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Minister launches third Khadi lounge in New Delhi

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



A Monthly Journal of KVIC on Rural Industrialisation

Vol.61 No.4 Mumbai March-2017

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Commission meeting in historical Sabarmati Ashram



In over 61 years of its existence, the Khadi and Village Industries Commission (KVIC) met for the first time in the historic Sabarmati Ashram, Ahmedabad, on 27th February 2017 in what could be termed as a professional pilgrimage of high





inspirational value and symbolism.

Announcing this important decision Chairman KVIC, Shri V.K.Saxena, said, "Bapu's memory is the conscience of Khadi and holding the 642th Meeting of the Commission in Sabarmati Ashram is a way of expressing our immense gratitude to



Bapu's devotion to the development of Khadi, in the year commemorating the 100th anniversary of Champaran Movement. And it is a befitting tribute to the spirit of Bapu, that the Commission will consider and take significant decisions in this meeting, concerning the welfare of



millions of Khadi artisans in the country, laying another important milestone for the development of Khadi sector on the path of social justice" Saxena said.

Interestingly, Gujarat has given six Chairman to KVIC, including the current Chairman Shri VK Saxena, however this is for the first time the Commission meeting is being held in Sabarmati Asharm, the progenitor of Khadi.



EDP under PMEGP scheme

The Valedictory programme for the 5th & 6th batch of Entrepreneurship Development Training was held on 18th February 2017 at the Conference hall of the Directorate of Industries, Port Blair. Smt. Rashmi Singh, Secretary (Ind.) & Vice-Chairperson, A&NI KVIB was the chief guest during the programme.

In her address, Smt Rashmi Singh, Secretary (Ind.) viewed that this for the first time a synergy of efforts could be noticed in its real sense for successful organization of EDP under PMEGP scheme where apart from the programme implementing agencies such as A&NI KVIB and DIC, the banking institutions, Directorate of Industries, JNRM, DBRAIT, Police Department, Labour Department, CARI, MDME-DI and other like-minded agencies worked in tandem and in a collaborative manner not only to make the programme meaningful but also to nurture the trainees into beneficiaries.





KVIC sets up new Khadi Lounge at C.P New Delhi



Shri Kalraj Mishra, Union Minster, MSME, inaugurated another high end Khadi India outlet at State Emoria Complex at Baba Khadak Singh Marg at C.P New Delhi on 5th February 2017 in presence of Shri Haribhai Chaudhary, MoS, MSME, Shri V.K. Saxena, Chairman, KVIC, Shri K.K. Jalan Secreatry, MSME and Fashion Designer Ms.Ritu Beri. The designer wear includes high fashion garments including ready to wear designed by Ritu Beri, the acclaimed fashion designer.

This store will provide Khadi a niche among the fashion conscious delhiites and trend conscious youth with modern hand spun fabric and garments. The first of these outlets has been designed and set up in the premises of KVIC at Vile Parle, Mumbai and Jaipur on 7th January and 17th January respectively. In one month 3 such high end stores have been inaugurated. The idea of Lounge series of Khadi outlet is to showcase Countries best handcrafted fabric and products in the modern outlet. Shri Mishra said that buying one piece of cloth will generate employment for one artisan. He said, as on today MSME is generating 94% employment and only 4% is done by public sector. Not only this, 65% of GDP growth is from MSME sector. Walking with pace of time all the product information, procurement system are being developed digitally.

Commenting on this initiative Shri V.K Saxena, Chairman KVIC said, the Khadi lounge opened at Delhi, Mumbai



and Jaipur will stock premium collection varieties of elegant, stylish Khadi silk and newly designed Ready-mades which will satisfy the quest of Khadi lovers. With this KVIC reconfirms its commitment towards 'Make in India' initiative and aligned with Prime Minister's vision for Khadi. This will create multiple employment

opportunities and will empower the artisans, especially women in rural India by selling their premium products." This lounge will cater to the taste of the fashionists and will promote the sales of khadi to a significant extent and empowering the artisans and enriching their livelihood".

Zonal level workshop on KRDP



A Zonal level workshop on KRDP was held on 28th February 2017 in Sabarmati Ashram Ahmedabad. 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); Shri Rajendra Pratap Gupta, Expert Member (Mkt.); Smt Usha Suresh, Financial Advisor/ Chief Executive Officer, KVIC; Shri Mohit Jain, Chief Vigilance Officer, KVIC in addition to Shri K.S.Rao & Shri Y.K.Baramatikar, Dy CEO, KVIC respectively. Shri Babul Mandal, Shri Rajan Babu and Shri Shri Sanjay Hedaoo Director KVIC participated in the meeting. Around 100 Khadi Institution representatives were also present.



Exhibition for



Mumbai, 16th February, 2017: Exhibition-cum-Sales campaign of exclusive Khadi products for ONGC employees was jointly inaugurated by Shri V. K. Saxena, Chairman, KVIC and Shri S. Gopinath, Executive Director, ONGC here today, in the KVIC campus at Irla Road, Mumbai. The exhibition was arranged especially for the ONGC employees for choosing and purchasing Khadi products against 'Pre Paid Vouchers' provided to them.

Shri V.K. Saxena, Chairman, KVIC, said that his negotiations with ONGC have led to this initiative of ONGC rewarding its employees in kind at a value that is over three fold higher than the cash value. ONGC has 34,236 regular employees and 1,063 non-regular employees totally 35,299 employees. Shri V.K. Saxena said that Artisans attached to this special sales drive will be given an additional 5% reward which

will be remitted directly in their bank accounts through DBT.

The first of such Exhibition – cum-Sales Campaign started from 16 - 30 January 2017 from Mehsana District in Gujarat. This campaign covers ONGC installations at Ahmadabad, Baroda, Ankleshwar, Hazira, and Cambay Basin from 4-8, Feb 2017 where ONGC has highest numbers of employee's i.e 11,081. Similarly, KVIC has prepared a calendar for similar





Exhibition – cum – Sales - Campaign in Andhra Pradesh from 1-8 February 2017, where as in Assam the campaign was held from 1 - 8 February 2017 and in Jaipur, Rajasthan from 17th January to 8th February 2017. Four teams have been formed to organize the exhibitions simultaneously in all the identified places.



Addressing the media persons Shri Vinai Kumar Saxena said, the tripartite benefit i.e. (1) sales to KVIC, (2) value for money for employees and (3) staff goodwill to ONGC, the agreement will prove to be a unique model that will help in the sustainable development of rural artisans. He also appreciated the noble gesture of ONGC for supporting Khadi by providing bulk orders to the tune of Rs. 60.00 crores including supplies to CRPF, SRP etc. which will provide employment of 6 lakh man days to Khadi artisans and also provide the much needed captive marketing support required



for the Khadi institutions.

Shri S. Gopinath, Executive Director, ONGC speaking on this occasion said, Oil and Natural Gas Commission (ONGC) which is a premier public sector enterprise under Govt. of India has taken a pro- active initiative and has entered into an agreement with KVIC to provide Zero carbon foot print Khadi products to its employees working across the Country against their bonus provision. ONGC usually distributes annual bonus to its employees in the form of cash, recognizing their services to the nation and rewarding their hard work. This initiative will also promote the humanitarian ground of adopting homegrown natural products.

The tie-up between KVIC and ONGC is a win-win one, since the ONGC employees will get value for money and eco-friendly products and the Khadi artisans will be benefited by captive market and sustained employment.





Two days workshop on Agro Based Food



Two days workshop on Agro Based Food Processing Industry was organized at Gujarat Vidya Peeth, Ahmedabad on 16th February 2017. Shri Vinai Kumar Saxena, Chairman KVIC inaugurated the workshop. In his inaugural address Shri Saxena informed that around 200 contributors from Maharashtra, Goa and Gujarat participated in the workshop. He said that KVIC is not only generating employment through Khadi but providing livelihood around one crore persons through Village Industries also. He said that in Gujarat itself around 5 thousand units are providing employment for one lakh persons. He also threw light on PMEGP Scheme which is highly beneficial for the budding entrepreneurs.



Shri Rajendra Khimji, Vice Chancellor, Gujarat Vidyapeeth addressing the workshop appreciated efforts of KVIC which is following foot prints of Gandhiji is creating employment in Village Industries. He expressed his views on promoting traditional industries like pickles, papad, oil, cereals and pulses which come under FBPI industry.

Shri Sanjay Hedaoo speaking on this occasion informed that KVIC and Gujarat KVIB have established around 10 thousand PMEGP units in Gujarat. The KVIC in Gujarat has always put its efforts in promoting Micro and Small Enterprises.



Ealier, Shri G. Girip gave detailed information about proceedings of two days workshop.

Shri K.G.Kamblia Principal, Politechnic Food Science, Anand Agriculture University and Shri J.S.Pathak Associate Professor, Navsari Agriculture University briefed on Agriculture based food processing industries and operating the units.



Chairman KVIC interacts with representatives of Khadi Institutions and KVI Board



To promote Khadi activities across the Madhya Pradesh, State Office, Bhopal, Shri Vinai Kumar Saxena Chairman KVIC had deliberate discussion with representatives of all the Khadi Institutions, KVI Board and official of KVIC on 5th February 2017 at S.O. Bhopal.

In the meeting, Chairman KVIC focused on revival of old and sick Khadi Institutions through KRDP Scheme.Beside this, the other issues taken up in this meeting were: Accreditation of Khadi Bhandar, liabilities more than earnings, lack of equipments and maintenance etc. The Chairman also instructed to renew poly certificate and khadi certificate of Khadi Institutions on the basis of priority, to invite proposal from five institutions under Khadi Reform and Development porogramme. It was also decided to schedule a meeting with bank managers of various banks for khadi institutions to overcome the lack of liquidity and capital.

Shri Saxena also recalled Prime Minister Shri Narendra Modi's radio talk "Mann Ki Baat" aired on 2nd October, 2016 where he called upon people to buy Khadi, which directly benefits the artisans living across the Country which has resulted in unprecedented increase in Khadi sale. Khadi programme is the only programme which provides employment to a man and women by giving them a Charkha of Rs. 13500/ - at their door step. This stops migration of artisans and unemployed people to cities, he added.

Responding on demand of equipments chairman, KVIC assured institutions to provide needful equipments on condition that the liquidity and capital for raw material must be arranged by the institutions itself.

Earlier, Dy. CEO (CZ) Shri S.P.Singh informed that under the Chairmanship of Shri Saxena, Khadi and Village Industries Commission is delivering its best performance across India including Madhya Pradesh. All issues pertaining to implementation of KVI Schemes and programme in Madhya Pradesh, Chairman's Initiative motivates us to work hard as he does.

The meeting concluded with the vote of thanks delivered by Shri J.K.Gupta, State Director, Bhopal.





A debate, ramp walk and a fabric designing contest held in the event



Bhopal: Aiming to promote Khadi, a unique kind of event, Youth Khadi festival, was held at Gandhi Bhavan on 5th February 2017. An array of activities were organised on the occasion, opening up scope for understanding the various dimensions of Khadi through a debate competition and a Khadi fabric designing exercise. The event commenced with 'Threading Words', a debate, in which both the motion





speaker and interjector of each team got five minutes to express their views on topics relating to Khadi, its revival and village industries. The participants put forth their opinions and showcased their in-depth knowledge about the subject. Going forward, there was another activity 'Design the Wheel' — a



designing contest — in which participants had to design fabrics given to them. The end results turned out to be very pretty indeed, whether that was some accessory, actual garments or laptop covers, all weaved out of the Khadi fabric. The event concluded with a

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fashion show, with children from Arushi walking down the ramp, wearing attires made from Khadi. They looked beautiful wearing dhoti pants, Nehru jacket, shirts etc.

The event was jointly organised under the aegis of KVIC along with

SPECIAL KIDS STEAL THE SHOW AT KHADI FEST

Mahatma Gandhi Seva Ashram, Jaura (MGSA).

The khadi walk was not by professional models, but by specially abled students of an NGO, Arushi, in khadi dresses. Chief guest Shri Vinai Kumar Saxena said "I am happy to see craze for khadi amongst youngsters. I hope every young soul adorn khadi and keep in their collection. It is rich and graceful."





Ministry of Health orders all its 23 Hospitals to use only Khadi Products.

Order to fetch Rs.150 Crore boost to KVIC

Khadi & Village Industries Commission (KVIC) which has in the last six months, bagged large orders from several public and private sector companies such as ONGC (Rs 52 crores for the supply of Readymade Garments and Village Industries products to its 35,000 employees , Railways (Rs 42 crore for the supply of bed sheets, pillow covers and blankets etc.), Air India (Rs.11.1 Crores for the supply of 35,000 amenity kits for its first class and business class passengers), NTPC (Rs.5 Crore for the supply of 23,000 silk jackets), (Rs. 17 Lakh for the JK White Cement supply of Uniforms) since the Narendra Modi government came to power, has bagged largest ever order from the Ministry Of Health on 16th February 2017.

KVIC Chairman, VK Saxena said that "Ministry of health, adopting Khadi for hospitals and staff, is a significant symbol of Khadi being the most natural and organic skin friendly fabric. He said that, Prime Minister's vision and support in promoting Khadi on ever newer horizons is a matter of great pride to KVIC. I am also grateful to Mr. J.P. Nadda ji for his pioneering example of prescribing Khadi for medical staff. Rs.150 crores worth of purchase from health ministry is a pleasure, no doubt, but a compounding effect of livelihood support it gives to Khadi artisans is a greater satisfaction."

According to the order issued by the Ministry of Health its 23 Central Government hospitals and Medical research institutions across the country, such as

AIMS,PGIMER, NIMHANS, AIHPH etc. will buy Khadi products only. The 46 Khadi products which are approved by the Ministry includes — from bed sheets, abdomen sheets, dressing towels, surgeon gown, surgical patient gown, Kurta Pajama, Doctor's Coat, Soaps, Hand Sanitizer to Khadi Phenyl and Herbal Shampoo etc. The total procurement cost of these items by these 23 hospitals and institutions will be over Rs 150 crores which KVIC will supply over the period of 7 to 8 months times as per the individual requirements of in each hospital.

In all, a list of 45 items has been circulated for the "exclusive" use of hospitals and autonomous institutes associated with the health ministry. The list was finalized based on the recommendation of a committee set up by the Ministry after KVIC Chairman, Saxena met Health Minister J.P. Nadda in November last year. This is the largest institutional order for the Khadi and Village Industries Commission, the agency responsible for promoting Khadi.

Last year, the sale of Khadi products was at Rs 1,510 crore and is projected to grow 35% in the current financial year. Sales have boomed over the last few years as the government has pushed Khadi.

While demand is rising at a brisk pace, KVIC to meet the high demand, has been reviving the iconic brand. KVIC, from the grants received from Ministry of MSME is trying to strengthen and revive closed institutions and has released total Rs. 7.23



Crs. to 143 institutions, for replacement of old Charkhas & Looms and to revive production. During the last month 16 such old defunct Khadi Institution from M.P, Bihar and Gujarat have been identified which will also be revived soon. on 2nd Oct. 2016, KVIC launched 'Khadi Institutions Registration and Certification Sewa' (KIRCS), an online portal for Registration of New Khadi Institutions and bringing more and more people to join Khadi activities in the rural areas. This simplified Registration

Sewa has reduced time for registration of a new Khadi institution from 3 years to just 45 days. Due to this online registration sewa initiatives, since 2nd Oct. 2016 to 20th feb 2017, 160 New Khadi Institutions have applied for registration for production, which will again not only boost the production of Khadi, but will also provide employment at the door step in the rural areas and bring new Khadi artisans in the KVIC fold.

Bankers' Review Meeting at Visakhapatnam



A Bankers Review Meeting was held at Divisional Office, Visakhapatnam, on ---- Chaired by Shri R.K.Choudhury, Director, Divisional Office, the meeting was participated by Shri Sarathbabu, LDM, State Bank of India, Visakhapatnam, Shri Shiva Shankar, Director, RSETI, Vizianagaram and Shri. ALDM, SBI, Vizianagaram'

At the outset Shri. R.K. Choudhury, Divisional Director, KVIC, Visakhapatnam, emphasized the important points in implementation of PMEGP Scheme and explained in brief about the online system and action plan prescribed by the Ministry

of MSME, Govt. of India and implementation of the online system.

Shri. R. Srinivasa Rao, Assist. Director -II conveyed about online PMEGP and informed that the Training centre principals of SBI and Andhra Bank situated in all 5 districts were ready to extend EDP Training to the PMEGP Entrepreneurs pertaining to the year 2OL6-L7.

Shri Sarath Babu, LDM, State Bank of India, Visakhapatnam, said that directions will be issued by the LDM to the respective Banks. All the Bankers assured that the applications forwarded will be sanctioned by the respective Banks before the end of Feb'2Ot7 for grounding of Projects'.

Two successfully PMEGP entrepreneurs in respect of Visakhapatnam District also attended the meeting. The meeting concluded with vote of thanks by Shri A'G' Rao' Assistant Director Divisional Officials.



KVIC SENDS LEGAL NOTICE TO FABINDIA FOR VIOLATING REGULATIONS

Khadi and Village Industries Commission has come down strongly on Fabindia for selling its readymade cotton garments as Khadi products without getting proper approvals and threatened legal action if the organisation did not stop the practice immediately.

In a strongly worded legal notice to Fabindia Chief Executive Officer, Viney Singh, KVIC's Director ,Legal Affairs, noted that the organisation was continuing to sell its garments in the name and style of Khadi despite earlier warnings by KVIC and assurances by fabindia that it will not do so. `It is an illegal act and, in other words, amounts to indulging in unfair trade practice." the notice says.

As per Khadi Mark Regulations, 2003 notified by the Union Ministry of Micro, Small and Medium Enterprises, no textile shall be sold or otherwise traded by any person or certified Khadi institution as ``Khadi" or ``Khadi products" in any form or manner without it bearing a ``Khadi Mark" tag or label issued by a Committee under the Regulation.

The regulation, among other things, enforces certain obligations on every person or certified Khadi institutions engaged in the business of sale of products as Khadi or Khadi products.

The legal notice has pointed out that KVIC had drawn the attention of FabIndia to this aspect in August 2015 itself, when the company had issued some

advertisements for selling/ trading of fabric in the name of Khadi and in a letter dated August 13, 2015, asked it to stop further advertisement and sale.

FabIndia had agreed to do so and vide letter dated 16th Oct 2015 informed KVIC that "as per direction issued by your office, we have stopped advertisement campaign in all media. We have also sent internal directions to stop selling the cloth with reference to Khadi"

Consequently, KVIC held discussions with representatives of FabIndia on the details of the procedural requirements for issuing Khadi mark certificate. But, as FabIndia did not adhere to the procedural formalities/requirements of Khadi Mark certificate, KVIC denied the certificate and this was conveyed to FabIndia in a letter dated September 29, 2016.

However, despite written assurances, FabIndia is selling readymade garments from its outlets under the name of ``khadi'' and have also put up prominent Khadi display panels at their sales outlets."

The legal notice noted that a close scrutiny of garments sold by FabIndia and their price tag showed that while the labels stitched on the garments mentioned them as `FabIndia Cotton", however price tag, which were removable, had the word `khadi' and pointed that this proved that FabIndia was misleading the consumers.

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Anshu Sinha CEO, KVIC visits Haryana KVI Institutions



CEO ,Ms Anshu Sinha visited Haryana based Khadi Institutions and PMEGP units on 15th February 2017. On her visit she took first hand information from artisans of furniture, carpet and sofa cover making units located in Panipat. In

her discussion with spinners and weavers of khadi spinning centre of Jyotisar Village in Kurukshetra, she informed about increasing Khadi production and income of artisans.

While talking to PMEGP units and Khadi Institutions she suggested to maintain cleanliness in and outside surrounding. She also stressed on better packaging of the products for better marketing and sales. Ms Sinha also advised to organize awareness programme for maintaining cashless transactions of artisans. On her visit She was accompanied by Shri S.N.Shukla, Dy, CEO Shri V.K.Nagar, State Director KVIC, Haryana.



contd..from -pg. 15.

The notice has asked FabIndia to explain its position within 15 days from the date of receipt of the notice and said failing that KVIC will be constrained to proceed against it, as per Law, for the violation of Khadi Mark Regulation.

KVIC Chairman, V.K.Saxena, said the KVIC was very keen to protect its reputation and would take stringent measures against those who violated rules and regulations that have been framed for the benefit of rural artisans attached to it.



ALL INDIA TECHNICAL SEMINAR ON HANDMADE PAPER & FIBRE INDUSTRY



A two days All India Technical seminar Handmade Paper and Fiber Industry was organized at Hotel Classic Sarovar Portico, Manjalikulam Road, Thampanoor Thiruvananthapuram in coordination with the State Office, KVIC, Kerala on the 2nd and 3rd February 2017.

The Seminar was inaugurated by Shri G. Chandramouli Hon'ble Member, KVIC, South Zone and was presided over by Shri G. Guruprasanna Dy. Chief Executive Officer South Zone in the presence of State Director, KVIC, Trivandrum and Director HMPFI.

The Seminar was attended by around 82 persons representing from various Handmade paper and Fiber units from All over the country and also the technical officials of the Handmade paper and Fiber Industry.

Shri I. Jawahar, State Director, KVIC, Trivandrum/Manager, KGB, Ernakulam welcomed the delegates. He emphasized the need for revival of the industry, by creating paper design Bank

and cataloging the products and also stressed for inducing appropriate technology for better output and quality.

Earlier, garlanding of portrait of Mahatma Gandhi was done by Hon'ble Member South Zone, Dy. CEO (SZ). Director, KVIC, Trivandrum, Director (HMPFI) and Shri A. K. Dwivedi Director, Vaikuntbhai Mehta Institute, Mumbai also followed the suit.

Shri Guruprassanna, Dy. CEO (South Zone) while addressing the house, recollected the memory of 1980s, when in KVIC Office all types of stationery were of handmade paper and at present hardly any handmade paper is used in the offices of KVIC. He suggested that the technology should be percolated from lab to land. He also expressed that the production of handmade paper should be by masses and not to do the mass production. He advised the Director (HMPFI) to prepare the ecofriendly and economically viable project profiles and wished that some good outcome will come out in the seminar for the betterment of HMPFI.



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Shri Chandramouli, Member South Zone in his inaugural address mentioned about the Gandhiji's ideology and expressed satisfaction that the same ideology



is maintained by KVIC till date. He expressed vocational courses should be carried out looking into the requirement of particular area and villages. He also referred to the museum of Shri J.C. Kumarappa, in Gandhigram University and its rich heritage, though the HMP Industry is diminishing slowly at present. He also referred the Prime Minister's slogan given at Ludhiana that "RURAL PRODUCTS TO BE TAKEN UPTO GLOBAL LEVEL". He appreciated that the small exhibition of fibre and handmade paper industry is an eye opener and expressed hope that such type of

technical seminars shall yield fruitful result. He also stressed that such seminars should be conducted every year to have exchange of ideas and technology.

Shri K. J. Bhosale, Director (HMPFI) proposed vote of thanks to Hon'ble Member (South Zone), Dy. CEO (SZ), Director State Office, Thiruvanantapuram, Shri A. K. Dwivedi, retired Director, KVIC, Kumarappa National Handmade Paper Institute, representatives of HMP units, Staff and Officers of HMPFI and Staff and Officers of State Office, KVIC, Thiruvanantapuram.

Scientist at KNHPI Awarded

Ms Sakshi Agarwal, Scientist at KNHPI, KVIC was awarded for her second best presentation at the IISF 2016 international mega event organized by Ministry of Science & Technology, Ministry of Earth Sciences & Vijnana Bharati and coordinated by Council of Scientific & Industrial



Research, Govt. of India. She made a presentation on "Swachh Bharat" in Young Scientist Conclave in India International Science Festival 2016 held in the premises of National Physical Laboratory in New Delhi from 7-11 December 2016 was awarded as second best presentation.



642nd Commission Meeting at Sabarmati Ashram

The 642nd Meeting of the Khadi and Village Industries Commission was held on 27th February 2017, in the auspicious Sabarmati Ashram premises which was the epicenter of the Indian Freedom Movement and the historic place of origin of Dandi March - the Salt Satyagraha Movement and is a cherished place for all people closely associated with Gandhiji and his ideals for the welfare of society.

The following Members of the Commission were present in the meeting:- 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); Shri Rajendra Pratap Gupta, Expert Member (Mkt.); Ms. Suman Lata Gupta, Dy. General Manager, SME, State Bank of India; Shri B.H. Anil Kumar, Joint Secretary (MSME); Shri D.P.S Negi, Economic Advisor(MSME); Smt. Usha Suresh. Financial Advisor/ Chief Executive Officer, KVIC; Shri Mohit Jain, Chief Vigilance Officer, KVIC.

•On Providing sales platform in the DSO'S of KVIC for products made by prison inmates across the Country.

1. Chairman stated that the wider philosophy of 'Village Industries' as envisioned by Mahatma Gandhiji is to promote small scale industrial efforts of individuals and less privileged; for bringing them into the main stream of activities that will provide them with sustainable employment opportunity.

Chairman further stated that KVIC has pursued this philosophy along with the ideals of self reliance, sustainable development, individual empowerment and livelihood support that can transform the quality of life and in this context KVIC has recently been encouraging prison inmates for developing life support skills while serving their prison term since KVIC believes that this initiative will result in individual transformation and social inclusivity upon their remission.

- 2. The products made by the prison inmates of Gurgaon and Tihar Jail revealed that they are of higher quality and command good value in the market.
- 3. Commission therefore, decided to promote sales of selected good quality products, produced by jail inmates in all DSOs of KVIC that would help in individual transformation and augmenting the life support system of imprisoned inmates.
- 4. Commission also decided to explore/develop tie-up arrangements by the khadi institutions/ MDTC/ Institutional Training Centres with the authorities of Jail Department in concerned states/districts for furthering the above project.

On proposal of Directorate of Audit regarding closure of defunct trading accounts of KGB, Barmer in Rajasthan(code no.709) and pilot project on agarbatti in Ahmedabad Commission deliberated on the proposal of Directorate of Audit and accorded In-



Principle Approval for squaring up of accounts of defunct trading accounts of KGB, Barmer in Rajasthan(Code No.709) and Pilot Project on Agarbatti in Ahmedabad (Code No.827) by passing necessary entries in the book of both the trading accounts.

• On proposal of Directorate of V.I regarding transfer of workshed component of solar charkha pilot project from g-Gram Nirman Mandal, Gaya to Bhartiya Harit Khadi Gramodyog Sansthan, Lucknow working at Khanwa Commission deliberated on the proposal of Directorate of V.I. at length regarding transfer of Workshed component of Solar Charkha Pilot Project from Gram Nirman Mandal, Gaya to Bhartiya Harit Khadi Gramodyog Sansthan, Lucknow working at Khanwa and decided as follows:-

Since, Gram Nirman Mandal, Gaya, has not implemented the programme fully despite repeated request/reminders, the Commission decided that the Gram Nirman Mandal, Gaya, may be given another 10 days' time to utilize the work shed component of Solar charkha pilot project, failing which, the amount will be taken back by the KVIC from the institution and the same will be given to the eligible unit/ institution for its immediate utilization. The State Director will issue a letter to Gram Nirman Mandal accordingly and on their failure, recommend the name of another institution for implementation of the said component.

On proposal of Directorate of Marketing for charging registration fees per product from the Khadi institutions enlisted under govt. Supply for RC and non RC items for the period from 01.04.2017 to 31.03.2018 Commission deliberated on the proposal of Directorate of Marketing and approved charging of Registration Fees @ Rs. 5000/per product from the Khadi Institutions enlisted under Govt. Supply for RC and Non RC items for the period from 01.04.2017 to 31.03.2018.

- On proposal of Directorate of Administration to engage M/s EDCIL(India) ltd., Noida on nomination basis for direct recruitment (DR) for filling-up of 334 posts.
- 1. Commission deliberated on the proposal of Directorate of Administration and accorded In-Principle Approval for engaging M/s EDCIL (India) Ltd., Noida on nomination basis for conducting 'Direct Recruitment' process for filling-up of 334 posts.
- 2. Commission also decided that the CEO may discuss the issue of advance payment sought by Edcil with the Joint Secretary of Ministry of HR, New Delhi and JS (MSME). Expert Member(Mkt.) informed that he would also assist in this matter.
- On proposal of Directorate of Audit for (1) appropriating / adjusting old and long pending miscellaneous expenditure & losses and (2) closure of defunct trading account Jagdalpur Commission deliberated on the proposal of Directorate



of Audit and approved appropriating / adjusting "Miscellaneous Expenditure & Losses" etc. (Account code no.1064 & 1065), pertaining to various Departmental Trading units amounting Rs. 18.78 lakhs and "Bills sent for collection" amounting to Rs. 2.49 Lakhs appearing in the Trading Annual Accounts for a long period.

Commission also approved squaring up of defunct trading account of Village Industries Programme, Jagdalpur (Code No.834) by passing necessary entries in the book of Accounts of Village Industries Programme.

- On proposal of Directorate of Administration for approving the recommendation of DPC (group-a officer) for filling up two vacancies of DY.CEO
- approved the recommendations of Departmental Promotion Committee (Group-A Officer) DPC meeting held on 13.2.2017 for the post of Dy.CEO and issue of promotion orders, which may be complied without fail by the promoted officers as far as their joining at new place of headquarter is concerned.
- 2. Commission further decided to frame a policy that if the Directors are to be promoted to the post of Dy.CEO in future, it must be ensured that they work at Central Office, KVIC, Mumbai for a period of three years;. The transfer policy of KVIC also be chalked out and be placed in the next Commission meeting.
- **3.** Commission also directed to take stern action on such officials for bringing political pressure in connection with their

transfers, postings and promotion. A circular to this effect need to be issued immediately.

- 4. Commission also took note of observations of Expert Member (Mkt.) that any political pressure on Members of the Commission for transfers, postings and promotion of any officials of KVIC, will immediately be reported to Chairman and CEO, KVIC as well.
- On proposal of Directorate of accounts, showing the statement of receipt and payments upto the month January, 2017.
- **1.** Commission approved the "Monthly Accounts of KVIC" upto the month of January 2017.
- 2. Commission also decided that a revised format, for submission of monthly accounts from 1.4.2017 onwards, indicating details of scheme wise expenditure incurred by field offices of KVIC; from 01.04.2017 on quarterly basis; shall be placed for Commission's approval.
- On proposal of Directorate of Administration for considering the recommendations of Anomaly committee's report to forward the same to Ministry of MSME and considering the promotion cases of staff car drivers as per DOPT guidelines Commission deliberated on the proposal of Directorate of Admn. for considering the recommendations of Anomaly Committee's report and decided as follows:-
- 1. Commission approved the



recommendation of the Anomaly committee for promotion of Staff Car Drivers as per DoPT guidelines and forward its approval to the Ministry of MSME.

- 2. Commission also decided to formulate a policy for effective utilization of staff car drivers posted in various State / Divisional Offices whose services are not being utilized due to non availability of staff cars. Expert Member(Marketing) observed that all such surplus staff should be reskilled as per requirements of the Commission.
- Regarding recommendations of Anomaly Committee on other issues like isolated posts etc., modification / amendment in the notified Recruitment Rules 2016 and creation of Ideal Pyramid and Cadre Restructuring in KVIC, Commission decided that the recommendations would be scrutinized by the members and a final decision would be taken within two months.
- **4.** Commission also decided that vacant isolated posts should not be filled up and the services of such vacant isolated posts should be outsourced on need base basis.

On proposal of Directorate of Khadi Certification for appraising about unauthorised/illegal use of name of Khadi by M/s. Fab India overseas pvt. Ltd., and issuing of legal notice to M/s. Fab India:

1. Commission noted and appreciated the action taken by officials of KVIC on unauthorized/illegal use of name of 'Khadi' by M/s. Fabindia Overseas Pvt. Ltd. and issuing of legal notice to M/s. Fabindia Overseas Pvt. Ltd. for violation of Khadi Mark Regulations.

- 2. Commission also noted that M/s. Fabindia has informed that they have withdrawn all unauthorized khadi products from their showrooms / counters and have agreed for negotiation with KVIC to resolve the issue.
- On issue of NOC for the settelment of "KVIC loan account" made by institutions:
- 1. Commission took note of observations of Member(CZ) that inspite of best efforts and directions from the Commission there was inadvertent delay on part of State / Divisional Offices and also the concerned Directorates in Central Office, KVIC, Mumbai in issuing NOC to such institutions which had settled the KVIC loan account.
- 2. Commission therefore directed to place details of (1) number of applications received for issuing NOC (2) Number of NOC's issued and (3) Number of NOCs kept pending in the State / Divisional Offices in the next meeting of the Commission.

On conducting multiple audit of khadi institutions:

1. Commission took note of observations of Member(CZ) that khadi institutions are being subjected to multiple audits by KVIC amounting to harassment of institutions. It was informed by CEO & FA that besides the regular internal/CA audit of KIs, a special audit is carried out for a few



institutions on the basis of vigilance information/ investigation and CAG also conducts random audits.

- 2. In this connection Commission decided that all Zonal Dy. CEOs will be directed to send a statement of number of institutions in their respective Zones which has been audited more than once during one financial year with reasons thereof.
- On returning of title deeds of property mortgaged by khadi institutions with KVIC:
- 1. Commission took note of observations of Member(SZ) that there are instances where institutions which had refunded the loan amount borrowed from KVIC are demanding custody of title deeds of property mortgaged to KVIC.
- 2. He also brought to the notice of the Commission, the instances where institutions are demanding one time settlement of loan availed by the institutions and the State / Divisional Directors after negotiation with institutions are fixing the amount for One Time Settlement (OTS) which are paid by the institutions to KVIC and thus they are demanding the custody of title deeds of property mortgaged to KVIC.
- 3. In this connection Commission observed that State / Divisional Directors have no authority, nor any guidelines have been issued to negotiate for one time settlement (OTS) with any institutions and in case they are doing so, then the same is being done at their personal risk and hence there is no question of KVIC agreeing to OTS or returning the title deeds of property of

any institution mortgaged to KVIC.

- that even though the institutions might have refunded the entire loan amount to KVIC with interest; even then they are not the legal owners of the property because it was KVIC, which had nurtured such institutions since their inception through various forms of grants and subsidized loans and had helped them to grow and sustain themselves over a period of time. Further, as per Govt. guidelines, assets created wholly or substantially out of Govt. funds cannot be disposed off without the concurrence from the Government.
- 5. Commission further took note of observations of Member(SZ) that a former State Director, had parted with title deeds of property of one institution without following the due procedures and finally the institutions had sold off the said property using the title deeds released by the said State Director. In this regard, Commission directed to hold an enquiry into the incident and bring the culprit to book and also take necessary actions to prevent the recurrence of such incidents in future.
- 6. Commission also directed to take stern action on officials who (1) do not maintain property register in State / Divisional Offices (2) who did not register KVIC property with Registrar of Societies and/or Registrar of Land Revenue and (3) those who keep the title deeds of property of institutions mortgaged with KVIC in the premises of State / Divisional Offices instead of bank lockers.



ANNEXURE - I

ISSUES ARRISING OUT OF DISCUSSION ON CONFIRMATION OF MINUTES OF 641st MEETING OF THE COMMISSION HELD ON 25TH JANUARY, 2017 AT NEW DELHI.

- On proposal of directorate of legal affairs proposed amendment to the schedule of KVIC e CCA Regulations-2003 regarding change in the nomenclature of various posts in consonance with the notified recruitment rules-2016.
- 1. Commission took note of observations of Member(CZ) regarding change in nomenclature of various posts in consonance with the notified Recruitment Rules that details of appointing, disciplinary and appellate authority for all level of posts should have been be placed in Commission in form of a table which would have been helpful for all Members in understanding the intricacies of the proposal while taking a conscious decision on the proposal.
- 2. Commission therefore directed that in future all such proposals should invariably be supported with a table containing details of appointing, disciplinary and appellate authority for all level of posts that would be helpful for all Members in understanding the intricacies of the proposal while taking a conscious decision on the proposal.

On proposal of Directorate of Khadi certification, explaining the disparity in the fee charged for khadi mark registration and new khadi certificate.

- 1. While having the discussions on the above proposal, it was decided that old khadi certificates will be signed/ issued by the Chairman of Zonal Committee; as per the provisions of act.
- 2. It was also decided by the Commission that from 01.04.2017 the certificates to the institutions will be issued as per Khadi Mark regulations.
- The Selection Committee proposed for selection of Officers on Deputation seems to be large. After discussions, it was decided that the Committee should be limited to four Members as under; and the Dy. CEO (Admn.) may submit all details to the Committee to convene the interview/selection.

Selection Committee

- 1. Chairman, KVIC- Chairman
- 2. Joint Secretary, MoMSME Member
- 3. Chief Executive Officer, KVIC-Member
- 4. Expert person in the respective field-**Member**

ANNEXURE - II

ISSUES ARRISING OUT OF DISCUSSION ON ACTION TAKEN REPORT OF 640th MEETING OF THE COMMISSION HELD ON 24.12.2016.

I. BRAIN STORMING SESSION UNDER ST PLAN:

Commission took note of observations of Expert Member(RD) on conducting a Brain Storming Session of experts, resource persons and other officials of KVIC / KVIB / Institutions / NGOs etc., on effective utilization of funds earmarked under ST Sub Plan through various artisan centric schemes and Commission assured him that the session is scheduled to be held on 17-18 April 2017.



ARTICLE

DESIGN AND DEVELOPMENT OF 12 SPINDLE HIGH SPEED AMBER CHARKHA RUNNING WITH SOLAR ENERGY

(Development carried out by Khadi Gramodyog Prayog Samiti-Ahmedabad and project financed by Khadi Village Industries Commission)

BACKGROUND

In the light of recent modern developments in spinning textile sector, the conventional technology of Amber Charkha, which is being used by people in small scale /rural industries, is comparatively primitive. Various components of Amber Charkha are required to be carefully newly designed and modified. Moreover, most of its operators are not aware of various process parameters and the conditions of parts and their functions. It requires to carry out an extensive study of the Amber Charkha and put efforts to improve its performance.

The production rate of the conventional slow speed Amber Charkha has been found to

be extremely low. Moreover, the quality of yarn produced on the Amber Charkha is also found to be poor, particularly in terms of strength and faults.

Thus, the major causes of the above mentioned shortcomings are as follows:

- (1) Poor mechanical condition of the charkha (as shown in figure 1 & 2).
- (2) Poor design of various components of the charkha (as shown in figure 3 & 4)
- (3) Non-optimization of parameters (as shown in figure 5 & 6).
- (4) Lack of knowledge of operators i.e. how to get best out of the Amber Charkha (as shown in figure 7 & 8).



Figure :1 Poor Machine Condition



Figure :2 Misalignment of Spindle with respect to Ring



Figure:3 Worn out Gear



Figure:4 Poor Quality of Spindle Twine







Figure:6
Damaged Surface of
Cot running on Charkha





Figure : 7 & 8
Too much Fibers Accumulation on Rollers and Arbour

In order to overcome these shortcomings, Khadi Gramodyog Prayog Samiti (KGPS-Ahmedabad) has put efforts and developed new type of 12 spindles high speed Amber Charkha running with solar energy, the figure 9 of which is given below:

Figure : 9 High Speed 12 Spindles Amber Charkha Developed by KGPS

Appropriate design and developments / modifications, use of appropriate process parameters and as well as skill up gradation activities were carried out which turned into minimization of processing cost of yarn being produced by the developed Amber Charkha for the khadi sector. In order to improve the productivity of the Charkha, efforts were made to reduce the endbreakage rate of the machine, especially considering the drawback and limitations of the Amber Charkha. The efforts to improve performance of Amber Charkhas were put by KGPS having following ideas:

1. Modified the critical parts of the machine and convert it having 12



spindles running with solar energy at 12000 rpm spindle speed capacity.

- 2. Introduction of roving traverse, balloon controlling, doffing device systems
- 3. Optimized various mechanical speed & settings related parameters of the charkha.
- 3. Organized field demonstration programs to assess the impact of innovative work and also to create awareness about the above work.
- 4. Imparted training to operators to create skills on how to maintain the charkha.



COMPARISON BETWEEN

CONVENTIOAL CHARKHA v/s HIGH SPEED MODERN AMBER CHARKHA

Various experiments were conducted by the KGPS to compare the performance between conventional v/s modified high speed Amber Charkhas.

The summary of some of the average results is given in following table:

Parameters	Conventiona l Amber Charkha	Modified High Speed Amber Charkha
Yarn Count Spun (Nm)	50.0	50.5
Yarn CSP	1846	2076
Uster U%	21.3	19.6
Imperfections / Km	6824	5672
Yarn Breakages / 100 spindle hour	89	38
Actual Production (GSS)	50	105

OUTCOMES/RESULTS OBTAINED

- A. New types of parts / systems for enhancing the performance of modified Amber Charkha are practically successful and no working difficulty was observed after their implementation on the developed charkha.
- B. Major drawbacks of the conventional Amber Charkha could be overcome by implementing the appropriate modifications in the new solar Amber Charkha.
- C. Number of spindles increased from 8 to 12 and spindle speed has been enhanced from existing 7000 to 12000 rpm run by using solar motor.
- D. Modified Amber Charkha could successfully be run at higher spindle speed and able to produce multi count yarns from different fibres.
- E. Production rate of the developed solar

- charkha has increased substantially as compared to the conventional one; i.e. from average 35 hanks to 80 to 100 hanks of yarn.
- F. The developed charkha is running with the minimum yarn breakage rate; i.e. 30 to 40 breaks100 spindles per hour.
- G. Quality of yarn (in terms of strength, U%, imperfections etc.) produced from the developed charkha is much superior to that of the yarn of conventional charkha.
- H. Earnings of artisans as well as khadi sector are likely to be improved due to above mentioned benefits. In other words, the earning of artisan is likely to increase four times i.e. Rs. 400 instead of existing average Rs. 100 per charkha.

Moreover, because of lower yarn breakages and solar energy one artisan can manage two high speed amber charkha at a time and thereby the double earning can be possible.



PRESS COVORAGE

THE WARP AND WEFT

The war over Khadi: What it means for aspirant buyers of India's freedom fabric

NEWDELHI: A khadi war is loon Industries Commission (KVIC) fired off a legal notice to Fabindia, saying it should stop selling garments in the name

of khadi. KVIC's media cell called it a "strongly worded legal notice" tressed its ownership brand khadi, a symbol of went on to become the uniform of choice for post-independence politicians and has now evolved into a fashion statement. "The organisation (Fabindia) was continuing to sell its garments in the name and style of khadi despite earlier style of khadi despite earlier warnings by KVIC and assur-unces by Fabindia that it will not do so. It is an illegal act and

notice.

KVIC threatened Fabindia
with legal action if it did not
stop the practice immediately.

KVIC chairman V.K. Saxena cited the KVIC Act of 1956
and the Khadi Mark Regulations of 2003—notified by the
Union ministry for micro.

any private brand or produ of khadi must buy khadi fro government-cleared khadi institution. This is the only

institution. This is the only way to protect khadi artisans". Brands that sell khadi prod-ucts or garments must, in accordance with the law, apply for a khadi mark regulation certificate—a 45-day process. "Ti0,000 as fee for the certifi-

cate and a list of 25 spinners and five weavers is all we seek.



khadi players remain uma-ware about the obligation. That's exactly the warp and weft of the brand khadi story. What must consumers make of what is sold ask hadi? Khadi expoment Rta Kapur Chisht's label Tanabaan uses handspun, handworen khadi made on the traditional spin-ning wheel but nowhere does her brands pell out khadi. According to Chishti, most, ifnot all, of what is paraded as khadi is from semi-mecha-nised ambar charkhas. 'Desi charkhas have been com-

pletely forsaken because they are slow in production."
For the aspiring khadi wearer, its frand value as the fabric of freedom endorsed by the greatest handloom marketer of all time, Mahatma Gandhi, is clean. Less clear is what makes for khadi—whether it is handspun, or spun on ambar charkhas, or industrial charkhas.
Under the ambiguities.
Under the ambiguities what had a specific the content of the content

are the exclusive preserve of the government. KVIC may need to do a lot of efficient and unblassed work to employ vigilance. Taking out the many spurious khadi outlets is one. Meanwhile, one important ouestion remains; whose

TIMES NATION | Politics & Policy

Khadi sale to grow by 35% this year

VIC has bagged orders from several public sector companies such as ONGC (Rs 52 A nies such as ONGC (RS 52 crore) and government depart-ments such as railways (Rs 42 cro-re) since the Narendra Modi government came to power. But KVIC had maintained that a majority of the orders were not through nomination but through a compe

► Continued from P 1

titive process.

If KVIC is able to supply goods worth Rs 150 crore to hospitals, this

alone will be over 7% of its annual sales for the current year. Last year, the sale of khadi products was estimated at a little over Rs 1,500 crore and is projected to grow 35% in the current financial year. Sales have boomed over the last few years as the government has pushed khadi.

While demand is rising at a brisk pace, growth in production has been lagging and has emerged as a key challenge for KVIC.

"The ministry of health adop-The ministry or neatm adopting khadi for hospitals and staff is a significant symbol of khadi being the most natural and organic objective februic and the most natural and organic organic and the most natural and organic or skin-friendly fabric... J P Nadda's

example of prescribing khadi for medical staff will result in purcha-ses of Rs 150 crore by the health mi-nistry. It will have a compounding effect of livelthood support it gives nistry it will nave a compounding effect of livelihood support it gives to khadi artisans." KVIC chair-man V K Saxena said while confir-ming the health ministry order.



are 17 features in the Rs 200

KVIC sends legal notice to Fabindia for using brand name Khadi

MPOST BUREAU

NEW DELHI: Khadi India has threatened to sue Fabindia, a chain of ethnic wear retail outlets, for allegedly indulging in "unfair trade practice" by using and selling its cotton products unauthorisedly under its registered brand name "Khadi". Khadi & Village Indus-tries Commission (KVIC)

has sent a legal notice to Fabindia Overseas Pvt Ltd asking it to immediately stop using Khadi word from all its cotton products and remove display banners from its showrooms immediately alleging that Khadi India's brand name was unlawfully used to mislead and confuse the consumers.

You are called upon to explain your position in the



above matter within 15 days from the date of receipt of this notice, failing which the KVIC will be constrained to proceed against your company as per law for the violation of Khadi Mark Regulation and payment or incidental damages for the losses caused to KVIC by Fabindia," the February 8 legal notice addressed to Fabindia's New Delhi-based CEO said.

KVIC, which is an autonomous body under the Ministry of Micro, Small & Medium Enterprises, said that despite warning and assurances given earlier, continuation of selling garments in the name and style of 'Khadi' was an illegal act and amounted to "indulging in unfair trade pracice by selling normal cotton fabric as Khadi."

Justifying the legal notice, KVIC Chairman V K Saxena said, "the KVIC was very keen to protect its reputa-tion and would take strin-

who violated rules and regulations that have been framed for the benefit of rural artisans attached to it."

Maintaining that earlier too such action has been taken against major com-panies, including one last year, Saxena said the notice to Fabindia said, as per the Khadi Mark Regulations, 2003 and Khadi & Village Industries Commission Act. 1956 in order to regulate the production, sale or trading of Khadi and Khadi products in India, "no textile shall be sold or otherwise trade by any person or certified Khadi institution as 'Khadr' or 'Khadi products', in any form or manner without it bearing a 'Khadi Mark' tag or label issued by KVIC". It also said Fabindia was denied the

name Khadi as it did not adhere to the procedural for-malities for Khadi mark certification which was discussed with the representatives of the private company. The notice claimed that despite writ-ten assurances, Fabindia was still selling readymade gar-ments from its outlets under the name of 'Khadi' and have also put up prominent Khadi display panels at their various sales outlets.

"Further, on visit to your outlets, it was found that readymade garments as Khadi are being sold from your several outlets. Photocopy of few such price tags and display panel at Beng-aluru Airport clearly indi-cate products being sold by Fabindia as Khadi", the legal notice said.



खादी को मनरेगा से जोड़कर युवाओं को 330 दिन का रोजगार देंगे : सक्सैना



खादी के महत्व को समझे और इसे

वैलेस में चरखा संग्रहालय बनेगा

खाडी लॉज में मिलेंगे सभी खादी उत्पाद

'खादी कलेंडर में इंदिरा और राजीव गांधी की तस्वीरें भी छप चुकी हैं'

AIIMS told to use khadi soap, linen

Sidhartha@timesgroup.com

New Delhi: The health ministry has asked central government hospitals across the country, such as AIIMS, to buy khadi products from soaps to doctors' coats and bed and bath linen - as it seeks to purchase goods worth at least Rs 150 crore.

The order, issued on Wednesday, covers at least 23 hospitals, including PGI Chandigarh, Jipmer Puducherry and Nimhans Bengaluru, apart from AIIMS. In all, a list of 45 items has been circulated for the "exclusive" use of hospitals and autonomous institutes associated with the health ministry. It includes blankets, various types of soaps, curtains, gowns for patients and doctors, among others. The list

DESI LOOK

> 23 hospitals, including AllMS, PGI Chandigarh, **Jipmer Puducherry and** Nimhans Bengaluru, to buy khadi products

> 45 items for 'exclusive' use by hospitals and autonomous institutes: Soaps, doctors' coats, bath linen, gowns for patients, blankets, curtains

Largest institutional order for KVIC worth ₹150 crore

was finalised based on the recommendation of a committee set up last year.

This is the largest institutional order for the Khadi and Village Industries Commission, the agency responsible for promoting khadi.

▶ Sale to grow 35%, P 19

'फैशन ने हथकरघा को दिलाया है सम्मान

एजेंसियां, मुंबई: डिजाइनर गौरांग शाह ने बुनाई कारीगरी को शानदार तरीके से पुनर्जीवित किया है और खादी को फिर से लोकप्रिय बनाया है। वह इस बात से बेहद खुश हैं कि फैशन उद्योग ने हथकरघा का स्वागत किया है और इसे

शाह ने बताया. 'एक वस्त्र डिजाइनर के रूप में मैं कहना चाहूंगा कि भारतीय फैशन उद्योग ने हथक्रघा को पूरे सम्मान के साथ अपनाया है। हमने पारंपरिक बुनाई कला का पुनरुद्धार किया है। जैसे जमदानी बुनाई का इस्तेमाल हम अपने फैशन परिधानों को बनाने में कर रहे हैं।' डिजाइनर का कहना है कि यह दुनिया भर में अपने अद्वितीय सौंदर्य को

बढ़ाता ह। शाह ने 40 परिधानों के संग्रह को 'मसलिन' नाम से लैक्मे फैशन वीक समर/रिसॉर्ट 2017 में पेश किया। उनका समित्रसिद्धि 2017 में पश किया। उनका संकलन प्रकृति के रोमांस से प्रेरित था। अपने रेंज के बारे में डिजाइनर ने बताया कि उनके संग्रह में पश्चिम बंगाल, आंघ्र प्रदेश, उत्तर प्रदेश, मध्य प्रदेश और जस्थान की बुनाई और तकनीक को शामिल किया गया है। सफेद रंग के परिधानों पर भव्य मुगल रूपांकनों, खाती पर प्रव्य मुगल रूपांकनों, खाती पर ज्वामितीय पैटनें, चिकनकारी कढ़ाई और खूबसूरत पारसी गाय कढ़ाई का इस्तेमाल हुआ है। डिजाइनर के संग्रह को तैयार करने के लिए 50 बुनकरों ने छह महीने लगातार काम किया शाह की खूबसूरत बुनाई वाली कांजीवरम साडी को 69वें कान फिल्म महोत्सव के दौरान फिल्म 'सरबजीत' की निर्माता दीपिका देशमुख पहन चुकी हैं। डिजाइनर कहते है कि हथकरघा भारत की गौरवशाली विरासत है और इसका संरक्षण करना और बुनकर समुदाय की मदद करना

उन्होंने कहा कि कुछ साल पहले उन्हान कहा ।क कुछ साल पहल्ल यह खूबसूरत कला विलुप्त होने के कगार पर थी, लेकिन कुछ लोगों के प्रयासों ने इसे पुनर्जीवन दिया। उन्होंने कहा कि प्रधानमंत्री नेरेंद्र मोदी के प्रयासों और प्रचार से उच्च स्तर पर भारतीय हैंडलूम की स्वीकार्यता बढ़ी है। शाह ने महज दो बुनकरों के साथ काम करना शुरू किया था और आज उनके लेबल के साथ 700 से ज्यादा बुनकर जुड़े हुए हैं।

Hinduslan Times

A new spin to the Khadi debate

The fight between KVIC and Fabindia over

The fight between KVIC and Fabindia over the fabric is more than just a brand war the fabric is more than just a brand war the fabric is more than just a brand war the fabric is more than just a brand war is commission (KVIC) is outlook has become agressive, and it seems the 61-year-old organisation will not shy away from Monday. KVIC threatened gad cation against either war retailer Fabindia for selling its cotton garments as Khadi products without proper approvals from the Commission.

The KVIC's legal notice to Fabindia Overseas said the retailer was continuing to sell its garments in the "name and style of Khadi" despite earlier warnings by KVIC and assurances by Fabindia that it will not so. In the last few years, KVIC has been reviving the iconic brack. As many as 14 setunet Khadi units started since April 2014. The organisation is taking "pro-active" steps to revive defunct Khadi institutions, which have closed due to low wages, lack of funds for replacement of charkhas and load on a man and inadequate middle of the control of the co

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Khadi body threatens Fabindia with legal action

TIMES NEWS NETWORK

New Delhi: The Khadi and Village Industries Commission (KVIC) has threatened legal action against ethnic retailer Fabindia for allegedly selling its ready-made cotton garments as Khadi products without gatting products a sufficient garments as Khadi products a sufficient garments as Khadi products as the control of without getting proper appro-vals. KVIC has sent a legal no-tice to Fabindia Overseas, which said the retailer was continuing to sell its gar-ments in the name and style of Khadi despite earlier warnings by KVIC and assu-rances by Fabindia that it will

'It is an illegal act and, in

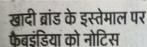
other words, amounts to in-dulging in unfair trade practi-ce," the notice said.
Viney Singh, CEO of Fa-bindla, said, "We are in rece-ipt of the notice and have re-sponded to KVIC, requesting a

nutes raised by RIL on cer tain portions of the investi-gation report and the diffi-culties faced in getting some important documents

Who owns the Khadi legacy?

Khadi India has threatened to sue Fabindia, a chain of ethnic wear retail outlets, for allegedly indulging in "unfair trade practice" by using and selling its cotton products in an unauthorised manner under its registered brand name "Khadi". Khadi & Village Industries Commission has sent a legal notice to Fabindia asking it to immediately stop using the word "Khadi" while selling all its cotton products and remove display banners from its showrooms immediately.

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प्रेट : परिधान रिटेल चेन फैबइंडिया वादों में घिर गई हैं। उस पर खादी इंडिया के ब्रांड नाम 'खादी' के इस्तेमाल का आरोप लगा है। इसके लिए उसे कानूनी नोटिस भेजा गया है। खादी इंडिया ने चेतावनी दी है कि फेबइंडिया अनिधकृत रूप से अपने कॉटन उत्पाद उसके पंजीकृत 'खादी' के नाम से बेच रही है। इसे बंद नहीं किया गया तो उसके पर मुकदमा किया जाएगा।

Short take

खादी आयोग ने फेबइंडिया को नोटिस भेजा

बिजनेस डेस्कः खादी इंडिया ने 'खादी' बैंड नाम के इस्तेमाल को लेकर वस्त्रों की खुदरा कंपनी फेबइंडिया को कानूनी नोटिस भेजा है। खादी एवं ग्रामोद्याग आयोग (केवीआईसी) ने फेब्झिडया ओवरसीज प्राइवेट लिमिटेड को कानूनी नोटिस भेजा और कहा है कि वह अपने सभी सूती उत्पादों के लिए खादी शब्द का इस्तेमाल तुरंत बंद करे। आयोग के अनुसार 'खादी' उसका पंजीकृत बैंड नाम है और फेब इंडिया इस नाम का इस्तेमाल 'अनाधिकृत' रुप से कर रही है जो कि 'अनुचित व्यापार व्यवहार' है। कंपनी से कहा गया है कि वह अपने शोरुम में इस बारे में लगे बैनर आदि भी हटा ले क्योंकि इससे ग्राहकों में भ्रम की स्थिति पैदा होती है। आयोग के चेयरमैन वी के सक्सेना ने नोटिस को उचित बताते हुए कहा, 'आयोग अपनी साख की रक्षा करना चाहता है और वह नियम कानूनों का उल्लंघन करने वालों के खिलाप कड़ी कार्रवाई करेगा।'

Khadi may sue Fabindia for using brand name

New Delhi: Khadi India has threatened to sue Fabindia, a chain of ethnic wear retail outlets, for allegedly indulging in "unfair trade practice" by using and selling its cotton products unauthorisedly under its registered brand name "Khadi"

Khadi & Village Industries Commission (KVIC) has sent a legal notice to Fabindia Overseas Pvt Ltd asking it to immediately stop using Khadi Word from all its cotton products and remove display banners from its show-

rooms immediately alleg-ing that Khadi India's brand name was unlawfully used to mislead and confuse the consumers.

"You are called upon to explain your position in the above matter within 15 days from the date of re-ceipt of this notice, failm which the KVIC will h which the Avic will constrained to proceed against your company a per law, the legal notice

KVIC SENDS LEGAL NOTICE TO FABINDIA FOR VIOLATING REGULATIONS

Khadi and Village Industries Commission has come down strongly on Fabindia for selling its ready made cotton garments as Khadi products without getting proper approvals and threatened legal action if the organisation did not stop the practice immediately. In a strongly worded legal notice to Fabindia Chief Executive Officer, Viney Singh, KVIC's Director [Legal Affairs], noted that the organisation was continuing to sell its garments in the name and style of Khadi despite earlier warnings by KVIC and assurances by fabinda that it will not do so. "It is an illegal act and, in other words, amounts to indulging in unfair trade practice."

The paties save As par Khadi Mark Pagulations, 2003 notified by the Union Ministry of Mines S. mail and the notice says. As per Khadi Mark Regulations, 2003 notified by the Union Ministry of Micro, S mall and Medium Enterprises, no textile shall be sold or otherwise traded by any person or certified Khadi institution as "Khadi" or "Khadi products" in any form or manner without it bearing a "Khadi Mark" tag or label issued by a Committee under the Regulation. The regulation, among other things, enforces certain obligations on by a Committee under the Regulation. every person or certified Khadi institutions engaged in the business of sale of products as Khadi or Khadi products

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Tasmayee.Laharoy@timesgroup.com

Kolkata: The Khadi and Village Industries Commission (KVIC) has come down heavily on Fabindia for selling its ready-made cotton garments as Khadi products without getting proper approvals from the government body.

The notice said that on a careful scrutiny of the garments and price tag sold by Fabindia as Khadi, it was observed that Fabindia labelled

garments as 'Fabindia Cotton'.

The sale of fabric/garments by unauthori-

sedly using the name of 'Khadi' without obkhadi mark registration from in compliance of the provisions of taining Khadi Khadi Mark registration, is in the contra-vention of the provisions of the Khadi Mark regulation and as such the same is unlaw ful," read the notice.

Acknowledging receipt of the notice to ET, Viney Singh, CEO, Fabindia said, "We are in receipt of the notice and have responded to KVIC, requesting a meeting with the designated authorities to understand the issues that have been raised, and to resolve them."

KHADI COMMISSION FIRES OFF NOTICE TO FABINDIA

DC CORRESPONDENT MUMBAI, FEB. 12

Khadi and Village stries Commission The Khadi and Village Industries Commission (KVIC) has sent a legal notice to Fabindia for selling its ready-made cotton garments as khadi products without getting proper approvals and threatened legal action if the organisation did not stop the practice.

or this aspect in August of this aspect in August of the when it had come up with advertisements for elling or trading of fabric the name of khadi. In a legal notice, to abindia chief executive

officer Viney Singh, KV. IC's director K.S. Lakshminarayan stated that the organisation has been selling its garments in the name and style of khadi despite action. despite earlier warnings by KVIC. It said, KVIC had written to Fabindia on August 13, 2015 too. The letter was written when Fabindia had come

up with advertisements for selling or trading of fabric in the name of khadi. The company was asked to stop further advertisement and sale of the concerned fab-

ric.

KVIC officials have claimed the company's act to be illegal and amounting to indulging in unfair trade practice.





आरुषि के स्पेशल बच्चों ने की रैंपवॉक, खादी के डिजाइनर वियर को किया प्रेजेंट



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BHOPAL SUNDAY CITY PLUS 5 FEBRUARY 2017

THE PARTICIPANTS SHOWCASED THEIR IN-DEPTH KNOWLEDGE

Youth festival for khadi revival



Bhopal: Aiming to promote Khadi, a unique kind of event, Youth Khadi festi-val, was held at Gandhi Bhavan on Saturday

Saturday.

An array of activities were organised on the occasion, opening up scope for understanding the various dimensions of Khadi through a debate competition and a Khadi fabric designing exercise.

The event commenced with "Threading Words', a debate, in which both the motion speaker and interjector of each team got five minutes to express their views on topics relating to Khadi, its revival and village industries. The participants put forth their opinions and showcased their in-depth knowledge about the subject.

Going forward, there was another activity 'Design the Wheel' — a designing contest — in which participants had to design fabrics given to them. The end results turned out to be very pretty indeed, whether that was some accessory, actual garments or laptop covers, all weaved out of the Khadi fabric. The event concluded

THINKERS BEHIND THE EVENT

The event was jointly organised under the aegis of Khadi and Village Industry Commission (KVIC), along with Mahatma Gandhi Seva Ashram, Jaura (MGSA)

ANNUAL FESTS MARK DAY

thonew law." He says after a de-

Special kids steal the show at khadi fest

Bhopal: 'Youth khadi festival 2017' was held at Gandhi Bhavan on Saturday in an attempt to promote Khadi among youngsters in the state capital.

Mahatama Gandhi Sewa Ashram, Jaura, and Khadi and Village industries Commission,

Bhopal, organised the event. There were several competitions, including "Threading words"— a debate contest on khadi, 'design the wheel'— a dress designing contest with khadi as a base, followed by khadi di walk, not by professional models, but by specially-abled students of an NGO, Aarushi, in khadi dresses. Chief guest Vi-nai Kumar Saxena, said, "I am happy to see craze for khadi



Special children of Arushi walk the ramp during youth khadi festival at Gandhi Bhawan

among youngsters. I hope every young soul adorn khadi and young sour adorn knaut and keep khadi in their collection. It is rich and graceful." Saxena is chairman of Khadi and Village Industries Commission, minis-try of MSME. TNN



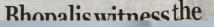


खादी पहनते ही खिले मासूम चेहरे

स्पेशल बच्चों ने किया रैंप वॉक



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5000 नई यूनिट्स के माध्यम से 40 हजार लोगों को रोजगार देने की योजना

प्रदेश के उद्यमियों को 400 करोड़ के लोन देगा खादी ग्रामोद्योग आयोग

व्यापार प्रतिनिधि, भोपाल

खादी एवं ग्रामोद्योग आयोग ने चाल वित्त वर्ष के दौरान प्रधानमंत्री रोजगार सृजन प्रोग्राम के जरिए 400 करोड़ रुपए लोन बांटने का लक्ष्य निर्धारित किया है। इस लोन पर करीब 100 करोड़ रुपए की सब्सिडी प्रदान की जाएगी। जिसमें से अभी तक 39 करोड़ रुपए का लोन

वितरित किया जा चुका है। मध्यप्रदेश में 137 करोड़ के प्रोजेक्ट एप्लीकेशन आई हैं इसमें हम युवाओं को 35 फीसदी सब्सिडी के साथ 50000 से लेकर 2500000 रुपए तक के लोन दे रहे हैं। यह बात रविवार को खादी ग्रामोद्योग आयोग के अध्यक्ष विनय कुमार सक्सेना ने कही। इस अवसर पर आयोग के मुख्य कार्यकारी अधिकारी मध्य क्षेत्र एसपी सिंह प्यं निदेशक जेके गुप्ता और मध्यप्रदेश स्वादी संस्था संघ के अध्यक्ष जगदीश सिंह भी उपस्थित थे। सक्सेना ने बताया कि इसके लिए हमने बैंकर्स के साथ मीटिंग की है जिसमें उनसे लोन प्रपोजल जल्द स्वीकार करने का आग्रह किया है। उन्होंने बताया कि हमने बैंक अधिकारियों को को बताया कि हमन बक आपकारिया का का बताया कि इस लोन के लिए किसी प्रकार की कोई सिक्योरिटी की आवश्यकता नहीं है। बैंक अधिकारियों ने भी उन्हें विश्वास दिलाया है कि बैंक मैनेजरों को इस संबंध में मंत्रींशत कर दिया आएगा। ताकि ज्याह



सके। श्री सक्सेना ने कहा कि वित्तवर्ष 2015-16 में 15662 इकाइयां स्थापित और इन से 135000 लोगों को रोजगार मिला। इस वित्तीय वर्ष में 5000 नई यूनिट्स के माध्यम से करीब 40 हजार लोगों को रोजगार प्रदान करने की

19 सौ करोड़ रुपए का बिक्री लक्ष्य

खादी ग्रामोद्योग आयोग ने चालू वित्त वर्ष के दौरान 1400 रुपए का उत्पादन किया और उन्नीस सौ करोड़ रुपए का किया और उन्नास सी कराई रुपए का बिक्री लक्ष्य रखा है, इस लक्ष्य में से लगभग 80 फीसदी हिस्सा पिछले तीन तिमाहियों में हासिल किया जा चुका है, श्रेष भाग इस विमाही में हासिल कर लेने की पूरी उम्मीद है। सक्सेना ने बताया कि पिछले वित्त वर्ष में आयोग ने 1510 करोड़ रुपए का बिक्री टर्नओवर और 1070

बिकी बढाने माडर्न आउटलेट

चालू वित्त वर्ष में भी खादी ग्रामोद्योग की ओवरआल ग्रोथ रेट 34 फीसदी रहे हैं। श्री सक्सेना ने कहा कि बादी ग्रामोवंग आयोग ने अपने 7100 आउटलेट में से 84 को मॉडर्न कर लिया है और चलू वित्त वर्ष में 250 आउटलेट को मॉडर्न करने का लक्ष्य है। आउटलेट के मॉडनइजेशन के लिए 8 करोड़ रूपए का फंड जारी किया गया है। उन्होंने कहा कि प्रधानमंत्री नरेंद्र मोदी का सहयोग मिलने के बाद से पूरे देश में खादी की लोकप्रियता में पूरे देश में खादी की लीकपियता में अमृतपूर्व वृद्धि हुई है। इसके साव खादी की क्वालिटी में भी सुधार हुआ है, खादी ग्रामोवोग आयोग खादी को आधुनक रूप प्रवान करने में कोई कमर नहें छोड़ रहा है। मुंबई जरपुर और हिल्ली केबाद अब भोपाल में भी मार्च तक खादी इंडिया लाउंज खुल जाएगा। भी सक्सेमा ने कहा कि हम अपने आउटलेंट के हेस्स पैटर्न में भी बहलाव ला रहे हैं। में भी बदलाव ला रहे हैं।

करोड़ का उत्पादन किया था उन्होंने कहा कि नोट बंदी का असर खारी ग्रामोद्योग आयोग के कामकाज पर निल्कुल नहीं पड़ा है। पिछले दिनों दिल्ल के प्रगति मैदान पर इंडिया ट्रेड फेयर में सौ स्टॉल के माध्यम से अधिक बिक्री हासिल की।

प्रदेश दौरे पर खादी और ग्रामोद्योग के अध्यक्ष

बैठक में राज्य सरकार के वरिष्ठ अधिकारी, सभी बैंकों के वरिष्ठ अधिकारी, खादी और ग्रामोद्योग आयोग के वरिष्ठ अधिकारी व प्रदेश के सफल उद्यमी उपस्थित रहे।

समीक्षा बैठक के दौरान प्रधानमंत्री रोजगार सुजन कार्यक्रम को लागू करने में आ रही कठिनाइयों का अध्यक्ष द्वारा समाधान किया

गया तथा प्रदेश में 100 करोड़ रुपए के मार्जिन मनी सब्सिडी वितरण के लक्ष्य को पूरा करने का आश्वासन बैंकों द्वारा दिया गया। इससे प्रदेश में कुल 400 करोड़ का ऋण नए उद्यमियों को उपलब्ध होगा। सभी बैंकों द्वारा बैठक में लक्ष्यों की पूर्ति करने का आश्वासन दिया गया। इसके बाद गांधी भवन में महात्मा गांधी सेवा आश्रम, जौरा, मुरैना एवं खादी और ग्रामोद्योग आयोग के संयुक्त तत्वावधान में युवा खादी उत्सव, 2017 का आयोजन किया गया, जिसमें आरुषि, निफ्ट, राजीव गांधी प्रोद्यौगिकी विश्वविद्यालय द्वारा एक मनभावन कार्यक्रम का आयोजन किया गया, जिसमें आरुषि की बिच्चियों द्वारा गायन की खूबसूरत प्रस्तुति दी गई एवं आरुषि के बच्चों द्वारा खादी डिजाइनर, उमंग श्रीधर द्वारा डिजाइन किए गए खादी वस्त्रों का प्रदर्शन किया गया, जिसे उपस्थित जनसमृह द्वारा सराहा गया।

खादी और ग्रामोद्योग में सृजित

होंगे 10 हजार नए रोजगार

नए रोजगार सजित होंगे। यह बात विनय कुमार सक्सेना अध्यक्ष, खादी और

ग्रामोद्योग आयोग ने मध्यप्रदेश के दो दिवसीय दौरे के दौरान कही। उन्होंने

प्रदेश में खादी और ग्रामोद्योग कार्यक्रम को तेज गति से आगे बढ़ाने के लिए

प्रधानमंत्री रोजगार सजन कार्यक्रम की समीक्षा की।

भोपाल (आरएनएन)। मध्यप्रदेश में खादी और ग्रामोद्योग में 10 हजार



दिल्ली वैभव

http://epaper.viraatvaibhav.com

अब साबुन से लेकर कंबल तक सब कुछ होगा खादी

वैभव न्यूज 🔳 नई दिल्ली

नें अखिल न (एम्स) क्ति ने मेट्रो त्या करने औद्योगिक ⁵) के एक के बिहार ह 11.33 र मेट्टो के त एम्स ले नत नाजुक ो सेंटर की

स्वास्थ्य मंत्रालय ने केंद्र सरकार के करीब 23 अस्पतालों को साबुन से लेकर डॉक्टरों के कोट और कंबल आदि खादी का उपयोग करने के आदेश दिए हैं। इस आदेश के बाद करीब 150 करोड़ रुपए के खादी उत्पादों की खरीद की संभावना है। हाल ही में जारी किए आदेश में देश के कम से कम 23 अस्पताल शामिल हैं। इस आदेश के तहत अखिल भारतीय आयुर्विज्ञान संस्थान

(एम्स) के अलावा पोस्ट ग्रेजुएट इंस्टिट्यूट चंडीगढ़ (पीजीआई चंडीगढ़), जवाहर लाल नेहरू इंस्टिट्यूट ऑफ पोस्टग्रेजुएट मेडिकल रिसर्च एजुकेशन एंड (जेआईपीएमईआर) और निमहंस बेंगलुरू सरीखे अस्पताल शामिल हैं। सभी अस्पतालों को भेजे गए आदेश की कॉपी में 45 सामानों की सूची है, जिन्हें इन अस्पतालों और स्वास्थ्य मंत्रालय से जुड़ी स्वतंत्र संस्थाओं की ओर से प्रयोग में लाया जाना है।