



कामये दुखतप्रानाम्।
प्राणिनाम् आतिनाशनम्॥

Vol.65 No.03



Shri Nitin Gadkari Launched Innovative Khadi Prakritik Paint with “Ashta Laabh”



Vol.65 No.03 Mumbai, February- 2021

Jagruti



A Monthly Journal of KVIC on Rural Industrialisation

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E-Published by:

Directorate of Publicity Film & P.E.P. for
Khadi and Village Industries Commission

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Shri Nitin Gadkari Launched Innovative Khadi Prakritik Paint with “Ashta Laabh” in the Lap of the Nature

Seeking to reinvent the age-old Indian tradition of coating houses with cow dung, Khadi and Village Industries Commission (KVIC) has developed Khadi Prakritik Paint, a first-of-its-kind paint in India made from cow dung with eight benefits or Ashta Laabh. The unique product which is innovative, eco-friendly and cost-effective, was launched by Hon'ble Minister for MSME, Shri

Nitin Gadakri on 12th January, 2021 from the sprawling lush-green lawns of his residence in New Delhi. Hon'ble Union Minister for Fisheries, Animal Husbandry and Dairying, Shri Giriraj Singh, Hon'ble Minister of State for MSME, Shri Pratap Chandra Sarangi and KVIC Chairman Shri Vinai Kumar Saxena were present on the occasion.

While launching the paint, Shri Gadkari said the innovative Khadi Prakritik Paint





Khadi India
Prakritik Paint
(INDIA'S FIRST COW DUNG PAINT)

has the potential of evolving into a Rs 6000 crore market and creating 10 lakh new jobs that will revolutionize the agro-based economy of the country. A policy will be framed for sharing the technical knowhow of Khadi Prakritik Paint to maximum people in India. KVIC will provide technical training to new entrepreneurs who could benefit by manufacturing cow dung paint. Thousands of Prakritik paint manufacturing units can be set up across the country that will give a big boost to local manufacturing and agro-based economy," Shri Gadkari said.

He said bulk utilization of cow dung will ensure monetary gains to farmers that will also

desist them from selling away cows in the market. "This will put a check on cow slaughtering. We will stop cow slaughtering through the economy and not through the law," he said.

Speaking on the occasion, Shri Giriraj Sing, minister of Fisheries, Animal husbandry and Dairying appealed to the leading paint manufacturing companies to learn the technical knowhow for making cow-dung paint from KVIC in order to promote an eco-friendly product that will boost the local economy. "The natural benefits of cow dung make this Khadi Prakritik Paint a perfect immunity for the houses," Shri Singh said.

Shri Pratap Chandra Sarangi said the "Vedic

Vigyan” or the ancient practices have been mixed with the modern science to produce Khadi Prakritik Paint.

KVIC Chairman Shri Vinai Kumar Saxena said Khadi Prakritik Paint was not just a product but a tool of accelerating the growth of rural economy in India. “The prime objective of developing cow-dung paint is employment generation which is the basic premise of Khadi. This paint is a reinvention of age-old practices into a scientifically-tested modern product,” Shri Saxena said.

Production of Khadi Prakritik Paint is aligned with the Hon'ble Prime Minister's vision of increasing farmers' income. At the same time, it will create thousands of new jobs in the paint manufacturing sector as KVIC will share the technology and provide training for manufacturing of Prakritik Paint. At present, Prakritik Paint manufacturing unit at KVIC's Kumarappa National Handmade Paper Institute in Jaipur, has the daily capacity of producing 500 liters of paint which provides direct employment to 10 people.

Apart from being waterproof and washable, Khadi Prakritik Paint contains the natural benefits of cow dung like anti-bacterial, anti-fungal and natural thermal insulation properties. This paint is eco-friendly, non-toxic, odorless and cost-effective. Emulsion paint meets BIS 15489:2013 standards; Distemper paint conforms to BIS 428:2013 standards.

As compared to other paints of the same category, Khadi Prakritik Paints are up to 50 percent economical.

Khadi Prakritik Paint is available in two forms – distemper paint and plastic emulsion paint. Cow dung is the main raw material of this paint which is easily and abundantly available across the country. It will, therefore, ensure round the year easy availability of raw material for the paint which will further create additional income of up to Rs 30,000 per annum per animal for farmers and goushalas.





KVIC Revives Assam's Oldest Khadi Institution Vandalized by Bodo Insurgents 30 Yrs Ago



One of the oldest Khadi institutions in Assam, which remained in a vandalized state bearing the scars of the Bodo insurgency for over 30 years, has been brought back to life by Khadi and Village Industries Commission (KVIC). The Khadi workshed at village Kawali in Baksa district of Assam, which was burnt down by Bodo insurgents in 1989, has been revived as a Silk reeling center by KVIC. Spinning and weaving activities will restart at the workshed with 15 women artisans and 5 other staff in the second week of February.

The workshed was constructed by a Khadi institution called Tamulpur Anchalik Gramdan Sangh which shifted to Assam from Arunachal Pradesh following the Chinese aggression in 1962. It began operations with mustard oil production and by the year 1970, spinning and weaving activities also started there providing livelihood to 50 artisan families. However, tragedy struck when the institution was burnt down by extremists in 1989 and it remained defunct since then.

KVIC Chairman Shri Vinai Kumar Saxena said

the revival of this Khadi workshed assumed historical significance and that resumption of Khadi activities would create employment for the locals. "To begin with, KVIC will develop this unit for reeling of elegant Eri Silk of Assam. Other Khadi activities like manufacturing of village industry products will also be started in future. This center will become a major employment creator for the local artisans," Saxena said. "This initiative is aligned with Khadi's core Gandhian principle of "rural resurgence" which also coincides with the Hon'ble Prime Minister's vision - Sabka Sath, Sabka Vikas," Saxena added.

This Khadi workshed is located 90 km from Guwahati. The workshed has been refurbished with financial assistance from KVIC. The idea behind the workshed scheme is to provide better working conditions to the Khadi artisans that will ultimately improve their productivity. In recent years, KVIC has revived several such Khadi institutions in states like Uttar Pradesh, Uttarakhand, Assam, Odisha and Tamil Nadu that were lying defunct for many decades



Tribal Students to Wear Eco-friendly Khadi Uniform

Khadi and Village Industries Commission (KVIC) and the Ministry of Tribal Affairs on 19th January, 2021 entered into agreements for purchasing Khadi fabric for tribal students and for wider employment generation in the tribal sector.

Two memorandum of understanding (MoUs) to this effect were signed in presence of Hon'ble Minister of MSME, Shri Nitin Gadkari and Hon'ble Minister of Tribal Affairs, Shri Arjun Munda. The initiatives are aligned with Hon'ble Prime Minister's call for "Aatmanirbhar Bharat" as they aim at strengthening Khadi artisans and the Tribal youth of the country through creation of self-employment.

As part of the first MoU, the KVIC will supply over 6 lakh meters of Khadi fabric worth Rs 14.77 crore in 2020-21, for the students in Eklavya Residential Schools being run by the Tribal Affairs Ministry. As the government increases the number of Eklavya Schools every year; the quantum of purchase of Khadi fabric shall also increase proportionally and the purchase value of Khadi material will go up to Rs 50 crore every year.

Under the second MoU, National Scheduled Tribe Finance Development Corporation (NSTFDC), an agency of the Tribal Affairs Ministry has been roped in as a partner of KVIC in implementing the Prime Minister Employment Generation Program (PMEGP), a flagship scheme of the Government of India.

Shri Gadkari termed the agreements as historic and said this will add impetus to the ongoing efforts of KVIC to boost Khadi production and create self-employment to fulfill the dream of Aatmanirbhar Bharat. "KVIC and the Tribal Affairs Ministry should target providing 25 jobs in every Indian village for which the Ministry of MSME will provide the funds. This will help us achieve the goal of rural resurgence or 'Gramoday'. Tribal youths of the country can be engaged with activities like beekeeping, honey processing, manufacturing of cow dung paint, Agarbatti making and bamboo production that are economically beneficial," Shri Gadkari said.

Hon'ble Tribal Affairs Minister Shri Arjun



Munda said the MoU will benefit the tribals by engaging them in various production activities and creating self-employment opportunities. “Promoting entrepreneurship in tribal areas and enhancing local production will not only strengthen India's manufacturing sector but also help us explore global marketing avenues while fulfilling our own necessities,” Shri Munda said.

KVIC Chairman Shri Vinai Kumar Saxena said Khadi, through its flagship schemes like Honey Mission and Kumhar Sashaktikaran Yojana, was already

working for socio-economic upliftment of the tribals across the country and this agreement with the Tribal Affairs Ministry will accelerate the pace of development.

“Thousands of tribal youth and women have been roped in with employment generation schemes like Honey Mission and Kumhar Sashaktikaran Yojana in states like Gujarat, Arunachal Pradesh, Jharkhand, Odisha and Assam that have a large tribal population. Many tribals are also engaged with production of Khadi fabric. I am hopeful the participation of tribal youths in the manufacturing and service sector through PMEGP will also increase after this MoU,” Saxena said.

KVIC Chairman said the agreement for bulk purchase of Khadi fabric for tribal students will benefit Khadi artisans in terms of more employment and higher income. He said with these supplies, the tribal students will get to wear the most eco-friendly and comfortable uniforms made of Khadi fabric. In future, KVIC also plans to supply more Khadi products like bedding, towels, durries, etc. for the students.



Minister, MSME calls for exploring new marketing avenues and export potential of MSMEs



On 25th January, 2021 at New Delhi

Union Minister for MSME Shri Nitin Gadkari has said that by exploring new marketing avenues and export potential, the contribution of India's MSMEs could further be increased from 30% at present to 40% in the next 5 years. He said lakhs of employment could be created by empowering the village industry sector which has the potential of achieving the annual turnover of Rs 5 lakh crore.

Shri Gadkari visited Khadi India's flagship outlet at Connaught Place in New Delhi today and launched several village industry products made by women artisans of Uttar Pradesh and Uttarakhand. Shri Gadkari visited several stalls in the outlet and appreciated KVIC for the diverse product range that created livelihood for Khadi artisans.

Launch of VI Products by Hon'ble MSME Minister at Connaught place , New Delhi



Hon'ble MSME Minister Shri Nitin Gadkari launched various products made under 'Pandit Deendayal Upadhyay Vigyan Gram Sankul Yojana' on 25th January, 2021 at Connaught place New Delhi in the presence of Shri Vinai Kumar Saxena, Chairman, KVIC and Dr. Mahesh Sharma, Chairman, Sankalp Yojana.

The cheap and eco-friendly products being made under this scheme will prove to be important in strengthening the rural economy and fulfilling Prime Minister's resolve of self-reliant India.



'Rs. 10 crore for Terracotta Pottery Centre in Bhadravati'

Minister, MSME visited Bhadravati Terracotta Pottery Cluster.

'Union Minister of MSME, Shri Nitin Gadkari has announced Rs 10 crore to Terracotta Pottery Centre run by Khadi and Village Industries Commission in Bhadravati to establish an international centre for research and development. "This institute is established in 1956 was visited by Shri Nitin Gadkari on 21st January 2021.

On this occasion Hon'ble Minister MSME said that, though the institute had not adopted changes according to the modern development, the Khadi and Village Industries Commission has kept the art and culture alive. With an objective of development of art and culture and to generate employment for youth and women in Gadchiroli and Chandrapur districts, under SFURTI Scheme of MSME run by KVIC Rs. 1.5 Cr. have been sanctioned to this institute "

"Quality assurance, research and training

centre will be started soon in Bhadravati. The international centre of Red Clay Pottery will be established sooner for which Rs. 10 Cr. will be given on behalf of Central Government," he announced. The centre will help in preparing different designs. Artisans will be imparted training to start entrepreneurship in their villages. The development scheme has been started and the name of Bhadravati would feature on international map, he added.

Hon'ble MSME Minister further instructed to build hostel and building for this centre. The centre will be judged on the basis of number of artisans trained and employment generated through it. The peoples representatives would help in the development, he added.

Director, Divisional Office KVIC, Nagpur and programme Directors were also present on this occasion.



UP Chief Minister inaugurated Lucknow “Hunar Haat”

Hon'ble Chief Minister, Uttar Pradesh, Yogi Adityanath inaugurated Hunar Haat at Lucknow on 23rd January, 2021.

Hon'ble Minister of Minority Affairs Shri Mukhtar Abbas Naqvi and Chairman, KVIC Shri Vinai Kumar Saxena were present on this occasion.

Hunar Haat reflects the fine artistry, skill and perseverance of traditional Indian craftsmen, the flagbearers of Aatmanirbhar Bharat.

The E-commerce Platform becomes another symbol of KVIC's process re-engineering This time through e-marketing



- *It's the first ever effort of the Ministry & KVIC in online & B2C outreach;*
- *Necessitated by covid resultant restrictions on physical exhibition & marketing; KVIC steps up online sales & e-marketing.*
- *It's a firm step towards Prime Minister's Vocal for local call.*
- *In addition to domestic market, the portal will help Indian local products & producers reach the global markets.*

On New Year's eve, Khadi and Village Industries Commission (KVIC) unveils Khadi India's official e-Commerce site eKhadiIndia.com. The website catalogues over 50,000 products under more than 500 varieties and various categories of locally made Khadi and Village Industries products. The portal is a step towards building an ecosystem that enables MSMEs to help achieve the Prime Minister's goal of "Aatmanirbhar Bharat".

During the trial launch of the portal, Secretary MSME Shri A.K. Sharma mentioned that the interest of our weavers, artisans, craftsmen and farmers has always been our top priority. At the same time, ecofriendly and authentic Khadi & traditional village industry products made by them have always remained close to the heart of people of India. Now, those products are just a click



There has been a steady rise in demands for Khadi and Village Industries products over the last few years with 2018-2019 alone witnessing the surge of 25%. Chairman KVIC added that this move is mainly intended to make natural Khadi India products easily accessible to the new generation consumers.

The products range from apparel, grocery, cosmetics, home décor, health and wellness products, essentials and gifts. Cashing on the growing shift towards natural products, especially by the new generation consumers, KVIC is up for

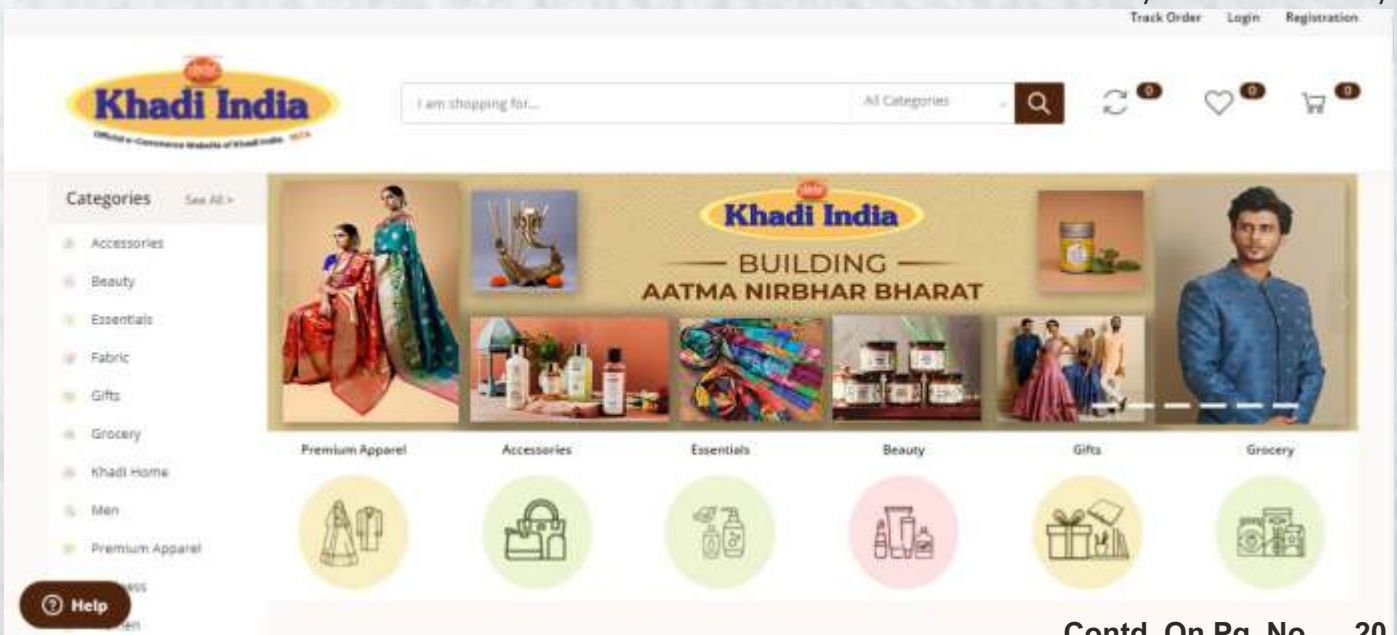
away. Portal will fulfill the customer's needs and supply the products at their door steps. For last few months, we have been pushing all limits to create an ecosystem for withstanding the challenges of Covid. The ecommerce portal of KVIC is the result of our persistent work in that direction.

KVIC Chairman Shri Vinai Kumar Saxena during the launch function informed that ekhadiindia.com is the first of its kind government online shopping platform to boost rural economy and become self-sustainable.

giving it all for repositioning India's legendary brand Khadi. The portal is also an answer to the call of youth demographics who prefer online shopping over offline shopping.

The Key Components of ekhadiindia.com that sets it apart from other online ecommerce platforms

1. Exclusively focuses on Khadi and Villages Industries products.
2. Authentic Khadi Trade Mark products will be available only through this portal.
3. It's built on an ecosystem where any



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Big Push to Swadeshi, Paramilitary Forces to Use Khadi Durries

KVIC Signs MoU with ITBP



The big Swadeshi drive in paramilitary forces envisaged by Hon'ble Home Minister Shri Amit Shah has gained fresh momentum with a new agreement for supply of Khadi cotton durries to the forces. In another first, Khadi and Village Industries Commission (KVIC) on 6th January, 2021 signed a MoU with ITBP for supply of 1.72 lakh cotton durries every year.

The agreement was signed by Deputy CEO KVIC and DIG, ITBP, in presence of KVIC Chairman Shri Vinai Kumar Saxena and Additional Secretary (Home) Shri Vivek Bhardwaj and other officials of CAPFs.

The agreement has been signed for one year which will be renewed thereafter. The total value of 1.72 lakh durries is Rs 8.74 crore.

The development comes in wake of the instructions of Hon'ble Home Minister to the paramilitary forces to encourage local products in a bid to support the "Aatmanirbhar Bharat Abhiyan" initiated by Hon'ble Prime Minister Shri Narendra Modi. Hon'ble Minister for MSME, Shri Nitin Gadkari welcomed the move.

As per the specifications, KVIC will provide blue-colour durries of 1.98 m length and 1.07 m width. The cotton durries will be produced by Khadi artisans in Uttar Pradesh, Haryana and Punjab. The next products in the pipeline are Khadi blankets, bed sheets, pillow covers, pickles, honey, papad and cosmetics, etc.

Chairman termed the development as a 'historic step' saying this would not only encourage the use of Swadeshi products in our forces but also create large scale additional employment for Khadi artisans. "Providing best quality products to our jawans and timely delivery of consignment will be the top priority of KVIC. The purchase orders from the CAPFs is also a matter of pride for Khadi artisans who are serving country's jawans in their own ways," Saxena said.

KVIC developed the cotton durries as per the samples provided by ITBP and the same has been approved by agency. The cotton durries prepared by KVIC have also been certified by Northern India Textile Research Association (NITRA), a unit of the Textile Ministry recognized by the department of Scientific and Industrial Research.

Earlier, on July 31 last year, KVIC had signed an agreement with ITBP for supplying Kacchi Ghani mustard oil which has been successfully supplied. The ITBP is the nodal agency appointed by MHA for the procurement of provisions on behalf of all paramilitary forces.

KVIC distributes charkha, looms, garment machines to 2250 artisans in West Bengal to boost local employment



Khadi and Village Industries Commission (KVIC) rolled out a massive employment drive benefiting 2250 artisan families in Malda district of West Bengal on 29th January, 2021.

Aiming to create sustainable livelihood opportunities in the state, KVIC Chairman Shri Vinai Kumar Saxena distributed 1155 new model charkhas, 435 Silk Charkhas, 235 readymade garment making machines, 230 modern looms and 135 reeling basins to artisans' families. The beneficiaries include nearly 90 % women artisans who are engaged with spinning and weaving activities.

Distribution of these advanced tools is one of the biggest such exercises in West Bengal in recent years. This drive will be a big boost to the spinning, weaving and reeling activities in the Silk and Cotton industry in Malda. KVIC has disbursed Rs 14 crore to strengthen 22 Khadi Institutions of Malda. This exercise will also strengthen the readymade garment industry in the district which has been a major source of livelihood for local artisans.

KVIC Chairman Shri Vinai Kumar Saxena said strengthening Khadi industry in West Bengal is aligned with Hon'ble Prime Minister's dream of having a charkha in every household. He said this will also help to achieve the larger goal of providing jobs to every hand.

"creating large-scale employment in West Bengal by strengthening the traditional Cotton and Silk industry

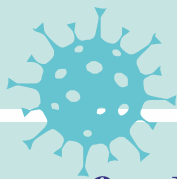
in the state has been the key focus of KVIC. Reviving the closed units, strengthening the existing industries and creating sustainable local employment for local artisans will not only ensure financial self-sustainability but also help further strengthening of West Bengal in the areas of cotton, silk and garment manufacturing," Saxena said.

KVIC Chairman said the employment activities rolled out in West Bengal will boost the calls for "Aatmanirbhar Bharat" and "Vocal for Local". "Empowering the artisans with advanced machinery will speed up the production activities and ultimately add to their income. This will go a long way in further reviving the old crafts of West Bengal," Saxena said.

It is pertinent to mention that since many centuries, West Bengal is known for producing some of the finest cotton and silk fabric. The state is widely acclaimed for its Muga, Mulberry and Tussar Silk that was a major artisanal activity for generations.

The state is also popular for its world famous Muslin cotton. KVIC has, for the first time, provided an online sale platform to Muslin fabric through its e-portal, which has given a big boost to bangal's Khadi Institutions. Saxena also urged Institutions to explore new products like durries, blankets etc for which KVIC is getting huge orders from paramilitary forces.





Big Boost for Khadi Artisans with Railway's Rs 49-crore Purchase Order to KVIC During Covid-19 Lockdown

Khadi activities got a major push during the last year that largely remained affected due to the Covid-19 lockdown, thanks to a huge purchase order worth Rs 48.90 crore from the Indian Railway. While the railways purchased Khadi goods worth Rs 8.48 crore in December 2020 alone; it substantially created employment and income for Khadi artisans during the testing times of Covid-19.

The purchase orders from Indian Railways directly benefited artisans registered with 82 Khadi Institutions across the country that are engaged in production of material like sheeting cloth, towels, bed sheet, flag banner, sponge clothes, Dosuti Cotton Khadi, bunting clothes and others.

During the period from May 2020 to December 2020 (till December 21), Indian Railways procured Khadi material worth Rs 48.90 crore which kept Khadi activities going during the pandemic. Interestingly, Indian Railways purchased goods worth Rs 19.80 crore from Khadi in the months of May and June when the economy had taken a severe hit due to lockdown. Similarly, railways procured Khadi goods worth Rs 7.42 crore in July and August while it purchased Khadi products worth Rs 13.01 crore in the months of October and November.

KVIC Chairman Shri Vinai Kumar Saxena thanked Hon'ble Railway Minister Shri Piyush Goyal for supporting Khadi artisans by placing large orders to KVIC. "During the pandemic, KVIC faced the biggest challenge of sustaining employment and livelihood of

the artisans. While KVIC engaged its artisans in making Khadi masks during the pandemic; it simultaneously received bulk orders from the railways too that kept Khadi's spinning wheel on the move. This meant additional employment and income for the artisans which helped them overcome the financial distress and support the country's economy," Saxena said.

Apart from supporting Khadi through direct purchases, Railways have also implemented policy decisions to strengthen Khadi artisans. In one such move, Railways have designated 400 railway stations where only earthenware is used for selling food and beverages to passengers and thus a major boost to the potters trained by KVIC under Kumhar Sashaktikaran Yojana. The Railway Ministry is in the process of notifying another 100 railway stations as "Plastic-free Stations".

Inaugurated a PMEGP unit of non-woven bags in Lucknow



Chairman , KVIC, Shri Vinai Kumar Saxena inaugurated a PMEGP unit of non-woven bags in Lucknow which employs local 9 persons. Budding entrepreneurs are supporting Aatmanirbhar Bharat Abhiyan of Hon'ble Prime Minister by becoming employment creators through self-employment

Chairman, KVIC inauguated Janata Bakery,a PMEGP unit



Chairman, KVIC Shri Vinai Kumar Saxena Inauguated Janata Bakery, a PMEGP unit in Bhelsar, Ayodhya, which doesn't only bake delicious eatables but also feeds the families of 100 employees. owner Abdul Qadir received Rs. 70 lakh as the 2nd dose of loan from KVIC. A success model for new entrepreneurs.



Glimpses of the new apiary set up on 23rd at the sprawling President's House, the place where the Honey Mission was launched in 2017. The efforts in the lines of India's "Sweet Kranti" are yielding even sweeter results.

Chief Executive Officer, KVIC Ms. Preeta Verma inaugurated PMEGP leather Goods & garments manufacturing unit at Dewas



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SME/Artisans/Weavers can directly sell their products thus driving the country towards digital India and "Aatmanirbhar Bharat".

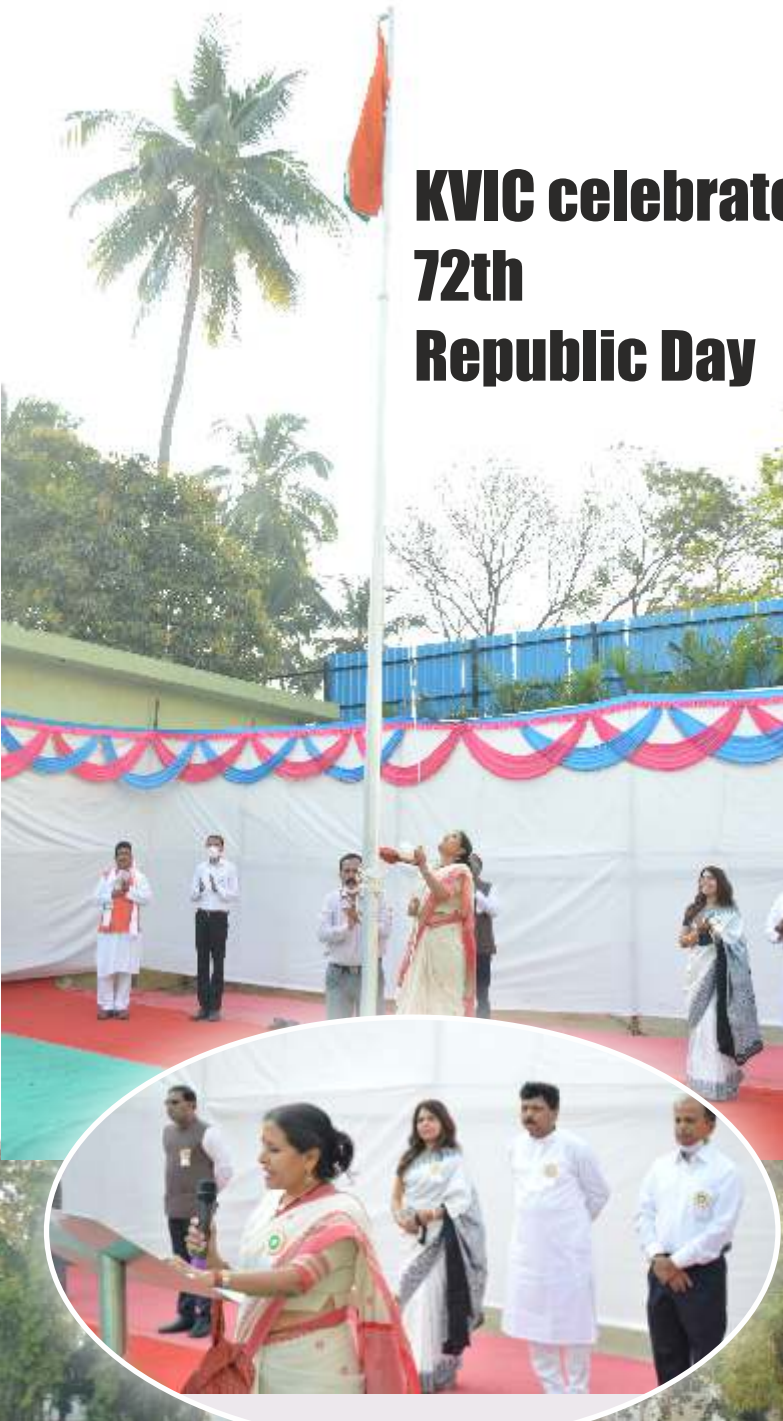
4. The ekhadiindia.com website is at par with any other modern technology rich ecommerce portal.
5. Portal has also features of bulk orders and direct sellers registration
6. A huge platform for all the stake holders in integration with KVIC/KVIB/PMEGP/SFURTI/MSME/ Entrepreneurs and support to new MSMEs/PMEGP Units under the umbrella of KVIC. Here Institutions/ Units can directly sell/ship products to the customers.
7. Customer care facility, all refund policy.
8. More than 50,000 users can use the Portal at the same time.
9. Social media compatibility.

10. Available in both website and mobile app versions.
11. Digitized Payment ecosystem
12. Has pan India reach across 1.2Bn+ Population of 2400+ Cities /Towns 25600 from 29 States Last Mile Delivery.
13. Launched with a wide range of 1500+ Products across various consumer verticals

Khadi and Village Industries Commission (KVIC) which is one of biggest employment providers in the country and which is bringing to life Prime Minister Narendra Modi's vision of Digital India through its various innovations. KVIC envisages to soon emerge as a new age digital marketplace for weavers, artisans, craftsmen and entrepreneurs working with the Khadi and Village Industries.

KVIC celebrated 72th Republic Day

Mumbai: Khadi and Village Industries Commission on 26 January, 2021 celebrated the 72th Republic Day with patriotic fervor. Ms. Ashima Gupta, IRS, Financial Advisor, KVIC unfurled the national flag in a solemn flag-hoisting function organized at KVIC, H.Q. Mumbai, in presence of Dr. Sanghamitra, CVO, KVIC, Shri Y. K. Baramatikar, Jt. CEO, KVIC and all senior officials and staff. On this auspicious occasion, KVIC paid homage to the constitution of India and its makers. Addressing on the occasion, Financial Advisor, KVIC highlighted the importance of the India's Constitution and its unique features such as Sovereign, Socialist, Secular, Democratic Republic enshrined in the preamble of the constitution. She also threw light on the various Flagship programmes and its accomplishments achieved by the KVIC under the guidance of Hon'ble MSME Minister & the leadership of Hon'ble Chairman, KVIC. She motivated the employees for bringing more laurels to the organization which was started with the objective to touch the lives of the poorest of the poor in the social economic strata of the society. After the clarion call of Honorable Prime Minister Shri Narendra Modi to Aatmnirbhar Bharat and Vocal for Local, KVIC has initiated various Khadi and Village Industries programmes to give impetus to local industries, she said. The speech was followed by the National Anthem. Senior officials and staffs of the KVIC attended the flag hoisting ceremony by following the necessary guidelines issued by MHA for safety during Covid 19 epidemic.





MDTC ,Thrissur



ZO, SO & MDTC, KVIC, Bangalore

SO, J&K



CSP,Trichur



PMTC Pampore



Deharadun



Jaipur



DO Madurai.

Distribution of potter wheels and certificates at Mahbubnagar



On 7th January:
Distribution of potter wheels and certificates at Narayanpet districts under kumbhar sashaktikaran programme where in district Collector, kummarisangam. Shri V.C. Lal State Director, Telangana attended the programme.

KVIC has begun training of 1st batch of budding entrepreneurs on making Khadi Prakritik paint



Emulsion Paint



Distemper Paint



KVIC has begun training of 1st batch of budding entrepreneurs on making Khadi Prakritik paint from cow dung. This innovative technology will help in realizing Hon'ble PM's dream of job in every hand & shape the future of resurgent India

Footwear training Certificate Distribution inaugurated



A Footwear training centre with collaboration of CFTI and KVIC inaugurated on 17.09.2020 with the duration of two months with intake capacity of 20 candidates and completed on 25.11.2020. Certificates were distributed to the participants on 19.01.2021 by Shri D.S.Bhati, Director, KVIC, Varanasi alongwith Shri Gulam Husain, Technical Expert, PMEGP. Director, motivated the Candidates to establish their own unit to become self sustain and provide employment to others.



WORKSHOPS



GNMDTC, Khadi Village Industries Commission Dahanu has started a 6-month scholarship (Stipend) course for 20 students in rural engineering, 20 students in carpentry and 10 students in other small scale industries. The courses were inaugurated by Additional District Officer Palghar, Maharashtra.



WORKSHOPS



making artisans are associated with the dye making in the area. About 200 artisans participated in this workshop.

WORKSHOP



A workshop was organised by GNMDTC Khadi Village Industries Commission Dahanu at Chinchdi, Dahanu in Palghar District. Member of Parliament, District Officer, Palghar graced the inaugural programme.

The workshop was organised to inform about the PMEGP PEP KRDP and other schemes, especially with the artisans of dye making. The dye making is done only in Chichdi area of Dahanu. Around 5000 dye



Another workshop was conducted at Agar, Koshbad and Kankarad Village, in Dahanu by GNMDTC, KVIC . 250 artisans participated in this workshop .



An awareness program was conducted by GNMDTC KVIC Dahanu at Government Middle Ashram School at Khambale District Palghar where detailed information about KVI schemes was shared during the programme.

SLMC meeting under PMEGP of UP State is organized

State Level Monitoring Committee (SLMC) Meeting under PMEGP of UP State was organized on 08.01.2021 at Lucknow to accelerate the implementation of PMEGP scheme in the State. Meeting was chaired by Dr. Navneet Sehgal, IAS, Additional Chief Secretary, Govt. of UP. All local heads of the Public Sector Banks and Chairman of Regional Rural Banks working in UP, Dy. GM, SLBC, State Director, KVIC, Lucknow, Divisional Director, KVIC, Gorakhpur, Joint Commissioner (Industries) & Dy. CEO (PMEGP), UPKVIB participated in the SLMC meeting.



participating in the meeting assured to achieve 100% of the target allocated to UP State under PMEGP for the year 2020-21 by February, 2021.

After detailed deliberations, the Bankers

Swachhta Pakhwara at S.O. Deharadun

A Virtual Seminar on New Technologies was organized on 11th January, 2021 during Swachhta Pakhwara at

State Office Khadi and Village Industries Commission, Dehradun. During the seminar, Shri. Naveen, Kumar Sadana, Senior Manager, West



Warriors Society, Dehradun and Shri Ajit Tiwari, Project Manager, Feedback Foundation Charitable Trust, Gurgaon informed about waste management. On this occasion, Dy. Director-in-charge Shri Ram Narayan and other officers and employee participated in seminar.

Press Coverage

Modi hails NE's century-old tradition of paper-making

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Guwahati: In his monthly 'Mann ki Baat', Prime Minister Narendra Modi on Sunday highlighted the revival of 'Mon Shugu' — the thousand-year-old traditional, handmade paper of Arunachal Pradesh—used in Buddhist monasteries for religious scriptures.

In his radio programme, Modi said: "For centuries, a type of paper called 'Mon Shugu' is made in this hilly region (Tawang) in Arunachal Pradesh. The locals make this paper from the bark of a tree named Shugu Sheng, hence trees do not have to be cut. Besides, no chemical is used in the making of this paper. Therefore, it is safe for the environment and health too."

He further said: "There was a time when this paper was exported, but with modern techniques, a large amount of paper started getting made and this local art was pushed to the brink of closure. Now, a local social worker, Maling Gombu, has made an effort to rejuvenate this art. This is also giving employment to tribal brothers and sisters there."

Tawang-based advocate and social worker Gombu (47), who had written to the Khadi and Village Industries Commission (KVIC) regarding the dying paper-making craft of the state, said: "I am extremely proud and honoured that the PM mentioned our small but important 'Mon Shugu' in his address."



impaired persons, Braille signages have been provided at entry points of FOB railings, major station offices, waiting rooms, lifts, water huts at CSMT railway station. Braille map of CSMT station

to find out information and location of various facilities at CSMT station.

This is an initiative with Yatra For Business, the corporate business arm of Yatra Online Pvt Ltd., in association with Anuprayaas.

KVIC celebrated 72nd Republic Day

Mumbai: Khadi and Village Industries Commission on 26 January, 2021 celebrated the 72nd Republic Day with patriotic fervor. Ashima Gupta, IRS, Financial Advisor, KVIC unfurled the national flag in a solemn flag-hoisting function organized at KVIC, H.Q. Mumbai, in presence of Dr. Sanghamitra, CVO, KVIC, Y. K. Baramatikar, Jt. CEO, KVIC and all senior officials and staff. On this auspicious occasion, KVIC paid homage to the constitution of India and its makers.

Addressing on the occasion, Financial Advisor, KVIC highlighted the importance of the India's Constitution and its unique features such as Sovereign, Socialist, Secular, Democratic Republic enshrined in the preamble of the constitution. She also threw light on the various Flagship programmes and its accomplishments achieved by the KVIC under the guidance of Hon'ble MSME Minister & the leadership of Hon'ble Chairman, KVIC. She motivated the employees for bringing more laurels to the organization which was started with the objective to touch the



lives of the poorest of the poor in the socioeconomic strata of the society. After the clarion call of Honorable Prime Minister Narendra Modi to Aatmnirbhar Bharat and Vocal for Local,

KVIC has initiated various Khadi and Village Industries programmes to give impetus to local industries, she said. The speech was followed by the National Anthem. Senior officials and staffs of the KVIC attended the flag hoisting ceremony by following the necessary guidelines issued by MHA for safety during Covid 19 epidemic.

Press Coverage

खादी, अगरबत्ती, मधु व अन्य स्थानीय उत्पादों को बढ़ावा दे रहा खादी कमीशन : सक्सेना

उपलब्ध हो रहे रोजगार के अवसर
 मुंबाहाटी : भारत सरकार के अखिल खादी एवं ग्रामोद्योग कमीशन (केवीआईसी) देश के ग्रामीणों को रोजगार के साथ ही खादी, अगरबत्ती, मधु व अन्य स्थानीय उत्पादों को बढ़ावा देने के लिए निम्नानुसार के रूप में काम कर रही है। देशभर के ग्रामीण अंचलों में स्थानीय प्रतिभाओं को उद्योग करने के लिए यह मंत्रालय हमेशा ही प्रयासरत है। इसके लिए खादी कार्यक्रम, गांव उद्योग कार्यक्रम, प्रधानमंत्री रोजगार सृजन प्रोग्राम (जीएमईजीपी), स्कुल कार्यक्रम/ क्लस्टर, ईवी मिशन, कुम्हार सशक्तिकरण योजना के साथ ही अन्य कई योजनाओं पर काम कर रही है। जहाँ कहीं



राज्य के अखिल केवीआईसी के अध्यक्ष विनय कुमार सक्सेना का। उन्होंने बताया कि पहले एप्रिल में उद्योग फोकस नहीं था, परन्तु प्रधानमंत्री नरेंद्र मोदी अखिल भारत पर पूरा ध्यान केंद्रित कर रहे हैं। राज्य में युवाओं के लिए रोजगार सृजन के साथ ही खादी, अगरबत्ती, मधु के साथ ही अन्य क्षेत्र में विकास पर पूरा जोर दे रहे हैं। उन्होंने बताया कि इस वर्ष 2019-20 में पूंजीगत में 30 व भारत में 2547 खादी संस्थान हैं। खादी से पूर्वोत्तर में

2324.24 करोड़ रुपय का उत्पाद हुआ। पूर्वोत्तर में 89.25 करोड़ का पूंजीगत में 4211.26 करोड़ को लिए हुए। इसके साथ ही इस उद्योग पोर्टल में 0.06 लाख तथा पूंजीगत में 4.97 लाख रोजगार सृजन हुए हैं। कोयंबा जिले में खादी व मिश्रण, मधु, अगरबत्ती, मधु, खादी वर्ष 2001 से 2013 तक का औसत 12 लाख, वर्ष 2013-14 में प्रतिशत कम हो गया। जगत के रूप में खादी का योग 29 प्रतिशत बढ़ा है, जो सृजन कर रहा है। साथ ही सक्सेना ने कहा कि खादी के साथ ही बाय कोस्टी रेशम व मधुप्रधान उद्योग को दे रही है। श्रीके पर कमीशन पूर्वोत्तर क्षेत्र के प्रधानी उप कार्यकारी अधिकारी डॉ. सुधीर के साथ अन्य अधिकारियों के साथ मिलकर

नया ई-कॉमर्स पोर्टल लॉन्च

खादी आयोग ऑनलाइन



नवभारत न्यूज नेटवर्क
मुंबई. प्रधानमंत्री के 'वोकल फॉर लोकल' आह्वान के तहत स्वदेशी उत्पादों की बिक्री को बढ़ावा देने के लिए खादी एवं ग्रामोद्योग आयोग (केवीआईसी) ने नया ई-कॉमर्स पोर्टल ekhadiindia.com का अनावरण किया है. इस पोर्टल पर 500 से अधिक किस्मों के 50 हजार से अधिक स्थानीय स्तर पर बनाए गए खादी व ग्रामोद्योग उत्पादों की विभिन्न श्रेणियों को प्रदर्शित किया गया है.

केंद्रीय एमएसएमई सचिव ए.के. शर्मा ने पोर्टल के शुभारंभ पर कहा कि हमारे बुनकरों, कारीगरों, शिल्पकारों और किसानों के हित हमेशा हमारी सर्वोच्च प्राथमिकता रहे हैं. उनके द्वारा बनाए गए पर्यावरण के अनुकूल और प्रामाणिक खादी और पारंपरिक ग्रामोद्योग उत्पाद हमेशा भारतीयों के दिल के करीब बने हुए हैं. अब, वे उत्पाद केवल एक क्लिक दूर हैं. यह पोर्टल ग्राहकों की जरूरतों को पूरा करेगा और उनके दरवाजे पर उत्पादों की आपूर्ति करेगा.

उत्पादों की लगातार बढ़ती मांग

केवीआईसी के चेयरमैन विनय कुमार सक्सेना ने कहा कि पोर्टल ग्रामीण अर्थव्यवस्था को बढ़ावा देने और उन्हें आत्मनिर्भर बनाने के लिये अपनी तरह का पहला सरकारी ऑनलाइन शॉपिंग प्लेटफॉर्म है. पिछले कुछ वर्षों में खादी और ग्रामोद्योग उत्पादों की मांग में लगातार वृद्धि हुई है. सिर्फ 2018-19 में ही 25% की वृद्धि देखी गयी है.

इस कदम का मुख्य उद्देश्य प्राकृतिक खादी उत्पादों को नयी पीढ़ी के उपभोक्ताओं तक आसानी से पहुंचाना है. इन उत्पादों में उत्पाद परिधान, किराने, सौंदर्य प्रसाधन, घर सजावट, स्वास्थ्य और कल्याण उत्पादों, आवश्यक और उपहार से लेकर हैं. केवीआईसी के प्रामाणिक खादी व्यापार विहन उत्पाद केवल इस पोर्टल के माध्यम से उपलब्ध होंगे.

Using the monpa, 134.13 MT of coastal cement cargo was handled at shallow water berths, surpassing the earlier highest of 113.560 MT in the month of February 2019.

thereby providing more safety during handling larger ships. Also during the month, JNPT launched Continuous Ambient Air Quality Monitoring Station (CAAQMS) at the installation of port 22.

—Dir. JNPT-SEZ is expected to generate Rs 4,000 Crores of investments and create direct employment opportunity for 57000 persons.”

People Patronize Monpa Handmade Paper of Tawang after PM's push in Mann ki Baat

The sale of the 1000-years old heritage Monpa handmade paper or "Mon Shugi" is quickly catching pace, thanks to its special mention by Hon'ble Prime Minister in his radio program Mann ki Baat. Khadi and Village Industries Commission, which revived this ancient art at Tawang in Arunachal Pradesh on 25th December 2020, has made Monpa Handmade paper available online through its e-portal www.khadiindia.gov.in.

On the first day of its launch, more than 100 sheets of Monpa Handmade paper were sold. The orders were received from Maharashtra and Uttar Pradesh. The handmade paper, handcrafted by trained local artisans in Tawang, was put to online sale on Sunday

(January 31) after the Prime Minister spoke about this ancient



art. Monpa Handmade Paper is not only supporting environment protection but has also opened

new avenues of income for the local artisans. The handmade paper sheet measuring 24 inch in length and 16 inch in width is priced economically at Rs 50 per sheet.

KVIC Chairman Shri Vinay Kumar Saxena said owing to its religious and cultural significance, Monpa Handmade Paper had great market potential in India and abroad. "On the first day of its online sale, we received orders for over 100 sheets. The Hon'ble Prime Minister's appeal will definitely make this paper popular among people. We will explore new market avenues for Monpa Handmade paper that will strengthen this industry and local artisans in Arunachal Pradesh," Saxena said.

केवीआईसी ने खादी, ग्रामीण उद्योग के उत्पादों के लिए शुरू किया पोर्टल

वैभव न्यूज ■ नई दिल्ली

खादी एवं ग्रामोद्योग आयोग (केवीआईसी) ने एक ई-वाणिज्य पोर्टल ई-खादीइंडिया डॉट कॉम का अनावरण किया है। इस पोर्टल पर 500 से अधिक किस्मों के 50 हजार से अधिक स्थानीय स्तर पर बनाए गए खादी व ग्रामोद्योग उत्पादों की विभिन्न श्रेणियों को प्रदर्शित किया गया है। एमएसएमई सचिव एके शर्मा ने पोर्टल के परीक्षण के शुभारंभ के दौरान कहा कि पोर्टल ग्राहकों की जरूरतों को पूरा करेगा और उन्हें उनके दरवाजे पर उत्पादों की आपूर्ति करेगा। उन्होंने कहा कि इस कदम का मुख्य उद्देश्य प्राकृतिक खादी उत्पादों को नई पीढ़ी के उपभोक्ताओं तक आसानी से पहुंचाना है।

पारिस्थितिकी तंत्र बनाने के लिए हर दिशा में काम आगे बढ़ा रहे हैं। केवीआईसी का ई-वाणिज्य पोर्टल उस दिशा में हमारे लगातार काम का परिणाम है। केवीआईसी के चेयरमैन विनय कुमार सक्सेना ने कहा कि पोर्टल ग्रामीण अर्थव्यवस्था को बढ़ावा देने और उन्हें आत्मनिर्भर बनाने के लिए अपनी तरह का पहला सरकारी ऑनलाइन शॉपिंग प्लेटफॉर्म है। उन्होंने कहा, पिछले कुछ वर्षों में खादी और ग्रामोद्योग उत्पादों की मांग में लगातार वृद्धि हुई है। सिर्फ 2018-19 में ही 25 प्रतिशत की वृद्धि देखी गई है। सक्सेना ने कहा कि इस कदम का मुख्य उद्देश्य प्राकृतिक खादी उत्पादों को नई पीढ़ी के उपभोक्ताओं तक आसानी से पहुंचाना है।



Press Coverage

खादी और ग्रामोद्योग आयोग ने ई-कॉमर्स पोर्टल लॉन्च किया

मुंबई। नववर्ष की पूर्व संध्या पर खादी और ग्रामोद्योग आयोग (केवीआईसी) ने खादी इण्डिया की आधिकारिक ई-कॉमर्स वेबसाइट ekhadiindia.com को शुभारंभ की। वेबसाइट के लॉन्चिंग पर ५०० से ज्यादा विभिन्न श्रेणियों में स्थानीय स्तर पर बनाए गए 50,000 खादी और ग्रामोद्योग उत्पादों उपलब्ध हैं। पोर्टल एक ऐसे पारिस्थितिकी तंत्र के निर्माण को दिशा में एक कदम है जो एमएसएमई को आर्थिक रूप से प्रभावित करने के लक्ष्य को प्राप्त करने में मदद करने में सक्षम बनाता है। प्रामाणिक खादी ट्रेडमार्क उत्पाद देश के 29 राज्यों में अंतिम छोर तक डिस्त्रिब्यू के माध्यम से 2400 से अधिक शहरों, 25600 से अधिक कस्बों की आबादी के

हिस्सा से 1.2 बिलियन से ज्यादा लोगों तक केवल इस पोर्टल के माध्यम से ही उपलब्ध होंगे। पोर्टल के ट्रायल शुभारंभ के दौरान, सूक्ष्म, लघु एवं मध्यम उद्यम (एमएसएमई) मंत्रालय के सचिव ए.के. शर्मा ने उल्लेख किया कि हमारे बुनकरों, कारीगरों, शिल्पकारों और किसानों के हित हमेशा हमारी सर्वोच्च प्राथमिकता रहे हैं। साथ ही, उनके द्वारा बनाए गए पर्यावरण के अनुकूल और प्रामाणिक खादी और पारंपरिक ग्रामोद्योग उत्पाद हमेशा भारतीयों के दिल के करीब बने हुए हैं। यह प्रधान मंत्री के लोकल फॉर लोकल आइटम को प्रोत्साहित करने की ओर एक ठोस कदम है। अब, यह पोर्टल वे उत्पाद केवल एक बिलक में ग्राहकों की जरूरतों को पूरा करेगा और उनके

दरवाजे पर उत्पादों की आपूर्ति करेगा। पिछले कुछ महीनों से, हम कोविड की चुनौतियों को समझने के लिए एक पारिस्थितिकी तंत्र बनाने के लिए हर संभव प्रयास कर रहे हैं। केवीआईसी का ई-कॉमर्स पोर्टल उस दिशा में हमारे लगातार काम का ही परिणाम है। पोर्टल के शुभारंभ समारोह के दौरान केवीआईसी के अध्यक्ष विनय कुमार सक्सेना ने बताया कि ekhadiindia.com ग्रामीण अर्थव्यवस्था को बढ़ावा देने और स्वावलंबी बनने के लिए अपनी तरह का पहला सरकारी ऑनलाइन शॉपिंग प्लेटफॉर्म है। खादी और ग्रामोद्योग उत्पादों की मांग में लगातार वृद्धि हुई है, जिसमें सितंबर 2018-2019 में ही 25 प्रतिशत वृद्धि दर्ज की गई है। यह कदम

नई पीढ़ी के उपभोक्ताओं को मुख्य रूप से प्राकृतिक खादी उत्पादों को आसानी से उपलब्ध कराने के लिए है। वेबसाइट के लॉन्चिंग में विभिन्न प्रकार के खादी और ग्रामोद्योग उत्पादों में आवश्यक और उपहार उत्पादों से लेकर परिधान, प्रॉसेरी, सौंदर्य प्रसाधन, घर सजावट, स्वास्थ्य एवं निरोग उत्पाद आदि शामिल हैं। प्राकृतिक उत्पादों की ओर, विशेषकर नई पीढ़ी के उपभोक्ताओं में बढ़ते बदलाव को देखते हुए, केवीआईसी भारत के दिग्गज ब्रांड खादी को फिर से स्थापित करने के लिए तैयार है। यह पोर्टल उन युवा वर्ग की मांग को भी पूरा करता है, जो ऑनलाइन खरीदारी को ऑफलाइन खरीदारी से अधिक पसंद करते हैं।



योजना मिलावट देण्यासाठी
 'आयसीआयसीआय पुणे'ला प्रल लाईफ इन्शुरन्स कंपनीची प्राणीदारी केली आहे. एच. स्मॉल फायनान्स बँक ही शेड्यूल्ड बँकिंग नियमों के अंतर्गत देशभर आपली ब्रिचरफ यंत्रणा बेगाने बाइब्रीत आहे. ग्राहकांना स्वतःला व आपल्या कुटुंबीयाना आर्थिक सुरक्षा मिळविण्यात व आर्थिक उद्विष्टे साध्य करण्यात ही उत्पादने मदत करतील.

घरवसत्या खरेदी करा खादीची उत्पादने
 खादी आणि ग्रामोद्योग आयोगाने खादी इंडिया डॉट कॉम या वेबसाइटची आणि मोबाईल ॲपची सुरुवात केली आहे. या वेबसाइटवर ५०० हून अधिक श्रेणीचे स्थानिक स्तरावर तयार केलेले ५० हजारहून अधिक उत्पादने आहेत. यामुळे सूक्ष्म, लघु आणि मध्यम उद्योजकांच्या उत्पादनांना व्यासपीठ मिळणार आहे. खेवळी सूक्ष्म, लघु आणि मध्यम उद्योग मंत्रालयाचे सचिव ए.के. शर्मा, केवीआईसीचे अध्यक्ष विनय कुमार आदी उपस्थित होते. ग्राहकांसाठी कस्टमर केयर, रिफंड पॉलिसी अशी सुविधा देण्यात आली आहे.

खादी और ग्रामोद्योग आयोग ने ई-कॉमर्स पोर्टल लॉन्च किया

मुंबई। नववर्ष की पूर्व संध्या पर खादी और ग्रामोद्योग आयोग (केवीआईसी) ने खादी इण्डिया की आधिकारिक ई-कॉमर्स वेबसाइट ekhadiindia.com को शुभारंभ की। वेबसाइट के लॉन्चिंग पर ५०० से ज्यादा विभिन्न श्रेणियों में स्थानीय स्तर पर बनाए गए 50,000 खादी और ग्रामोद्योग उत्पादों उपलब्ध हैं। पोर्टल एक ऐसे पारिस्थितिकी तंत्र के निर्माण को दिशा में एक कदम है जो एमएसएमई को आर्थिक रूप से प्रभावित करने के लक्ष्य को प्राप्त करने में मदद करने में सक्षम बनाता है। प्रामाणिक खादी ट्रेडमार्क उत्पाद देश के 29 राज्यों में अंतिम छोर तक डिस्त्रिब्यू के माध्यम से 2400 से अधिक शहरों, 25600 से अधिक कस्बों की आबादी के हिस्सा से 1.2 बिलियन से ज्यादा लोगों तक केवल इस पोर्टल के माध्यम से ही उपलब्ध होंगे। पोर्टल के ट्रायल शुभारंभ के दौरान, सूक्ष्म, लघु एवं मध्यम उद्यम (एमएसएमई) मंत्रालय के सचिव ए.के. शर्मा ने उल्लेख किया कि हमारे बुनकरों, कारीगरों, शिल्पकारों और किसानों के हित हमेशा हमारी सर्वोच्च प्राथमिकता रहे हैं। साथ ही, उनके द्वारा बनाए गए पर्यावरण के अनुकूल और प्रामाणिक खादी और पारंपरिक ग्रामोद्योग उत्पाद हमेशा भारतीयों के दिल के करीब बने हुए हैं। यह प्रधान मंत्री के लोकल फॉर लोकल आइटम को प्रोत्साहित करने की ओर एक ठोस कदम है। अब, यह पोर्टल वे उत्पाद केवल एक बिलक में ग्राहकों की जरूरतों को पूरा करेगा और उनके

दरवाजे पर उत्पादों की आपूर्ति करेगा। पिछले कुछ महीनों से, हम कोविड की चुनौतियों को समझने के लिए एक पारिस्थितिकी तंत्र बनाने के लिए हर संभव प्रयास कर रहे हैं। केवीआईसी का ई-कॉमर्स पोर्टल उस दिशा में हमारे लगातार काम का ही परिणाम है। पोर्टल के शुभारंभ समारोह के दौरान केवीआईसी के अध्यक्ष विनय कुमार सक्सेना ने बताया कि ekhadiindia.com ग्रामीण अर्थव्यवस्था को बढ़ावा देने और स्वावलंबी बनने के लिए अपनी तरह का पहला सरकारी ऑनलाइन शॉपिंग प्लेटफॉर्म है। खादी और ग्रामोद्योग उत्पादों की मांग में लगातार वृद्धि हुई है, जिसमें सितंबर 2018-2019 में ही 25 प्रतिशत वृद्धि दर्ज की गई है। यह कदम नई पीढ़ी के उपभोक्ताओं को मुख्य रूप से प्राकृतिक खादी उत्पादों को आसानी से उपलब्ध कराने के लिए है। वेबसाइट के लॉन्चिंग में विभिन्न प्रकार के खादी और ग्रामोद्योग उत्पादों में आवश्यक और उपहार उत्पादों से लेकर परिधान, प्रॉसेरी, सौंदर्य प्रसाधन, घर सजावट, स्वास्थ्य एवं निरोग उत्पाद आदि शामिल हैं। प्राकृतिक उत्पादों की ओर, विशेषकर नई पीढ़ी के उपभोक्ताओं में बढ़ते बदलाव को देखते हुए, केवीआईसी भारत के दिग्गज ब्रांड खादी को फिर से स्थापित करने के लिए तैयार है। यह पोर्टल उन युवा वर्ग की मांग को भी पूरा करता है, जो ऑनलाइन खरीदारी को ऑफलाइन खरीदारी से अधिक पसंद करते हैं।

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