-sponsor with 'Tassel Fashion & Lifestyle Awards 2019'- a prestigious award ceremony, that is dedicated to felicitating industry stalwarts

.....

for their achievements & contributors and also encourages young talent in fashion industry.

In the last 5 years, the craze for Khadi – especially among youth - has multiplied and to connect to the youth of today, KVIC participated in Fashion Show on Khadi organised by Ishan Education in Tassel Fashion & Lifestyle Awards-2019

Khadi as a style statement sees a lot of the designs being aimed at the youngsters. They strongly recommend that the youth should consider wearing it as a daily wear. "Khadi is so versatile that youngsters can wear it as top, shirts and dresses in their day-to-day life.



Besides, what makes it perfect as a daily wear is that it can also be worn in all seasons-it gives you warmth in winters and keeps you cool in summers,”

Indian fashion designers today are realising the potential & versatility of Khadi. They are working on the emancipation of Khadi, hand-in-hand with the government, and are redefining of khadi as a new-age symbol of fashion by life style.

In the show, Fashion students of Ishan Foundation showcased sequences about 20 ensembles in khadi fabrics. KVIC also displayed a stall of its handspun, hand-woven ethicKhadi and Village Industries products.

Khadi and Village Industries Commission (KVIC) has been entrusted with the noble cause of providing sustainable employment opportunities to millions of traditional artisans and entrepreneurs in the rural areas of the country including hill, border and difficult areas. KVIC has been also collaborating with fashion designers both national & international and organising fashion shows at prominent fashion events.





A workshop on Khadi and Village Industries programs was organized on 26.06.2010 at State Office, Jaipur. In the workshop, representatives of more than 50 interactive organizations and operators of FM channel of Jaipur district participated. After the introduction by the State Director, Mr. Badri Lal Meena, the highlighted the structure and purpose of the Khadi and Village Industries Commission. Shri . DK Chawla Assistant Director gave a brief presentation on various programs of KVIC.



### One day awareness camp under PMEGP

On 3/07/2019 One day awareness camp under PMEGP was organised at Conference hall Baroo Kargil Ladakh Division of Jammu and Kashmir by PMTC KVIC Pampore J&K. During the camp Hon'ble Dy. Commissioner Kargil Bashir Ul Haq Chowdhry (IAS) was Chief Guest. Among the others Cluster Head JK Bank, LDM Kargil, GM DIC Kargil, Representative from KVIC, KVIB, SC/ST and hundreds of beneficiaries were present during the awareness camp



On 24.6.19 SBECKVIC Andhra Pradesh has started ROYALJELLY making training. The CBRTI Pune is imparting this 5 days training headed by Dr. Laxmitao. This is an Unique training for collection of royal jelly. Around 27 bee keepers participated in this training programme .

## Hindi Workshops



On the occasion of Hindi Workshop for development and Technical Knowledge of Rajbhasha at Dehradun and other State / Divisional Offices organized workshop.

# KVIC celebrates MSME Day



**Mumbai, 27th June 2019: Khadi and Village Industries Commission celebrated the MSME Day 2019 at its Central Office, Mumbai here today. The programme was chaired by Ms. Preeta Verma, CEO, KVIC who interacted with the PMEGP entrepreneurs of Khadi Village Industries sector and students of various technical colleges of Mumbai present on this occasion.**

Ms. Bhagyashree Sathe, Dy Director MSME-DI, Govt. of India, the guest speaker of the programme while addressing the occasion gave detailed information on how a small business can avail hand holding support of MSME and Udyog Adhar registration procedure to avail benefits of MSME scheme and in this process become indefinite part of Make in India and Made in India. The MSME sector has given inputs and boost to this campaign, she added.



Shri Y. K Baramatkar, Jt CEO, KVIC shared details on schemes and programmes of KVIC.

Other senior officers of KVIC also shared the valued inputs required to set up a viable enterprise.



Micro, small and medium-sized enterprises – which account for more than 30% of GDP growth and businesses and around 70% of jobs worldwide – play a pivotal role in stimulating economic growth and providing employment for vulnerable groups such as women, young entrepreneurs, and poor communities.

## PMEGP State Level Monitoring Committee at Ahmedabad.

The meeting of the State Level Monitoring Committee on the Prime Minister's Employment Generation Program was held on 4-6-2019 at Gandhi Nagar. The dignitaries from Bank of Baroda, Indian Bank, and senior officials of Central Bank of India were present in the meeting. The meeting was chaired by Mr. Sandeep Kumar, IAS, Commissioner, Cottage and Rural Industries, Gujarat Government, Gandhinagar. Shri Sanjay Hedoo, State Director, Ahmadabad, welcomed Mr. Sandip Kumar. On this occasion, officials of Gujarat State Khadi Village Industries Board of about 45 different banks, officers of Cottage and Rural Industries, and the officials of Gujarat State Government were present.

On the occasion, the Bank of Baroda were felicitated with the first prize for the contribution of PMIGP in the previous year, the second prize to Central Bank of India and the third award to Indian Bank and the memento were awarded.

Shri Vijender Singh, Assistant Director, gave the details of the work done by banks in the last year making everyone aware of the targets of the year 2019-20. Shri D.C. Sinhal, Assistant Director, proposed vote of thanks.



Porbandar PMEGP awareness camp organized by team SO Ahmedabad



PMEGP awareness camp under DO BIKANER



AWARENESS program on omega by KVIC Visakhapatnam held at Vijianagaram with more than 70 persons participated. LDM GM DIC CREDIT manager SBI Executive officer SC corporation and Director SBI & RSETI



PMEGP awareness program by KVIC VIZSG held at ELURU west Godavari district. More than 60 entrepreneurs attended the programme LDM Andhra bank G m DIC Director ABRSETI participated in this program

## 100 Days Action Plan



Review meeting of Khadi Institutions held on 20.6.2019 at SO Dehradun to implement 100 Days Action Plan on priority basis. In the review meeting Sh. A K Dahiya, State Director SO, New Delhi also present.



Regarding the completion of the targets set for 100 days, a meeting of Khadi organizations of Haryana State was convened at Khadi Village Industries Board Kurukshetra on 24/06/2016 in which all the institutions were ordered to meet the targets set by time. .



Under 100 days action for PMEGP on 03.07.2019 DLTFC was conducted under the Chairmanship of Dy. Commissioner Kargil Shri Baseer Ul Haq (IAS) at Conference hall Baroo Kargil District of Ladakh Division.



KVIC organised a state level PMEGP workshop in Patna. Head of banks, senior officials from state government charted out the action plan for 2019-20 for creating opportunities with the targets for next 100 days.



# A village on a honey chase is new buzz in town

Qutubgarh Villagers Turn Bee-Keepers With Khadi Commission's Help, Extract 1,000kg Honey In 2 Months

Jagjeet Gadhok  
@jagmeagroup.com

New Delhi: As Dinesh Kumar Rama, having woken up early in the morning, leaves home to pick up a couple of villagers and be on their way to their ancestral farm in north-west Delhi's Qutubgarh, he is chirpy and enthusiastic. When he finally reaches the fields bright yellow with mustard bloom, he could well break into a song whose lyrics could be: Don't worry, bee happy. You see, Rama isn't at the village to check on the mustard crop, but to make sure his bees are doing well. The 40-year-old, like some others in the village, is a new born apiarist — and looking at a better tomorrow, having extracted over 1,000 kg of honey in the past two months.

Qutubgarh was only lately adopted by the Khadi Villages Industries Commission (KVIC) in November 2018, along with BLP Lok Sabha member Moonakshi Leikh, who too has adopted the village. It organised a programme aimed at making the village the capital's honey pot. With a gift of 100 bee-boxes, KVIC hoped the farmers would have an additional income.

No one, however, quite figures another huge benefit of the honey chase. As Umesh Singh Rama, a 70-year-old farmer on whose land most of the hives are sited, marvels, "I have been farming for decades now, but never have I seen mustard of such high quality as this time of the year. By the time it ripens in March,

## KEEPERS OF A SWEET LEGACY

**QUTUBGARH**  
The village has been adopted by Khadi Village Industries Commission (KVIC) and farmers have been provided bee-boxes and trained on how to extract honey. It is also MP Moonakshi Leikh's adopted village.

At present, there are 10 expert villagers. More locals are being trained to make it a 'honey hub'.

Since November 2018 when the project kicked off, 1,100 kg honey has been produced.

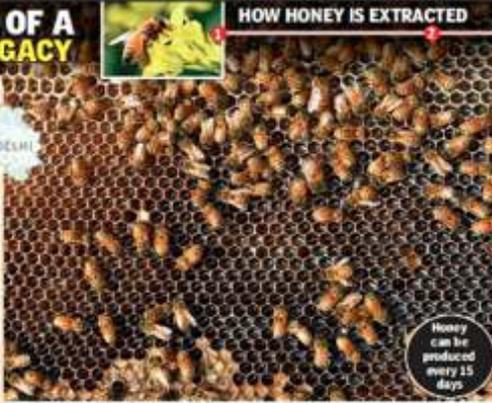
There are 125 bee boxes in the village of the 60,630 distributed under the 'honey mission'.

### Popular flavours

Multi-flora, ajwain, multi-flora, eucalyptus  
Qutubgarh produces mustard (sarson) honey

me to around 30,000 bees. "I was offered 60 things since I started," he grins. "Initially, we were hesitant and nervous about the bees, but now we can tell exactly what needs to be done in each box and what each colony requires."

The initial 100 boxes have



Each box can hold up to 50,000 bees and has 10 frames. The apiarist will remove each frame and 'smoke' the bees before taking the frame to a centrifuge machine.

The machine produces 'cream honey' which is white in colour and in a thick, crystallised form. It is then processed by heating it indirectly and passing it through a sieve.

### OTHER PRODUCTS MADE FROM HONEY

**Bee propolis** | Has anti-bacterial and anti-fungal properties  
**Bee pollen** | Can be consumed as an energy supplement

**Bee wax** | Used in cosmetics  
**Honey shampoo, vinegar, soap, moisturisers and apple cider** are among the other popular products



Honey can be produced every 15 days.

When the bottles are filled, the bees are gently smoked away. Each frame of honeycomb is put in a centrifuge machine, which produces a grainy, whitish substance not unlike buffalo ghee in appearance. The villagers call this 'cream honey'. It tastes wonderful, but has a short shelf life.

Padam Singh Tomar, another Qutubgarh local, is happy that the fresh honey is finding takers, mostly in nearby villages. Since November, the village has produced two yields of over 500 kg each. Vinai Kumar Saxena, chairman, KVIC, points out, "Honey derived from different flowers has a distinct and unique quality. This particular honey is produced solely from mustard nectar, but the locals will also try their hand at other varieties." With the mustard season coming to an end, the hives will, therefore, soon shift to another location, where the account will be eucalyptus.

While the local apiarists contemplate marketing their honey in a more professional manner, KVIC actually plans to buy directly from them. "Each farmer can earn an additional Rs 50,000 from one box every year from the honey alone," says Saxena. "We will pay them Rs 500 per kilo and process it before sending it out into the market."

Saxena adds, "In the next stage of their training, we will teach the villagers how to extract bee venom. This can sell for over Rs 1 crore per kg and is used abroad to create a medicine for cancer." Another source of money will be the beeswax produced in the hives, for which there is a big demand in the cosmetics industry. Bee pollen is also consumed as a supplement, while items such as honey soaps, shampoos and moisturisers, honey vinegar and apple honey cider can be



When the bottles are filled, the bees are gently smoked away.



## Khadi distributes 7,000 handmade paper bags

The Khadi and Village Industries Commission (KVIC) have distributed around 7,000 handmade paper carry bags made from waste plastic at the swearing-in ceremony of Narendra Modi and his cabinet on Thursday. The carry bags were given for the dignitaries present at the oath taking ceremony to keep water bottles. The paper bags were made under KVIC's project REPLAN (Reducing PLASTIC in Nature).

## खादी एवं ग्रामोद्योग को बढ़ावा देगे सामुदायिक रेडियो स्टेशन

धनक अंबर

कोलकाता (खेता सीनै)। खुद्विन यामना गांधी की 150वीं जयन्ति वर्ष के अवसर पर मान-नेत्र प्रधानमंत्री नरेन्द्र मोदी के संस्था साथ सकार निवृत्त के खपने की पखार करने के लिए खादी एवं ग्रामोद्योग आयोग खरपुर ने अपनी योजनाओं को जन-जन तक ले जाने के अर्थनयन का आग्रह किया है। इस निमित्त की आगे बढ़ने तथा पुरुर ग्रामोद्योग के प्रत्येक खरपुर तक आगे की गतिविधियों को ले जाने में अब ग्रामोद्योग के सामुदायिक रेडियो स्टेशन ने भी काम कर ले है। आयोग कार्यक्रम के अन्तर्गत में आर्थिक आगम को गतिविधियों के प्रति जनसंख्या के कार्यक्रम में राज निदेशक खदीराल मीन के आवाहन को स्वीकार करते हुए सभी सामुदायिक रेडियो स्टेशन के



प्रतिनिधियों ने अधिचार को अले करने का संकल्प लिया। ग्रामोद्योग प्रदेस की विभिन्न खादी संस्थाओं, एनसीओ तथा सामुदायिक रेडियो स्टेशन के लिए अधोनिता केन्द्र में निदेशक मीन ने अधोनिता के यनयन तथा विभिन्न जनसंख्या को योजनाओं को विस्तार से स्पष्ट करती हुई खादी पुनरोन्मथन, स्मृति, योजना पर प्रस्ताव लेकर की प्रक्रिया तथा कार्यक्रमों को स्पष्ट फार्म संस्थाओं को क्षेत्र के लोगों की धारणात्मक आवश्यकताओं को

कली प्रदर्शनियों में धार ले रहे है। राज निदेशक खदीराल मीन के विशेष प्रयास से देश में प्रथम बार आयोग द्वारा कांटेक्ट सेंटर को 4 से 6 कांटेक्ट का स्तर से बना हुआ क्षेत्र उपलब्ध कार्यक्रम विनियमों अंत में दस हजार अतिरिक्त लोगों को विभिन्न खादी संस्थाओं के माध्यम से योजनाएं प्रदान किया जाएगा। निम्नको शुरूआत कार्यक्रम प्रदेस से हो रही है। इस अन्तर्गत 'सा' संघी विधान, पौरो, मिशान, बाँको गैर, इन्-के, चौकी-कीरो योजनाओं को कारगरता प्रदान की। जगसंस्कृत सम्मेलन में रेडियो कामासंख्या शुरू, आरपी रेडियो जनसंख्या, खादी रेडियो बंधुभाइ, रेडियो विज्ञानिया अन्वेष, अन्वेष को आवाहन अन्वेष, रेडियो सेवन खरपुर के स्टेशन हेड तथा 100 से अधिक संस्थाओं के प्रतिनिधियों ने धारा किया।

### दिल्ली जागरण

# खादी की चटाई पर योगासान करेंगे प्रधानमंत्री नरेंद्र मोदी

अंतरराष्ट्रीय योग दिवस समारोह के लिए दिया 6000 चटाइयों का ऑर्डर

अंशु शर्मा • 14 जून 2019



आज दिल्ली में अंतरराष्ट्रीय योग दिवस के समारोह में प्रधानमंत्री नरेंद्र मोदी ने योगासन किया। उन्होंने 6000 चटाइयों का ऑर्डर दिया है।

| योगासन      | प्रकार   |
|-------------|----------|
| शिरस शान्ति | 15 रूपों |

### खादी ने पेश की आकर्षक योग किट

यह किट खादी के उपयोग के लिए है। इसमें योगासन के लिए आवश्यक सभी सामग्री शामिल है।

दैनिक जागरण, 15 जून 2019

# हरियाणा में तैयार खादी की दरी पर योग करेंगे प्रधानमंत्री राज्य के खादी ग्रामोद्योग बोर्ड को मिला दरी तैयार करने का आर्डर



हरियाणा में तैयार खादी की दरी पर योग करेंगे प्रधानमंत्री। राज्य के खादी ग्रामोद्योग बोर्ड को मिला दरी तैयार करने का आर्डर।

हरियाणा में तैयार खादी की दरी पर योग करेंगे प्रधानमंत्री। राज्य के खादी ग्रामोद्योग बोर्ड को मिला दरी तैयार करने का आर्डर।

## पतंजलि योग पद्धति से आसन सिद्धि व प्राणायाम



## खादी और ग्रामोद्योग आयोग के केंद्रीय कार्यालय में हुआ योगाभ्यास



मुंबई, खादी और ग्रामोद्योग आयोग के केंद्रीय कार्यालय में हुआ योगाभ्यास। कार्यक्रम में योगाचार्य और कर्मचारी शामिल थे।

खादी और ग्रामोद्योग आयोग के केंद्रीय कार्यालय में हुआ योगाभ्यास। कार्यक्रम में योगाचार्य और कर्मचारी शामिल थे।

**KVIC Officials Perform Yoga**  
Mumbai, 21st June 2019: On International Yoga Day, KVIC officials along with Ms. Preeti Verma, Chief Executive Officer, KVIC performed yoga in its Mumbai office premises here today. Yoga was performed under the guidance of Yogacharya who taught proper breathing techniques and asanas which help in improving concentration and render several health benefits. Various postures of yoga mudra and pranayam which started with a 10-minutes warm-up for body warm up were performed by the officials. On this occasion, Jt. CEO, Shri Y.K. Barmecha, Group CEOs and other officers and employees were also present.





भोदी कैबिनेट के राज्य मंत्री प्रतापचंद्र सारंगी ने मंगलवार को अपने दिवतर पर पहली तस्वीर साझा की। इसमें वे केंद्रीय सड़क परिवहन एवं राजमार्ग और लघु, सूक्ष्म और मध्यम उद्योग मंत्री नितिन गडकरी के साथ उनके कार्यालय में बैठे हैं। • दिवतर

### रोजगार बढ़ाने पर करुंगा काम : गडकरी

नई दिल्ली : नितिन गडकरी ने केंद्र सरकार को अपनी श्रुति पत्र में सड़क जैसे बुनियादी ढांचे के साथ सूक्ष्म, लघु एवं मध्यम उद्योगों को प्रोत्साहन के जॉब्स देना में रोजगार के अवसर बढ़ाने का वादा किया है। गडकरी ने मंगलवार को सड़क परिवहन एवं राजमार्ग के अपने पुराने मंत्रालय के अलावा पहली बार मिले सूक्ष्म, लघु और मध्यम उद्योग (एमएसएमई) मंत्रालय पर काबू बंधन को उद्घाटन किया। इस दौरान गडकरी ने कहा कि प्रधानमंत्री नरेंद्र मोदी के नेतृत्व वाले रोजगार सत्कार शुरू से ही देश में इंफ्रास्ट्रक्चर विकास को रफ्तार को तेज करने तथा अगले से अंतिम परियोजनाओं को आगे बढ़ाने में जुटी हुई है। इसलिए प्रधानमंत्री नरेंद्र मोदी के नेतृत्व में लघु उद्योगों के जरिरे रोजगार सृजन के अलावा इंफ्रास्ट्रक्चर विकास में और तेजी लाकर देश की आर्थिक वृद्धि दर में बढ़ोतरी करना मेरी प्राथमिकता होगी। मोदी सरकार में पुरानी का बड़ी जिम्मेदारियों संभालने के इस संकेत पर उनकी पत्नी भी उनके साथ थीं। गडकरी ने कहा कि लघु उद्योग में उनका निजी अनुभव मंत्रालय में उनके काम अवरुद्ध और हम इस क्षेत्र के लिए बेहतर कर सकेंगे।



नई दिल्ली में मंगलवार को उद्घाटन ध्यान में निर्देश गडकरी ने केंद्रीय सूक्ष्म, लघु और मध्यम उद्योग (एमएसएमई) मंत्री तथा प्रताप चंद्र सारंगी ने एमएसएमई रोजगार के काम में मददगार संघर्ष किया।

गडकरी ने कहा कि लघु उद्योगों के जरिरे रोजगार सृजन के अलावा इंफ्रास्ट्रक्चर विकास में और तेजी लाकर देश की आर्थिक वृद्धि दर में बढ़ोतरी करना मेरी प्राथमिकता होगी। मोदी सरकार में पुरानी का बड़ी जिम्मेदारियों संभालने के इस संकेत पर उनकी पत्नी भी उनके साथ थीं। गडकरी ने कहा कि लघु उद्योग में उनका निजी अनुभव मंत्रालय में उनके काम अवरुद्ध और हम इस क्षेत्र के लिए बेहतर कर सकेंगे।

केंद्रीय रोजगार में आने से पहले महाराष्ट्र के लोकनिर्माण मंत्री के रूप में मुंबई-पुणे एक्सप्रेसवे का सफलतापूर्वक निर्माण कर उन्होंने अपनी और सरकार ध्यान अक्यूप्ट किया था। केंद्र को पिछले थरों में उन्होंने 'भारतमाला' और 'खसखसाला' जैसे सड़क निर्माण और स्टैंडिंग जॉब्स प्रोत्साहन की मेगा परियोजनाएं शुरू करवाईं। उन्होंने पर्यावरण संरक्षण के शिवाज से ई-रिक्शा और इलेक्ट्रिक बसें को बढ़ावा देकर उनके लिए योजनाओं का खास तैयार करवाया। परिवहन को लागत में कमी लाने के सफलता से उन्होंने देश की 106 और प्रमुख नगरों को शामिल कर कुल 111 नोंदियों को राष्ट्रीय जलमार्ग का दर्जा दिया। पंजा में रोजगार सेवाओं की गुरुत्व करने में गडकरी का प्रमुख योगदान रहा है।

## किसानों के लिए गंभीरता से काम कर रही सरकार

नई दिल्ली | एजेसी

केंद्रीय सूक्ष्म, लघु एवं मझोले उद्यम (एमएसएमई) मंत्री नितिन गडकरी ने गांवों के उत्थान का आह्वान करते हुए कहा कि सरकार गरीबों, किसानों और मजदूरों के कल्याण के लिए गंभीरता से काम कर रही है। गडकरी ने बुधवार को बारिश के पानी को संचित करने के लिए कुतुबगढ़ गांव में एक तालाब के सफाई अभियान की शुरुआत की। उन्होंने ग्रामीण युवाओं से आय के स्रोत बढ़ाने के लिए रोजगार के नए और आधुनिक तरीके अपनाने का आह्वान किया। केंद्रीय मंत्री ने कहा कि रोजगार, साफ पेयजल, जल निकासी और स्वास्थ्य सुविधाओं की कमी की वजह से ग्रामीण शहरों की ओर जा रहे हैं।



### मधुमक्खी पालन की सराहना की

गडकरी ने 2018 में गांव में मधुमक्खी पालन की शुरु किए जाने की सराहना करते हुए कहा कि इससे सिर्फ गांववासियों की आमदनी ही नहीं बढ़ेगी बल्कि उनका सम्मान भी बढ़ेगा। इसके अलावा, केंद्रीय मंत्री नितिन गडकरी अंतरराष्ट्रीय एमएसएमई दिवस के अवसर पर बृहस्पतिवार को सूक्ष्म, लघु और मझोले उद्यमों पर एक अंतरराष्ट्रीय सम्मेलन का उद्घाटन करेंगे।

## 'एमएसएमई क्षेत्र में रोजगार बढ़ाएंगे'

नवदुर् | एजेसी

सूक्ष्म, लघु एवं मध्यम उद्यम (एमएसएमई) मंत्री नितिन गडकरी ने शनिवार को कहा कि वह इस क्षेत्र में रोजगार बढ़ाने के लिए पूरा जोर लगाएंगे। एमएसएमई मंत्रालय की नई जिम्मेदारियों मिलने पर गडकरी ने कहा, वह पोर्टफोलियो सबसे महत्वपूर्ण मुद्दों, देश की आर्थिक वृद्धि और रोजगार सृजन से जुड़ा है। प्रधानमंत्री की इच्छा है कि इस क्षेत्र में रोजगार बढ़े, जो कि अभी बहुत कम है। इस क्षेत्र से रोजगार सृजन बढ़ना चाहिए। उन्होंने कहा, मैंने अगले डेढ़ साल में हर रोज 40 किलोमीटर सड़क बिछाने का एक नया लक्ष्य रखा है। मैं इस पहलू पर अपनी पूरी ताकत के साथ काम करूंगा। नए सुधारवादी कदम उठाने के लिए प्रतिबद्ध : नीति आयोग के उपाध्यक्ष राजीव कुमार ने कहा कि सरकार आर्थिक वृद्धि को गति देने, निजी निवेश बढ़ाने और कृषि क्षेत्र को आधुनिक बनाने के लिए नए सुधारवादी कदम उठाने के लिए प्रतिबद्ध है। कुमार ने आरुण मंत्रालय की ओर से शनिवार को आयोजित एक कार्यक्रम से इतर कहा कि सरकार अगले 100 दिनों में नए सुधारवादी कदम उठाना शुरू करेगी। नीति आयोग के उपाध्यक्ष ने आरुण वेद और भीम में शोध के लिए न्याया संसंधन देने की जरूरत पर जोर दिया है। उन्होंने कहा, हम राष्ट्रीय एकीकृत चिकित्सा परिषद की स्थापना करना चाहते हैं, जो कि पारंपरिक औषधी प्रणाली के लिए नया पाठ्यक्रम तैयार करेगा।



- तैयारी**
- एमएसएमई मंत्रालय की जिम्मेदारियों नितिन गडकरी ने संभाली
  - कहा, देश की आर्थिक वृद्धि और रोजगार सृजन से जुड़ा है यह क्षेत्र

### खादी और ग्रामोद्योग आयोग में स्वच्छता पखवाड़ा शुरू



मुंबई, खादी और ग्रामोद्योग आयोग (केवीआईसी) में आयोग की मुख्य कार्यकारी अधिकारी श्रेमती प्रीता वर्मा एवं वित्तीय सलाहकार श्रेमती उषा सुरेश द्वारा किले पार्ले मुंबई स्थित केंद्रीय कार्यालय में अधिकारियों एवं कर्मचारियों को स्वच्छता की शपथ दिलाई गई। इस दौरान अधिकारियों एवं कर्मचारियों को

संबोधित करते हुए, मुख्य कार्यकारी अधिकारी प्रीता वर्मा कहा कि कार्य स्थलों को साफ और स्वच्छ रखना राष्ट्र के प्रति हमारा सामाजिक दायित्व है। इस अवसर पर खादी और ग्रामोद्योग आयोग में आयोग की मुख्य कार्यकारी अधिकारी श्रेमती वर्मा सहित आयोग की वित्तीय सलाहकार, मुख्य सहायता अधिकारी

एवं केंद्रीय कार्यालय, केवीआईसी के सभी अधिकारियों ने कार्यालय परिसर में आयोजित स्वच्छता अभियान में में भाग लिया। वहीं केवीआईसी के सभी राज्य/मंडल कार्यालयों में भी स्वच्छता शपथ ली गई। यह स्वच्छता पखवाड़ा केवीआईसी में 16 जून से 30 जून तक मनाया जाएगा।

### खादी आयोग ने कराई तालाबों की सफाई

देहरादून। स्वच्छता एवं जल संरक्षण अभियान के द्वितीय चरण में खादी और ग्रामोद्योग आयोग की टीम शुक्रवार को गोकुलवाला, पृथ्वीपुर, विकासनगर, विकासखंड पहुंची। इस दौरान टीम के सदस्यों ने गोकुलवाला, पृथ्वीपुर, विकासनगर समेत अन्य क्षेत्रों में तालाबों और पोखरों की सफाई कराई और लोगों को जल संरक्षण के प्रति जागरूक किया। आयोग के राज्य निदेशक कुंज बिहारी ने बताया कि खादी आयोग पूरे देश में यह अभियान चला रहा है। अभियान के तहत साफ-सफाई के साथ ही जनता को पानी की अहमियत के बारे में भी जानकारी दी जा रही है। उन्होंने कहा कि तालाबों की सफाई करके वर्षा जल का संचय किया जाएगा। इस मौके पर आयोग के उप निदेशक राम नारायण, बिमला देवी, विजय कुमार, बीएस कंडारी, राकेश शर्मा, डीडी जमलोकी आदि मौजूद रहे।

KVIC Observed Swachhata Pakhwada  
KVIC officials at KVIC central office, Mumbai took the swachhata pledge here today. The pledge was administered by CEO KVIC Ms.Preeta Verma and Financial Advisor, KVIC Ms.Usha Suresh. Addressing the officials, CEO KVIC Ms. Preeta Verma urged all employees to keep their work place clean and hygienic. Cleanliness is our duty towards society and nation too. On this occasion all official of Central office KVIC participated in the cleanliness drive in the office premise. All state/ divisional office of KVIC also took part in the swachhata ledge.



www.jagran.com

### एक नजर

### खादी और ग्रामोद्योग आयोग वर्षा जल संचय मुहिम में जुटा

देहरादून: खादी और ग्रामोद्योग आयोग राज्य सहित पूरे देश में वर्षा जल संचय अभियान में जुटा है। आयोग महात्मा गांधी के 150वीं जयंती वर्ष में स्वच्छ भारत मिशन के तहत 30 जून तक स्वच्छता सप्ताह आयोजित कर रहा है। आयोग के राज्य निदेशक कुंज बिहारी ने बताया कि आयोग की ओर से मंगलवार को विकासनगर क्षेत्र के ग्राम जमानखाता गांव में प्राकृतिक तालाबों एवं पोखर की साफ-सफाई की गई। यह अभियान शुक्रवार तक जारी रहेगा। इस दौरान आसपास के तालाबों की सफाई की जाएगी, ताकि बारिश का पानी इन तालाबों में पर्याप्त मात्रा में जमा हो सके। गांव के आसपास के तालाबों में बारिश का पानी पर्याप्त मात्रा में जमा होने से आने वाले समय में गांव में जल संकट की समस्या उत्पन्न नहीं होगी। लोगों को जल एवं वायु की उपयोगिता के बारे में अवगत कराया जा रहा है। इस दौरान पंचायत जमानखाता के ग्राम प्रधान रीना देवी, विजय कुमार, खादी और ग्रामोद्योग आयोग के सहायक निदेशक बीएस कंडारी, राकेश शर्मा आदि मौजूद रहे। (जस)

अमर उजाला  
रविवार, 26 जून 2019  
जल संरक्षण को आगे आया खादी ग्रामोद्योग आयोग  
देहरादून। स्वस्थ भारत मिशन के तहत आयोजित स्वच्छता पखवाड़े के दौरान खादी और ग्रामोद्योग आयोग के अधिकारियों, कर्मचारियों की ओर से जल संरक्षण कार्यक्रम चलाया जा रहा है। 16 से 30 जून तक स्वच्छता पखवाड़ा के दौरान खादी और ग्रामोद्योग आयोग से जुड़े अधिकारी, कर्मचारी तालाबों की सफाई करने के साथ ही ग्रामीणों को भी जल संरक्षण के प्रति जागरूक कर रहे हैं। आयोग के राज्य निदेशक कुंजबिहारी ने बताया कि दून की ग्राम पंचायत जामुनवाला स्थित तालाबों की सफाई करायी जा रही है। ब्यूरो

खादी और ग्रामोद्योग आयोग (केवीआईसी) में आयोग की मुख्य कार्यकारी अधिकारी श्रेमती प्रीता वर्मा एवं वित्तीय सलाहकार श्रेमती उषा सुरेश द्वारा किले पार्ले मुंबई स्थित केंद्रीय कार्यालय में अधिकारियों एवं कर्मचारियों को स्वच्छता की शपथ दिलाई गई। इस दौरान अधिकारियों एवं कर्मचारियों को संबोधित करते हुए, मुख्य कार्यकारी अधिकारी प्रीता वर्मा कहा कि कार्य स्थलों को साफ और स्वच्छ रखना राष्ट्र के प्रति हमारा सामाजिक दायित्व है। इस अवसर पर खादी और ग्रामोद्योग आयोग में आयोग की मुख्य कार्यकारी अधिकारी श्रेमती वर्मा सहित आयोग की वित्तीय सलाहकार, मुख्य सहायता अधिकारी एवं केंद्रीय कार्यालय, केवीआईसी के सभी अधिकारियों ने कार्यालय परिसर में आयोजित स्वच्छता अभियान में में भाग लिया। वहीं केवीआईसी के सभी राज्य/मंडल कार्यालयों में भी स्वच्छता शपथ ली गई। यह स्वच्छता पखवाड़ा केवीआईसी में 16 जून से 30 जून तक मनाया जाएगा।





**Khadi India**

# KHADI

## the signature fabric of India



- KHADI
- SILK
- MUGA SILK
- TUSSAR SILK
- POLY VASTRA
- HANDMADE PAPER ITEMS
- HERBAL COSMETIC PRODUCTS
- POTTERY ITEMS
- LEATHER PRODUCTS
- CANE & BAMBOO FROM NORTH EAST

**NOW KHADI COMES TO YOU IN VARIOUS COLOURS & ATTRACTIVE DESIGN**



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



**Visit nearest Khadi India sales Outlets/ Bhavans**

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



**“We spin employment and weave prosperity in India”**

Download the Khadi India App from



kvicindia



@kvicindia



kvicindia



www.kvic.org.in