



सत्यमेव जयते।  
सार्धनाम् आदिनाश्रयम्॥

# Jagruti

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Hon'ble Vice President Shri M. Venkaiah Naidu on the occasion of Ugadi visited the flagship store Khadi India at Connaught Place.

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# Vice-President visits KVIC's flagship store at CP



*New Delhi: Hon'ble Vice President Shri M. Venkaiah Naidu, on the occasion of Ugadi (the New Year Day in Andhra Pradesh), visited the flagship store of Khadi and Village Industries Commission (KVIC) at Connaught Place on 6th April 2019*

The Vice-President spent some 40 minutes at the Khadi India outlet with his wife Smt. M. Ushamma and children and did shopping of different Khadi products. Appreciating Khadi products, the Vice President said: "I applaud KVIC for its efforts to preserve legacy of Mahatma and protect the tradition of Khadi. It is heartening to note its endeavors in rebranding Khadi which has successfully captured the imagination of India's youth. I wish KVIC all the very best in its future endeavors."

Earlier, Shri Naidu was received and welcomed by KVIC Chairman Vinai Kumar Saxena – who acquainted him about the growth and innovations in Khadi in the last five years.

The Vice President and his wife also paid flowery tribute to Mahatma Gandhi at the store



# KVIC begins Mahatma Gandhi's 'Grand Wall Mural' extension on Vice President's instructions

**New Delhi:** While unveiling Mahatma Gandhi's 'Grand Wall Mural' at New Delhi Municipal Corporation (NDMC) Main Building at Parliament Street on 31<sup>st</sup> January, Vice President Shri M Venkaiah Naidu had said that to make it more prominent, the 150 square meters clay mural of Mahatma Gandhi, made of 'Kulhads' from the hands of 150 village potters across India should be larger.

Taking serious notes of his instructions, the Khadi and Village Industries Commission had decided to enlarge the wall mural to 217 square meters, i.e. 43 percent larger than the earlier mural and the work in this connection has already begun on April 11.

Giving the details of works, KVIC Chairman Vinai Kumar Saxena said that the idea of making this wall mural came on 22nd December 2018 at a function in Varanasi – the spiritual capital of the world, took shape on January 6 this year in Morbi – the home state of Mahatma Gandhi. “This enlarged mural will look more grand

and prominent by proportionately increasing the size by 4 feet on all sides. Besides, Indian Flag will be painted on the cement sheets as the background of Bapu's image, which will add to the beauty of the



image,” he said, adding, “While the horizontal steel frame with wire-mesh will prevent any damage on the ground floor, elements of illumination will also enhance the beauty of the façade and mural will be prominently visible also in the night.”

It may be noted here that it was the herculean efforts of KVIC's adroit potters, who made the kulhads for this mural in no time. The Kulhads used in this mural were made by altogether 150 potters – selected by KVIC from all width and

length of the country. They had assembled at Morbi – a place famous for its terracotta products, where the clay of their respective areas were mixed with Morbi clay, under the guidance of Clay Club, the noted terracotta designing company there.

# CEO KVIC visits PMTTC, Pampore



**On 19th April, 2019 Chief Executive Officer, KVIC visited PMTC, KVIC Pampore. On the outset CEO garlanded the statue of Father of the Nation Mahatma Gandhi.**

On this occasion CEO, KVIC also planted a traditional plant at PMTC Pampore and had interaction with the Mehandi Designing trainees at the centre. She also had a meeting with the daily wage workers of DTA and listened to their problems.

In the meantime CEO took the meeting of the



employees posted at PMTC Pampore. During the meeting Shri D. S Bhati State Director, I/c and Principal PMTC Shri Anil Kumar Sharma were also present.



## Indian Army and KVIC script a new model of sustainable development Training of young J&K entrepreneurs begin in Jaipur

**Jaipur:** Aimed to provide jobs through the sustainable development model to the Jammu and Kashmir youths – derived together by the Indian Army and Khadi and Village Industries Commission (KVIC), the training of 30 young entrepreneurs from there has begun in the Kumarappa National Handmade Paper Institute (KNHPI) at Jaipur.



KVIC Chairman Vinai Kumar Saxena, who reached the Pink City on Saturday – to take stock of the training of these entrepreneurs – expressed his satisfaction with zeal and enthusiasm present in these 30 post-graduate entrepreneurs. “To safeguard the jewel of Mother India's crown by providing means of sustainable development to the youths – to keep their minds progressive and dedicated. Let us not forget that 70 percent of J&K's population is under 31 years of age, yet unemployment rate is very high. While it is important that the government promotes the conventional employment techniques through public sector employment and skill development, it is also important to provide a push for youth initiatives, which have a much larger message to send to the community to be the part of mainstream development as appealed by our Prime Minister,” he said.

Applauding the role of Indian Army – which not only shortlisted these youths rather also

shouldered their to-and-fro travelling expenditure for making them adroit in handmade paper manufacturing techniques, Saxena further said that demonstrative, result oriented and sustainable economic and skill set improving initiatives like the Handmade Paper Conversion Training by KVIC would not only ignite the entrepreneurial spark but also high level of "can do" motivation, which is paramount for the state's liberation from apathy, disenchantment and the constant fear of self-created discrimination syndrome. “It is really remarkable that Indian Army, besides safeguarding our boundaries, is also motivating the youths to be the part of mainstream for a developed India. KVIC is committed to support this model of sustainable development in all possible way. One can just imagine, if these young impressionable young minds are positively directed and made to believe of their contribution to the environmental and societal

# KVIC pays tribute to Dr. B.R. Ambedkar



On 14th April, Jt. CEO KVIC Shri Y. K. Baramatikar along with senior official and employee of central office Mumbai paid tribute to Dr. B.R. Ambedkar on the occasion of Dr. Bheem Rao Ambedkar Jayanti.



EDP training organised at DO Bikaner under Prime Ministers Employment Generation Programme



In collaboration with RSETI, State Office, KVIC Deharadun organised 10 days EDP training programme from 20th to 29th April, 2019 under PMEGP Scheme.



Under the scheme of Honey Mission Programme S.O. KVIC. Bhubaneswar trained students of NIFT Bhubaneswar, Odisha.



KVIC reopened a Khadi production centre at Shastri Gram Udyog Barmer. this centre is 20 years old .



KVIC, Dahanu, organised a training programme on honey processing under Honey Mission Programme .

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impact the goodwill and the consequent motivational quotient will be huge. And, the KVIC will leave no stone unturned to channelise these young energetic minds through their education, economic development and ensuring general well-being. After all, entrepreneurship schemes, that are visible in other parts of India, need to be brought to Kashmir as well,” he said.

It may be noted that KVIC has not only incurred the training, fooding and lodging expenses of these J&K youths costing more than Rs 15 lakh, but it would also provide them financial assistance under for the Prime Minister Employment Generation Programme (PMEGP), setting up the units as per their aspirations.

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KVIC Chairman further said that it was a matter of great pride for the nation and KVIC as it was practical display of Gandhian thoughts on village industries. “This tributary endeavor of KVIC is certainly a 'Tribute with difference'. It is also a proud moment for the nation, when KVIC's grand mural is showcasing the combined 'sweaty' efforts of village potters across the nation – hailing from hilly Leh to seaside Maharashtra and from dense jungle area of Chhatisgarh to Gangetic Varanasi,” he said, adding, “This 217-square-meter mural will reflect the unity of Indian civilization with their individualities and showcases the combined 'sweaty' efforts of village potters across the nation.”



# KVIC: Creating sustainable livelihoods - guarding the Valley from within

-Vinai Kumar Saxena

**Idle minds as they say are "Devil's Workshops"! The size of Jammu & Kashmir's unemployed youth is almost the size of population of an Austria, Bulgaria or a small-sized European Nation. Unfortunately, in lack of proper guidance and avenues clubbed with the administrative ennui of successive unstable governments over the years – the majority of them are misguided, directionless, frustrated, idle, gullible and disillusioned.**

**S**o, what now? To win their hearts back we just don't need rhetoric, empty promises and utopian dreams. Instead, constructive action, backed by strong believable initiatives which are engaging, doable and can be replicated is the need of the hour. In the last financial year, i.e. 2018-19, be it distributing the all-time highest 2,330 bee-boxes under its 'Honey Mission' at Kupwara with the collaboration of Indian Army's Sahyog programme or training-cum-distribution of Electric Potter Wheels among the potters of villages like Likir, Saspole, Sakti and Matho in the minus-18 degree temperature in Leh region with the help of Ladakh Autonomous Hill Development Council (LAHDC), the Khadi and Village Industries Commission (KVIC), with its entrenched people connect rural focus and a Nationalist vision, has emerged as the catalyst and the game-changer to bring this most crucial and critical resource, back to the national mainstream and become an equal partner to improve their socio-economic status.

In fact, the KVIC and Indian Army had derived a unique model for J&K: To safeguard the jewel of Mother India's crown by providing means of sustainable development to the youths – to keep their minds progressive and dedicated. Let us not forget that 70 percent of J&K's population is under

31 years of age, yet unemployment rate is very high. While the state boasts of a huge potential in terms of electricity from water resources, exports in horticulture, floriculture and apiculture, there are other unexplored areas like adventure tourism and culinary tourism, which have huge potential for promoting entrepreneurship in the state. Since obtaining land and licenses is always a tedious task in this State, a number of youth in the valley are running cafes, art galleries, co-working spaces, design studios etc. While it is important that the government promotes the conventional employment techniques through public sector employment and skill development, it is also important to provide a push for youth initiatives, which have a much larger message to send to the community.

Demonstrative, result oriented and sustainable economic and skill set improving initiatives like the Handmade Paper Conversion Training by KVIC ignites not only the entrepreneurial spark but also high level of "can do" motivation, which is paramount for the state's liberation from apathy, disenchantment and the constant fear of self created discrimination syndrome. A team of 30 aspiring students had recently come to KVIC's Kumarappa National Handmade Paper Institute (KNHPI) in Jaipur – to learn the art of handmade paper-manufacturing, so

## Article

that these future entrepreneurs could explore their career in this industry. These students were selected under entrepreneurship development programme of Indian Army. One can just imagine, if these young impressionable young minds are positively directed and made to believe of their contribution to the environmental and societal impact the goodwill and the consequent motivational quotient will be huge. And, the KVIC seems to have found the means to channelise these young energetic minds through their education, economic development and ensuring general well-being. After all, entrepreneurship schemes, that are visible in other parts of India, need to be brought to Kashmir as well. Since Indian army and KVIC have begun skill development of youth from Kupwara for paper making and healthy mind and a useful skill can build a nation, it would probably be the best and most novel way to distant jobless Kashmiri youths from virtual devil's workshop; i.e. subversion by divisive forces. And, the youths from the Valley too appear much decisive about their paths now: say good-bye to terrorism that breaks the nation and adapt skills that make the nation. Much on the lines of Prime Minister Narendra Modi's dreams of bringing J&K youths back to the mainstream to ensure the progress of India, KVIC and Indian Army are committed to make the dreams of Kashmiri youths prosper is the same. Their dreams are to prosper.

Sample these figures of fiscal 2018-19: Being the nodal agency of ambitious Prime Minister Employment Generation Programme (PMEGP), the KVIC not only utilized the funds of Rs 151.94 crore against the target of Rs 47.45 crore, i.e. more than 320 percent of the estimated target, but also created 48,620 new employments.

Similarly, while under 'Honey Mission' KVIC distributed 3,500 Bee-Boxes in Jammu &

Kashmir creating 350 direct employments; under the 'Kumhaar Sashktikaran Mission', the KVIC – fiscal 2018-19 distributed 180 Electric Potter Wheels among the kraals (potters) of J&K – including Leh and Ladakh region – creating 720 new jobs.

In the Khadi sector in 2018-19, the KVIC not only registered the production of Rs 52.98 crore and sale of Rs 60.10 crore – which are more than 100 percent of the targets, but also created 15,257 new jobs. The KVIC also added 4 new Khadi institutions in the fiscal 2018-19, subsequently creating new direct employments to at least 20 people in J&K.

Self belief, sense of empowerment and the positive energy, thus created can be replicated across the state and shown that Entrepreneurial Azadi and not the jingoistic approach, which has pushed the state to brinkmanship and where hatred is the Answer. Army and KVIC have worked together in Kupwara on Honey mission and tasted the nectar of success. They now train 30 Kupwara youths on paper making.

If the above results are any indication, the developmental model adapted by the KVIC – in association with the Indian Army or the LAHDC – can be a real game-changer to bring back the erstwhile glory of the Valley. Remember, if we provide jobs to the youths of J&K, they will have no time to get radicalized. Hope is the best mantra of good start and KVIC, Indian Army and LAHDC seem already made a good start. If it will be followed up by all the government and non-government agencies with hard work, nuanced research and above all engagement of more and more youths with this model of sustainable development, it will be a game-changer in making the Kashmir Valley a paradise as declared by a 17th-century Mughal emperor. It is the high time to be the part of this quest to channelize, aggregate and be the Game-changer.

# Job creation real game changer

The model of development undertaken by KVIC, the Indian Army and the LAHDC in Jammu & Kashmir must be replicated all across the State to mainstream misguided youth



VINAI KUMAR SAXENA

Idle minds, as they say, are the 'devil's workshop.' The size of Jammu and Kashmir's unemployed youth is almost that of the population of say Austria, Bulgaria or a small-sized European nation. Unfortunately, due to the lack of proper guidance and avenues, clubbed with administrative ennui of successive unstable Governments over the years, a majority of the youth here are directionless, frustrated, idle, gullible and disillusioned.

So, what next? To win back their hearts, we need no rhetoric, empty promises or utopian dreams. Instead, constructive action, backed by strong believable initiatives that are engaging, doable and can be replicated are the need of the hour. In the last financial year (2018-19), be it the distribution of 2,330 bee boxes under the 'Honey Mission' at Kupwara or the training-cum-distribution of electric potter wheels among potters in villages such as Likir, Saspol, Sakti or Matbo in Leh that records minus 18 degree Celsius, the Khadi and Village Industries Commission (KVIC), with a deep interest to connect rural areas and a nationalist vision, has emerged as a catalyst and game-changer to bring this most crucial and critical resource back to the mainstream.

In the process, it has become an equal partner in improving the socio-economic status of the people here. The first was done in collaboration with the Indian Army's Sahyog programme and the second with help from the Ladakh Autonomous Hill Development Council (LAHDC). In fact, KVIC and the Army had worked out a unique model for Jammu and Kashmir: To provide means of sustainable development and keep the youth progressive and dedicated. Let us not forget that 70 per cent of the population in Jammu and Kashmir is under 31 years of age. Yet, unemployment rate is very high.

Towseefa Rizwi, a woman entrepreneur in Shalhar village of Bandipora district in north Kashmir, compared herself with the women working in the Government sector and found one big difference: "I am independent." Rizwi is the owner of Kashmir Valley AgroIndustry (KVAI) where her husband Parvez works as production manager. She mainly deals in honey, which she processes and packages at her own plant in the village. "I always had the desire of starting my own business. And I am thankful to honey bees for making me realise my dream," said Rizwi.

For Zamrooda Khan, a woman entrepreneur in downtown Srinagar, beating the greatest challenges of life would not have been easy if her bees had not kept her busy. Miseries and melancholic moments in her life have failed to shake her resolve for living a dignified life. Khan has not only fought a battle against breast cancer after her divorce but has also turned herself into a small entrepreneur. "This job suited me, for it kept me busy and that too with nature's gifted beings called honey bees," said she.

While the State boasts a huge potential in terms of generating electricity from water resources, exports in horticulture, floriculture and apiculture, there are other unexplored areas like adventure and culinary tourism that have immense potential for promoting entrepreneurship. Since obtaining land and licences has always been a tedious task, a number of youth in the

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IF WE PROVIDE JOBS TO THE YOUTHS OF JAMMU & KASHMIR, THEY WILL HAVE NO TIME TO GET RADICALISED. HOPE IS THE BEST MANTRA TO MAKE A GOOD START AND THE KVIC, THE INDIAN ARMY AND LAHDC SEEM TO HAVE ALREADY MADE A GOOD ONE. IF THE EFFORTS PUT BY THEM ARE FOLLOWED UP BY ALL GOVERNMENTAL AND NON-GOVERNMENTAL AGENCIES, THIS MODEL OF SUSTAINABLE DEVELOPMENT CAN BECOME A GAME-CHANGER IN MAKING THE KASHMIR VALLEY A PARADISE



Valley have been running cafes, art galleries, co-working spaces and design studios among others. While it is important that the Government promotes conventional employment techniques through public sector jobs and skill development, it is also essential to give a push to youth initiatives which have a greater message to send to the entire community.

Demonstrative, result-oriented and sustainable economic and skill set-improving initiatives like the hand-made paper conversion training by KVIC ignites not only the entrepreneurial spark but also installs a high-level of "can do" motivation, which is paramount for the State's liberation from apathy, disenchantment and the constant fear of a self-created discrimination syndrome. A team of 30 aspiring students had recently visited the KVIC's Kumarappa National Handmade Paper Institute (KNHPI) in Jaipur to learn the art of hand-made paper manufacturing so that these future entrepreneurs can explore their career in this industry with some innovative applications.

These students were selected under the entrepreneurship development programme of the Army. If these impressionable young minds are directed positively and are made to believe their contribution to environmental and societal impact, the goodwill and the consequent motivational quotient will be huge.

The KVIC seems to have found the

means to channelise these young energetic minds through education and economic development so as to ensure their general well-being. After all, entrepreneurship schemes, that are visible in other parts of India, need to be brought to Kashmir as well. Since the Indian Army and the KVIC have started the process of skill development of youths in Kupwara for paper-making and developing a healthy mind, similar models can draw back frustrated young people from falling easy prey to terror networks.

Youths from the Valley, too, appear much more decisive about their career path now: Say good-bye to terrorism that breaks the nation and adapt skills that make the nation.

Sample these figures from the financial year 2018-19: Being the nodal agency of the ambitious Prime Minister Employment Generation Programme (PMEGP), the KVIC not only utilised the funds of ₹151.94 crore against a target of ₹47.45 crore, ie more than 320 per cent of the estimated goal, but also created 48,620 new jobs.

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Self-belief, a sense of empowerment and positive energy thus created can be replicated across the State. It is the entrepreneurial *azadi* and stakeholder-ship that can pull back the State from the edge of precipice.

If the above results are any indication, the developmental model adapted by the KVIC — in association with the Indian Army or the LAHDC — can be a real game-changer to bring back the erstwhile glory of the Valley.

Remember, if we provide jobs to the youths of Jammu & Kashmir, they will have no time to get radicalised. Hope is the best mantra to make a good start and the KVIC, the Indian Army and LAHDC seem to have already made a good one. If the efforts put by them are followed up by all Governmental and non-governmental agencies, along with their hard work, nuanced research and above all engagement of more and more youths, this model of sustainable development can become a game-changer in making the Kashmir Valley a paradise as declared by a 17th Century Mughal emperor. It is high time for all stakeholders to become part of this quest.

(The writer is Chairman, Khadi and village Industries Commission)

# Spinning a yarn for Brand Khadi

From a politician's staple to a fabric that has the attention of the young, *khadi's* makeover in the world of fashion is helping turn the story around for KVIC

**T E NARASIMHAN**  
Chennai, 8 April

From Arvind Mills, Raymond and other branded textile manufacturers to the fraternity of fashion designers, the past few years have had a whole new set of suitors standing attendance to Brand *Khadi*. Its identity—from a fabric favoured by politicians and a symbol of national pride to an embodiment of sustainable fashion and millennial values—is undergoing a massive change and the makeover is opening the door to a new world of consumers for the government-owned Khadi and Village Industries Commission (KVIC).

*Khadi's* proponents are talking to a new audience, in a language and form that is giving the age-old yarn a contemporary twist. Aamir Akhtar, CEO, Lifestyle Fabrics-Denim, Arvind Limited that buys substantive amounts of the fabric from KVIC said that interest has been gradually growing, in India and abroad. "We observe two, very clear sub groups of consumers, the 20-35 age group that sees it as a modern fabric and values the sustainability aspect and the 35+ age group that cherishes its natural comfort and heritage value," he added.

There are two big changes that textile majors such as Arvind point to: one is of course the changing customer perception around the fabric, but the second shift which is expected to leave a lasting imprint on the future of *khadi* is the interest it has generated among designers



**(Top): Raymond has a line of *khadi* apparel; (right) Fashion Design Council of India hosted a fashion show for designer *khadi*-wear last year**



who are helping create new styles and uses for the product, thereby widening its base of consumers.

The revival in fortunes has led KVIC to say that it will report an all-time earnings high this fiscal, of around ₹3,200 crore and that it will turn in a profit. In the last four years KVIC sales grew nearly 30 per cent, against around seven per cent on an average in the last 10 years, the company added.

KVIC Chairman Vinai Kumar Saxena said that the biggest drivers of sales have been aggressive marketing, growing interest for *khadi* products amongst the Public Sector Enterprises (PSEs) and supply tie-ups with companies like Arvind Mills, Raymond and Aditya Birla Fashion. He said that *khadi* is

seen as an organic and indigenous material, in sync with a global sensibility and desire to wear sustainable fashion. Akhtar sees the product's rising popularity a result of its "minimal yet modernistic aesthetic" that appeals to the young.

Sustainability has been identified as one of the top trends in fashion according to a report by McKinsey & Company, written in association with The Business of Fashion (*The state of fashion, 2019*). "Sustainability, which breaks into our respondents' list of the most important challenges for the first time, is evolving from a tick-box exercise into a transformational feature," the report said.

Sustainable fabrics command a premium and draw the best designer talent. KVIC

has been quick to tailor its narrative around *khadi's* low impact on the environment and has declared its intentions to ensure a 'zero-effect, zero-defect' global product. He trots out the numbers: a metre of *khadi* fabric needs three litres of water, while a metre of mill fabric drinks up 55 litres. These metrics have grabbed the attention of consumers and designers—both keen to establish their environment-friendly credentials in a premium market. Saxena said that they have managed to attract the best designer talent on board—from global designer Gavin Rajah to Indian fashion diva Ritu Beri—who are advocating the use of *khadi* and are its de-facto ambassadors.

The narrative around the fabric is nuanced. Akhtar explains that in tier-2 towns and villages, *khadi* is seen as a nationalist choice and worn by the senior demographic. But in larger towns, where the young are increasingly drawn to *khadi*, it is a symbol of eco-friendliness and modernity. Globally the overriding identity is that of a sustainable fabric.

"We are encouraged to see interest from global brands such as Patagonia, Levi's, Gap and C&A. They appreciate the unique sustainability attributes of this category. Over and above the obvious low environmental impact, the product generates livelihood for village based artisanal communities and contributes to social and economic sustainability," said Akhtar.

Still, the bulk of orders are pouring in from government departments where KVIC has been aggressively pushing branded *khadi*. The Indian Railways for one, has ramped up orders significantly: in 2013-14, it bought around ₹3.5-4 crore worth of products from KVIC, in 2018-19, its orders were worth ₹100 crore, the company said. While the hand spun yarn is scripting a more global story for itself, it is also keeping the faith with its band of old loyalists.

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# खादीच्या विक्रीत २८ टक्क्यांनी वाढ

नवी दिल्ली

खादी उत्पादनाच्या मागणीत दिवसेंदिवस वाढ होत असल्याचे दिसून आले आहे. गेल्या अधिक वर्षांमध्ये खादी उत्पादनाची विक्री २८ टक्क्यांनी वाढली असून या व्यवसायाचे उलाढाल ३,२१५ कोटी रुपयांवर पोहोचली, अशी माहिती खादी ग्रामोद्योग अध्येक्षक विवेकचारी देण्यात आली. हातमागाच्या मळाने विणलेल्या खादीलाही वाढती मागणी असून गेल्या अधिक वर्षांत या प्रकारचा खादीचा विक्रीत १६ टक्क्यांची वाढ नोंदवण्यात आली. हातमागावरील खादीचे उत्पादन २,१०२ कोटी रुपयांचे पोहोचले आहे.

खादीचा वापर करण्याबाबत पंतप्रधान नरेंद्र मोदी यांनी केलेले आवाहन या विक्रीवृद्धीसाठी परिणामकारक ठरले असल्याचे खादी ग्रामोद्योग अध्येक्षक म्हटले आहे. सर्व राज्यांत नवे अध्येक्षक मोदी मागणी असून नवे अध्येक्षक माध्यमातून गेल्या दोन महिन्यांत सतत हजार मोदी विक्रीत विकली गेली आहेत. यशिवय, बहुरंगी खादी विक्री फेडरेशन दररोज सरासरी दोनही मोदी विक्रीत या कुठे विक्रीत जातून, अशी माहिती अध्येक्षक अश्विनी विनयकुमार सक्सेना यांनी दिली. तालू आर्थिक वर्षाअंमलीस या व्यवसायाची उलाढाल पाच हजार कोटी रुपयांचे पोहोचले, असा विव्वासाही त्यांनी व्यक्त केला.

# केवीआईसी ने पिछले पांच वर्षों में 20 लाख से अधिक नौकरियां सृजित की

नवी दिल्ली (आईएनएस)। खादी एवं ग्रामोद्योग आयोग ने महत्वाकीषी प्रधानमंत्री राजनगर सृजन कार्यक्रम (पीएमईजीपी) के तहत पिछले पांच वित्त वर्षों में 20 लाख से अधिक नवी नौकरियां पैदा की है।

आयोग के अध्यक्ष विनय कुमार सक्सेना ने कहा कि आयोग ने पीएमईजीपी को लागू करने में हमेशा 100 फीसदी को सफलता दर हासिल की है। सक्सेना ने कहा, यह सुनने में अजीब लग सकता है, देश में नौकरी संकट पर काफी बहस के बीच खादी एवं ग्रामोद्योग आयोग ने अपने महत्वाकीषी प्रधानमंत्री राजनगर सृजन कार्यक्रम (पीएमईजीपी) के तहत पिछले पांच वित्त वर्षों में 20,63,152 नई नौकरियां और 2,67,226 नई परिवोजनाएं सृजित कीं।

उन्होंने कहा की वह आश्चर्यजनक है कि केवीआईसी ने इस प्रक्रिया में 105.05 प्रतिशत सफलता हासिल की। उसने 73,408 नवी परिवोजनाएं शुरू की, 2068.41 करोड़ रुपये मॉर्निंग मनी किरात की और 5,84,264 नए राजनगर सृजित किए। साल 2014-15 में इसकी सफलता दर 102.70 प्रतिशत, 2016-17 में 118.29 प्रतिशत और 2017-18 में 112.17 प्रतिशत रही। उन्होंने कहा कि एक जुलाई 2016 को केवीआईसी ने ऑनलाइन पोर्टल शुरू किया। ऑनलाइन पोर्टल के कारण पारदर्शिता आयी और मॉर्निंग मनी सॉन्वर्डो के वितरण की प्रक्रिया में तेजी आयी।

# ओबीसी ग्राम्य स्वरोजगार प्रशिक्षण सम्पन्न

श्रीगंगानगर। प्रधानमंत्री राजनगर सृजन कार्यक्रम के अन्तर्गत लाभान्वित प्रतिभागियों के लिए ओबीसी ग्राम्य स्वरोजगार प्रशिक्षण सम्पन्न के सम्भार में आयोजित 10 दिवसीय प्रशिक्षण कार्यक्रम का बुधवार को समांशिकपूर्वक समापन हो गया। इस मौके पर खादी ग्रामोद्योग आयोग, बीकानेर के मण्डलीय निदेशक श्रीलाल मोषा मुख्य अतिथि थे। अध्यक्षता ऑरियन्टल बैंक ऑफ कॉमर्स के सहायक कार्यालय के सहायक



प्रबन्धक अंजनादेव झा ने की। उनके साथ मंच पर अग्रणी बैंक के अधिकारी रजित गवानी, वित्तीय सहायता के परामर्शदाता बी.एस.कूकड, अहमदी के निदेशक शिवा सिंह पवार एवं वायसचय सहायक दीपक कुमार उपस्थित थे।

# Khadi sales zoom 28%, KVIC eyes ₹5k cr in FY20

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New Delhi: Khadi doesn't seem to have been hit by any demand slowdown, with sales rising 28% to Rs 3,215 crore in 2018-19, making it one of the most rapid rise in recent years.

"There has been a very good response across segments be it fabric, readymade garments and even solar vastra. During the last five years, we have seen a quantum jump every year," said Khadi and Village Industries Commission (KVIC) chairman V K Saxena. While KVIC has been complaining of production growth not keeping pace with demand, it reported a 17% jump in production to Rs 1,900 crore in 2018-19, compared to 7% a year ago.

## SURGE IN DEMAND

	Sales (₹ cr)	Growth (%)
2013-14	1,217	6
2014-15	1,311	8
2015-16	1,664	27
2016-17	2,147	29
2017-18	2,510	17
2018-19	3,215	28

Source: KVIC

KVIC's revenues comes from sale of khadi as well as village industry products such as food products and cosmetics, which are many times bigger than garments. The steady growth in khadi sales has helped KVIC bridge the gap with

some of the leading garment majors, which are seeing a slower pace of growth.

In 2017-18, Aditya Birla Fashion and Retail, which boasts of leading garment brands in its portfolio, reported sales of Rs 7,181 crore, while Raymond's had consolidated revenue of over Rs 6,000 crore, but both companies saw a growth of under 10%. Fabindia, which is seen to be a rival to Khadi, had sales of over Rs 1,000 crore but the growth was almost flat.

Buoyed by the spurt in demand, Saxena has set a sales target of over Rs 5,000 crore for the current financial year, which is seen to be highly ambitious, given that it will require a growth of 55%, which is unprecedented at least since 2004-05.

# खादी ग्रामोद्योग से पांच साल में बीस लाख से अधिक रोजगार मिले

नई दिल्ली, प्रेटर : खादी और ग्रामोद्योग आयोग (केवीआइसी) ने पिछले पांच वित्तीय वर्षों में बीस लाख से अधिक नए रोजगारों का सृजन किया है। आयोग को यह सफलता महत्वाकांक्षी प्रधानमंत्री रोजगार सृजन कार्यक्रम (पीएमईजीपी) के तहत मिली है।

खादी और ग्रामोद्योग आयोग (केवीआइसी) के अध्यक्ष विनाई कुमार सक्सेना ने रविवार को बताया कि आयोग को हमेशा से प्रधानमंत्री रोजगार सृजन कार्यक्रम के तहत 100 फीसद से अधिक सफलता मिली है। उन्होंने कहा कि वर्ष 2014-15 से पहले सफलता की दर कभी भी निर्धारित लक्ष्य से अधिक नहीं थी। लेकिन पिछले पांच वित्तीय वर्षों में प्रधानमंत्री नरेंद्र मोदी के डिजिटल इंडिया को दी बढ़त के बाद खादी और ग्रामोद्योग आयोग ने लक्ष्यों को भी पार कर लिया। देश में नौकरी के संकट की चर्चाओं के बीच भले ही यह बात अचंभित करे लेकिन आयोग ने इस दिशा में अक्वल नंबर रहते हुए 20,63,152 नई नौकरियों का सृजन किया है। साथ ही प्रधानमंत्री रोजगार सृजन कार्यक्रम के तहत पिछले पांच वित्तीय वर्षों (2014-2019) में 2,67,226 नई परियोजनाओं को अंजाम तक पहुंचाया है।

वर्ष 2018-19 में प्रधानमंत्री रोजगार सृजन कार्यक्रम (पीएमईजीपी) की नोडल एजेंसी खादी और ग्रामोद्योग आयोग (केवीआइसी) को 70,386 नई पीएमईजीपी परियोजनाओं में 5,62,351 रोजगार का सृजन हुआ।

## ओबीसी ग्राम्य स्वरोजगार प्रशिक्षण सम्पन्न

श्रीगंगानगर। प्रधानमंत्री रोजगार सृजन कार्यक्रम के अन्तर्गत लाभान्वित प्रतिभागियों के लिए ओबीसी ग्राम्य स्वरोजगार प्रशिक्षण संस्थान के सभागार में आयोजित 10 दिवसीय प्रशिक्षण कार्यक्रम का सुफल को सम्बरोहपूर्वक समापन हो गया। इस मौके पर खादी ग्रामोद्योग आयोग, बीकानेर के मण्डलीय निदेशक बट्टीरहाल मीणा मुख्य अतिथि थे। अध्यक्षता ऑरियन्टल बैंक ऑफ़ कॉमर्स के मण्डल कार्यालय के सहायक



प्रबन्धक अशोकानाथ झा ने की। उनके साथ मंच पर अग्रणी बैंक के अधिकारी रोहित गगानी, वित्तीय साक्षरता के परामर्शदाता

बी.एन.कुमार, अवरसेटी के निदेशक शिव सिंह पंतार एवं कार्यालय सहायक दीपक कुमार उपस्थित थे।

# फैशन शो में दिखा खादी का ग्लोबल अवतार



खादी अकादमिफिट्स में रैप वॉक करती मॉडलस।

(विशाल)

## रैप पर खादी की कलैक्शन शोकेस

सुविमान, 21 अप्रैल (अमन) : फैशन वर्ल्ड के इस कण्ठे डिजाइन करने के लिए फैब्रिक को भले ही तमाम वैराइटीज हों लेकिन समर सीजन में खादी का क्रेज भी कुछ कम नहीं है। संयुक्तसं हों या ओल्ड फॉर्म, ऑफिस गोईंग हो या फिर बिजनेसमैन। खादी का ट्रेड सभी को पाता है, जिसमें कलर कॉम्बिनेशन के साथ ही साथ एयरब्रीन होने की वजह यह भी है कि इसमें हर समय रिफ्रेशन किया जाता है और लेटेस्ट, कन्फर्टेबल व फैशनेबल कलैक्शन लांचा जाता है। ऐसा ही नजारा राशियार फिक्की फलों के फैशन शो में देखने को मिला, जहां खादी को ट्रेड में समोरा औराव, रिन्वा जैन, शिवाली कालड़ा और वंदना चर्मा ने रैप वॉक की। फैशन शो में डिजाइनर अंजू मोदी

## ट्रेंड्स डिजाइन करते समय रहता है लेटेस्ट, कन्फर्टेबल व स्टाइल पर फोकस

सॉल्यूड अदाकारों के लिए ट्रेंड डिजाइन करने वाली अंजू ने कहा कि खादी की ट्रेंड सेस करना काफी परसंद है। मैं वही ट्रेंड सेस तैयार करती हूँ, जिससे मुझे धार भी मिले। यानी कि ट्रेंड पहनने वाले के कन्फर्टेबल हो।

रैप पर मॉडलस के साथ उठरी। अंजू ने अपनी खादी की नई कलैक्शन को भी प्रदिसंट किया।

## ग्लोबल ट्रेंड्स के साथ ईको फ्रेंडली गारमेंट्स समय की मांग

### वर्ल्ड वीवर्स फोरम व फिक्की फलों ने कटावा पैनल डिस्कशन

सुविमान, 21 अप्रैल (अमन) : राशियार को पार्क एजाम में वर्ल्ड वीवर्स फोरम ने फिक्की लेडीज ऑर्गेनाइजेशन और आइ.एच. खादी फरूंडेशन के सहयोग से पैनल डिस्कशन कार्यक्रम का आयोजन किया गया। इस पैनल डिस्कशन में टैक्सटाइल, फैशन, रिटेलर्स, मैनुफैक्चरर्स उपस्थित रहे। वार्ता मुख्य मेहमान के तौर पर सी.ई.ओ. व मैनेजिंग डायरेक्टर सिन्क बोर्ड फिनिस्ट्री ऑफ टैक्सटाइल के अर. अर. ओमप्रकाश ने शिरकत की। वहीं विशेष मेहमान के तौर पर फाउंडिंग मैबर



पैनल डिस्कशन में उपस्थित फैशन डिजाइनर अंजू मोदी, फिक्की चेयरपर्सन रीना अग्रवाल, नीरा नाथ व अन्य। (विशाल)

ए.डी.सी.आई. व फैशन डिजाइनर अंजू मोदी उपस्थित रही। सभी मेहमानों का फिक्की लेडीज ऑर्गेनाइजेशन की चेयरपर्सन रीना अग्रवाल ने स्वागत किया। खादी को प्रोत्साहित करने के उद्देश्य से अवैजित इस पैनल डिस्कशन में विशेषज्ञों ने बताया कि ग्लोबल ट्रेड्स

के तहत ईको फ्रेंडली फैब्रिक व गारमेंट्स समय की मांग है। फोरम इंटरनेशनल, नैशनल सप्लायर्स, रिटेलर्स के साथ सहयोग व तालमेल कर बेहतर मंच तैयार करने का प्रयास कर रही है। खादी की सेल व प्रोडक्शन भारत सहित विदेशों में बढ़ाने की जरूरत है। पर खादी को

प्रमोट करने के कठ-कठ तरीके हैं इसकी भी सही जानकारी होना जरूरी है। पहले सीजन में नू इनेवेंटिव डिजाइनर इन हैंड वून टैक्सटाइल पर ग्लोबल एक्सपोर्ट विषय पर वार्ता की। पैनल डिस्कशन में खादी एंड फिक्की इंस्टीट्यूट फिनिस्ट्री के यशपाल सिंह ने कहा कि खादी पर काम करने के लिए हमारे साथ ऐसे लोग शामिल हैं, जो अपनी आर्थिक स्थिति को मजबूत करने के लिए असमर्थ हैं। हमें इन लोगों के साथ जुड़कर काम करने की जरूरत है। इस मौके पर रीजल वैनरा ट्राफिक फिनिस्ट्री ऑफ टैक्सटाइल एकेडमी भारत सरकार पूर्वीय भांडिवा, जवाइंट डायरेक्टर नैशनल सेंटर फॉर डिजाइन एंड प्रोडक्शन भारत सहित विदेशों में अवैजित में संबोधित किया।



### खादी की बढ़ी मांग

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मुंबई : लोकसभा चुनाव करीब आने के साथ ही खादी के कपड़ों की मांग एक बार फिर बढ़ गई है। मुंबई में खादी व ग्राम उद्योग आयोग (केवीआईसी) की दुकानों में खादी उत्पादों की बिक्री दोगुनी हो गई है। केवीआईसी की मुंबई की दुकानों में जहां वर्ष 2017-18 में 2 करोड़ 77 लाख रुपये की बिक्री हुई थी वह इस वर्ष बिक्री बढ़कर 4 करोड़ 58 लाख रुपये हो गई है। प्रधानमंत्री नरेंद्र मोदी की तरह दिखने की चाह रखने वालों की बीजेपी में कोई कमी नहीं है और इसे चाह को पूरा करने के लिए बीजेपी कार्यकर्ताओं में मोदी कुर्ता व जैकेट की काफी मांग है। कुछ वर्ष पहले तक केवल वरिष्ठ नेता ही कुर्ता पहनने में नजर आते थे, किंतु अब कार्यकर्ताओं में भी कुर्ता व जैकेट पहनने का क्रेज बढ़ा है। केवीआईसी अधिकारियों के मुताबिक, पिछले एक महीने से कुर्ता की बिक्री 25 से 30 प्रतिशत बढ़ी है। मुंबई में केवीआईसी के विभिन्न स्टोर्स में कुर्ते 700 से 3 हजार रुपये व जैकेट 900 से 3 हजार 500 रुपये में बिक रहे हैं।

जागरण सिटी लुधियाना

तृतीयमा, 21 अप्रैल 2019 दैनिक जागरण 7

खादी को ग्रामीण क्षेत्र में अवसर के तौर पर देखने की जरूरत

वर्ल्ड वीवर्स फोरम ने फिक्की प्लो और आइ एम खादी फाउंडेशन के सहयोग से कराया कार्यक्रम, खादी को प्रमोट करने पर पैनल ने की चर्चा

जरा, लुधियाना : खादी को नई से बढ़ते दिना... खादी को नई से बढ़ते दिना... खादी को नई से बढ़ते दिना...



पुस्तक को लेकर खादी प्रमोट करने की चर्चा... खादी को नई से बढ़ते दिना...



वर्ल्ड वीवर्स फोरम में खादी को प्रमोट करने की चर्चा... खादी को नई से बढ़ते दिना...

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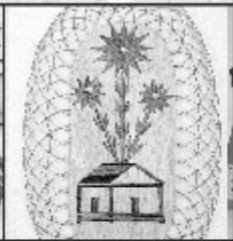
दूसरे दिन के विशेषज्ञों ने भी खादी को अवसर के तौर पर देखने की जरूरत... खादी को नई से बढ़ते दिना...

पुस्तक को लेकर खादी प्रमोट करने की चर्चा... खादी को नई से बढ़ते दिना...

Advertisement for 'Dainik Bhaskar' newspaper featuring 'Pradhanमंत्री रोजगार सृजन कार्यक्रम का निःशुल्क प्रशिक्षण का समापन' (Conclusion of free training for job creation under PM's scheme).



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