



कामये दुखतमानाम्।
प्राणिनाम् आतिनाशनम्॥

Vol.64

No.06

Jagruti

Mumbai

July 2020

KVIC launches unique project to produce Neera PALMGUR



**Young educated people taking up
beekeeping activities to join Honey Mission**

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

EDITORIAL BOARD

Chairman
Ms. Preeta Verma

Editor
M.Rajan Babu

Sub Editor
Usha Misra

Jr. Sub Editor
Shiv Dayal Kushwaha

Sr. Artist
Sanjay S Somade

Artist
C.S.Punwatkar, Dilip Palkar

Published By:

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

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

I N S I D E

News Update

3 to 20

- Honey Mission Regains Momentum Post Covid-19 Lockdown
- Dr. Sanghmitra Kumre, IRPS, joins as Chief Vigilance Officer
- Amid Pak firing, KVIC Honey Mission picks up pace in J&K
- New jobs, organic products in offing as KVIC taps Indian Palm Industry
- KVIC starts reviving ancient glory of Pokhran potteries
- Sandalwood and Bamboo to spur monetization and self-reliance in India
- KVIC empowered 80 potter's families in Varanasi, the new flag bearers of 'Swadeshi Only'
- National Flag, Khadi Kurta and jackets in KVIC's first 'Swadeshi' supply at CAPF canteens

Social Media and e papers

15-16

Honey Mission Regains Momentum Post Covid-19 Lockdown



2020.05

The Khadi and Village Industries Commission (KVIC) has resumed the “Honey Mission” program post Covid-19 lockdown. The program restarted with distribution of 250 bee boxes in Chullyu village in Arunachal Pradesh on June 3, immediately after the lockdown was lifted on June 1.

The decision to set up an apiary in Chullyu village was taken during the visit of KVIC Chairman Shri Vinai Kumar Saxena to Arunachal Pradesh in February this year. The

KVIC has been reaching out and empowering those regions of the country that have remained untouched and untapped so far. The work was, however, stalled after nationwide lockdown was imposed.

The KVIC distributed bee boxes to 25 villagers who thanked the KVIC for introducing beekeeping in the village as a source of livelihood. With abundance of flora in the state, Arunachal Pradesh has the potential of becoming the hub of high-



Dr.(Mrs.) Sanghmitra, IRPS
Chief Vigilance Officer

Dr. Sanghmitra Kumre, IRPS, joins as Chief Vigilance Officer

Dr. Sanghmitra has assumed charge of CVO/KVIC on 23/6/2020. She is a Civil Servant from IRPS 2002 batch (Indian Railway Personnel Service). She is qualified Medical Doctor (MBBS) who resigned from MS (Obs. & Gynae) to join Civil Services. She has been head of HR & Welfare on Western Railway which has a cadre of almost 1 lakh employee. She has been awarded, General Manager's award for her work in Railways. She has been instrumental in launching many welfare schemes on Western Railway. She was also Secretary of Cultural and Fine Arts Association of Western Railway and got many accolades in that field. She has skill for conducting programmes and has been hosting many official programmes. She has attended advance management training programmes from International Institutes like INSEAD Singapore, ICLIF Malaysia and Jiotong University, China. She is an administrator with versatile personality.

altitude honey which has rich medicinal values and hence, can be sold at a premium price.

Chullyu, a plastic-free village, inhabits the most environment-conscious people. The tribal population in the village wears mostly Khadi and use banana leaves for eating and cups and glasses made up bamboo for drinking purposes. Since there is no use of plastic in the village, it provides a clean pollution-free environment conducive for the working of honeybees and producing high-quality honey.

Chullyu village produces high-quality organic vegetable and fruits crops like pulses, oilseeds, sweet potato, peas, pineapple, peach, plum, almond, litchi, papaya and walnut that would provide abundant pollen and nectar to the honeybees.

KVIC Chairman said Arunachal Pradesh has

the potential of producing large quantity of high-altitude honey which is a great business proposition for the villagers. "The initiative is aligned with Hon'ble Prime Minister Shri Narendra Modi's call for 'self-reliance' by promoting local industries. Beekeeping will not only increase honey production but other products such as bee wax, pollen, propolis, royal jelly, and bee venom are also marketable and can fetch good sum to the villagers without migrating to other cities for jobs," Saxena said. "Increasing the number of bee colonies will ultimately boost the overall agricultural and horticultural products in the region," he added.

Meanwhile, the KVIC has also chalked out plans for distribution of 3000 bee boxes in Uttar Pradesh and Bihar. These include districts like Varanasi, Sitapur, Bulandshahr in Uttar Pradesh and Muzaffarpur, Bhagalpur, East Champaran and Khagaria in Bihar.



Amid Pak firing, KVIC Honey Mission picks up pace in J&K



Notwithstanding the escalating tension and cross-border firing along the Indo-Pak border, the Khadi and Village Industries Commission (KVIC) has resumed its ambitious Honey Mission in Jammu and Kashmir. On Friday, KVIC Chairman distributed 800 bee boxes to villagers along the zero-line in Kathua district in J&K, through video link amid firing from Pakistan. Bee boxes were given to 80 trained farmers from the village in which 15 are women beneficiaries. The distribution of 800 bee boxes in Kathua also marked the restart of KVIC's Honey Mission in J&K after the Covid-19 lockdown. Earlier, the KVIC distributed 250 bee boxes in Chullyu

Village of Arunachal Pradesh on June 3, after the lockdown was lifted on June 1.

Kathua district, which is the entrance to Jammu and Kashmir, has location advantage. The district has varied agro-climatic zones from sub-tropical to temperate which is the main strength to enhance the agriculture activities. Further, a variety of crops from oilseeds like mustard and sunflower to crops of maize and pulses offer ample flora to the honeybees in the region. Further, there is abundance of Khair, Keekar, Eucalyptus and a wide range of herbal and medicinal plantations in the district that support beekeeping.

Villagers who were distributed bee boxes thanked the KVIC for promoting beekeeping in their village. Anita, a beneficiary, said the beekeeping activity would encourage self-employment in the village and also inspire others to take up beekeeping as a good source of livelihood. Another villager, Suresh, said the crops available in the region will produce good quality multi-flora honey. He said most of the honey produced in the district is locally sold and fetches a good sum to the beekeepers.

KVIC Chairman, Shri Vinai Kumar Saxena said self-employment generation in J& K and increasing the income of farmers has been the key focus of the Central government. "The beekeeping initiative in Jammu and Kashmir is aligned with Hon'ble Prime Minister Shri Narendra Modi's call for 'self-reliance' by

producing excellent quality honey including high altitude honey that can be sold at a premium price. Further, products such as bee wax, pollen, propolis, royal jelly, and bee venom are also marketable and hence, a profitable proposition for the locals," Saxena said.

It may be noted that the KVIC has so far distributed 6500 bee boxes in J&K benefitting 650 persons. This includes the world record of distributing 2330 bee boxes on a single day with the support of Indian Army in Kupwara district in 2018, beating its own previous record of distributing 1000 bee boxes to the Mishing tribe in Kaziranga Forest area in Assam the same year. The KVIC has so far distributed 1.33 lakh bee boxes across the country



New jobs, organic products in offing as KVIC taps Indian Palm Industry

The Khadi and Village Industries Commission (KVIC) today rolled out a unique project to produce Neera and Palmgur which has huge potential to create employment in the country. The project that aims at promoting Neera as a substitute to soft drinks while also creating self-employment to Adivasis and traditional trappers was launched on Tuesday at Dahanu in Palghar district of Maharashtra, a state with more than 50 lakh palm trees.

KVIC distributed tool kits for extraction of Neera and making palmgur to 200 local artisans who were given 7 days training by KVIC. A tool kit worth Rs 15,000 comprises food grade stainless steel Kadhai, perforated moulds, canteen burners and other equipment like knives, rope and axes for extraction of Neera. The initiative will provide direct employment to 400 local traditional trappers.

Neera, extracted from the palm trees before sunrise, is a nutrient-rich health drink consumed in many Indian states. However, due to lack of institutionalized market technique, the commercial production and large scale marketing of Neera has not commenced yet. The project has been rolled out on the initiative of Hon'ble Minister of MSME, Shri Nitin Gadkari who is also exploring the feasibility of engaging some big players of the state to start using Neera as soft drinks to make it commercially useful.

There are approximately 10 crore palm trees across the country. Further, a wide range of products like candies, milk chocolates, palm cola, ice-cream and traditional sweets can be produced from Neera if properly marketed. At present palmgur Neera worth Rs 500 crore is traded in the country. The turnover is likely to increase manifold with commercial production of Neera.

The KVIC has prepared a detailed project report on production of Neera and Palmgur (jaggery). It is proposed to start standardize collection, processing and packing of Neera under controlled conditions



so as to prevent it from fermentation. The processed Neera, through cold chain, is intended to reach the B2C supply chain.

“On the lines of coconut water, we are working to promote Neera as a substitute to the soft drinks available in the market. Neera is organic and rich in nutrients and thus a complete health drink. With increasing the production and marketing of Neera, we are trying to establish it as a key vertical of India's village industry,” KVIC Chairman Vinai Saxena said, while distributing tool kits to the artisans via video-conference.

Saxena said the production of Neera has high potential in terms of sale as well as creation of self-employment. “Palm industry can be a major employment generator in India. It is aligned with Hon'ble Prime Minister Shri Narendra Modi's call of self-reliance and vocal for local,” Saxena said.

At the same time, Neera has high export potential as it is also consumed in countries like Sri Lanka, Africa, Malaysia, Indonesia, Thailand, and Myanmar. India has an abundance of palm fields in states like Maharashtra, Gujarat, Goa, Daman & Diu, Dadra and Nagar Haveli, Tamil Nadu, Uttar Pradesh and Bihar that can make India a leading producer of Neera globally.

KVIC starts reviving ancient glory of Pokhran potteries



Seeking to restore the lost glory of the once-most famous pottery of Pokhran, a small town in Jaisalmer district of Rajasthan where India conducted its 1st nuclear test, the Khadi and Village Industries Commission (KVIC) today launched its flagship "Kumhar Sashaktikaran Yojana" in the town. The KVIC on Sunday distributed 80 electric potter wheels to 80 potter families in Pokhran which has a rich heritage in terracotta products. However, the tradition has been dying over several years owing to the government's apathy towards these artists. Pokhran has over 300 potters' families that are engaged with pottery for several decades, but potters started looking for other avenues due to heavy drudgery in the work and no market support.

Apart from the electric wheels, the KVIC also distributed 8 blunger machines in a group of 10 potters, used for mixing the clay which can produce 800 kg clay in just 8 hours. Manually it takes 5 days to prepare 800 kg mud for pottery making. KVIC has created 350 direct employment in the village. All 80 potters who were given 15 days training by KVIC came up with some exquisite pottery. The products ranged from Kulhar to decorative pieces like flower vase, sculptures and interesting traditional utensils like spherical bottles with narrow mouth, Lotas with long spouts, and other spherical utensils used for cooking as well as decorative pieces.

The potters brilliantly depicted the "Swacch Bharat Abhiyan" and "International Yoga Day" – the two

major achievements of the Central Government led by Hon'ble Prime Minister Shri Narendra Modi - through their pottery art. Incidentally, it also coincided with the International Yoga Day being celebrated on Sunday.

After distributing the electric chaak and other equipment through video conference, KVIC Chairman Shri Vinai Kumar Saxena said the exercise is aligned with the Prime Minister's call for "Aatmanirbhar Bharat" and strengthening of potters aimed at creating self-employment while also reviving the dying art of pottery.

"Pokhran was till now only known as the site of nuclear tests but very soon the exquisite pottery will be the new identity of this place. The main objective of Kumhar Sashaktikaran Yojana is to bring back the potters' community to the mainstream. By providing potters with modern equipment and training, we are trying to reconnect them with the society and revive their art," Saxena said.

The KVIC Chairman has also instructed the State Director of KVIC in Rajasthan to facilitate marketing

and sale of the pottery products at Barmer and Jaisalmer railway stations to provide marketing support to potters. "Pokhran is one of the aspirational districts identified by the Niti Ayog. 400 railway stations selling eatables only in earthen/terracotta pots include Jaisalmer and Barmer, the two major railheads in Rajasthan that are closest to Pokhran. The state KVIC unit will facilitate the sale of their pottery at these railway stations given the high tourist footfall in these cities," Saxena said.

Notably, the KVIC has launched Kumhar Sashaktikaran Yojana in several remote areas in states like Rajasthan, Uttar Pradesh, Madhya Pradesh, Himachal Pradesh, Maharashtra, J&K, Haryana, West Bengal, Assam, Gujarat, Tamil Nadu, Odisha, Telangana and Bihar. In Rajasthan, more than a dozen districts including Jaipur, Kota, Jhalawar and Sri Ganganagar have been benefited by the program.

Under the scheme, the KVIC also provides equipment like blunger and pug mills for mixing clay for making pottery products. The machines have eliminated drudgery from the process of pottery making and resulted in higher income of potters by 7 to 8 times.



Sandalwood and Bamboo to spur monetization and self-reliance in India



The Khadi and Village Industries Commission (KVIC) has begun exploring the untapped but highly profitable venture of sandalwood tree and bamboo plantation for generating self-employment and asset creation. Seeking to encourage commercial plantation of sandalwood on private land by farmers, the KVIC has begun a drive with plantation of 500

sandalwood saplings in Nashik in Maharashtra. The saplings, procured from Fragrance and Flavour Development Centre, Kannauj, have been planted over 262 acres of vacant KVIC land in Nashik.

The plantation of the scented wood has also been planned with an eye on creating an asset for the KVIC as it is estimated to fetch between Rs 50 crore to Rs 60 crore in the next 10 years. As per estimates, a mature sandalwood tree sells at Rs 10 lakh to Rs 12 lakh, and hence proves to be a profitable venture for the farmers and tree growers.

Similarly, the KVIC has also planted 500 bamboo trees in Nashik with an eye on boosting the Agarbatti Industry in India. The idea is to spread the plantation of Bambusa Tulda, a bamboo species used for making Agarbatti sticks, outside the North Eastern region so that the raw material for Agarbatti is locally available in other parts of the country. The KVIC is aggressively pushing Agarbatti making as a key activity of village industries that has a great potential for creating local employment.

While India is the 2nd largest producer of bamboo in the world, it has lagged behind in production of sandalwood in the last few decades primarily due to excessive logging and over-exploitation. Plantation of sandalwood trees has high

potential in the export market as well. Sandalwood and its oil has high demand in countries like China, Japan, Taiwan, Australia and the USA. However, there is a short-supply of sandalwood and hence a great opportunity for India to increase sandalwood plantation and occupy the position of a global leader in sandalwood production. Short supply and high demand has also led to a steep rise in sandalwood price.

Bamboo, on the other hand, has a multiplying effect in monetary terms. One bamboo plant naturally produces 10 stems each and gets ready for harvest in three years. Once harvested, it grows quickly for another harvest. One bamboo log sells at an average of Rs 80 to 100 depending on its quality. At this rate, 500 bamboo trees can fetch between Rs 4 lakh to Rs 5 lakh on every harvest.

KVIC Chairman Shri Vinai Kumar Saxena said the

sandalwood and bamboo plantation drive aims at creating large-scale self-employment in the country. He said harvest of sandalwood as well as bamboo comes with good return on maturity.

“The KVIC plans to rope in farmers and unemployed people to take up commercial plantation of sandalwood trees that would not only strengthen them economically but also position India as a leading producer of sandalwood to meet the global demand. Similarly, bamboo plantation will support India's domestic Agarbatti production and create livelihood opportunities for thousands,” Saxena said. Plantation of sandalwood trees and bamboo on vacant land also aims at monetization of the available land resource,” he added.

“As Hon'ble Prime Minister Shri Narendra Modi has put it, if a farmer plants just two sandalwood trees, he will be economically self-dependent to meet the expenses on education of his child and marriage of his daughter,” Saxena said



KVIC empowered 80 potter's families in Varanasi, the new flag bearers of 'Swadeshi Only'



The potters' community in Hon'ble Prime Minister Shri Narendra Modi's constituency, Varanasi, is set to lead the country with "Swadeshi only" products this festive season. The Khadi and Village Industries Commission (KVIC) is training the potters in Varanasi in making earthen lamps, sculptures of deities and other pottery items as part of "Aatmanirbhar Bharat Abhiyan".

On Saturday 27 June, KVIC Chairman Shri Vinai Kumar Saxena distributed 80 electric potter wheels to 80 potters' families belonging from four villages namely Itahradih, Ahauradih, Arjunpur and Chak Sahjangiganj. Each of these villages houses nearly 150 to 200 potter families who have been engaged with pottery-making for many generations. However, due to old techniques of hand driven

Chaaks, drudgery involved in manual clay making and lack of marketing support, they took up alternative sources of livelihood over the years. KVIC has set a target of distributing 1500 potter wheels in Varanasi in the next 3 months. The program was held at Gandhi Ashram, Sewapuri in Varanasi.

The KVIC is also set to distribute 300 electric potter wheels and other equipment to 300 migrant workers' families in Sewapuri in Varanasi who have returned from other states facing economic distress in wake of the Covid-19 lockdown. KVIC has already trained 60 migrant workers' families so far and pottery tool kit will be distributed to 300 families next month. This is estimated to create nearly 1200 jobs for the migrants labourers in Varanasi alone. The exercise aims at creating local jobs for the distressed migrant workers so that they don't need

to migrate to other cities in search of livelihood. Old beneficiaries of Kumhar Sashaktikaran Yojana present on the occasion spoke to the KVIC Chairman via video-conference. Kishan Prajapati, a potter, said he sold nearly 3000 Kulhars every day at the Varanasi Cantt railway station after he received the electric potter wheel from KVIC under Kumhar Sashaktikaran Yojana. Another beneficiary of the scheme, Akshay Kumar Prajapati told that he was able to sell nearly 4000 kulhars and plates in the local Choonna market in Mirzapur district and was financially self-dependent now. Another potter, Dayashankar Prajapati, said he was earning a good livelihood by selling nearly 3500 earthen glasses used for serving milk at Manduadih railway station in Varanasi. Potters said they were earning nearly Rs 20,000 a month by selling earthen pots. Potters in these villages of Varanasi have been specially making earthen magic lamps, traditional lamps (Deeya) and sculptures of Laxmi and Ganesh keeping in view the upcoming festivals of Dussehra and Deepawali. The idea is also to dissuade people

from buying Chinese lights and other articles during the festive season.

The KVIC Chairman said Varanasi is known for its huge potential in the field of pottery making. "Several villages in Varanasi have already been benefitted under the Kumhar Sashaktikaran Yojana. KVIC is soon going to set up a cluster under SFURTI Scheme of the Ministry of MSME in Varanasi. The cluster will facilitate nearly 500 artisans to work together at a well-equipped place," Saxena said. Notably, Varanasi is an aspirational district identified by the Niti Ayog and the KVIC has taken Sewapuri on a priority basis for development of Khadi and village industries activities and encouraging pottery by training the artisans. KVIC has so far distributed over 17,000 electric potter wheels across the country.



National Flag, Khadi Kurta and jackets in KVIC's first 'Swadeshi' supply at CAPF canteens

The Khadi and Village Industries Commission (KVIC) has begun supplying "Swadeshi" goods at the paramilitary forces canteens in Delhi. The KVIC has received orders from five CAPF canteens in Delhi for 13 products including the National Flag, Khadi kurta, cotton jackets, honey and other eatables. The supply of products started as soon the order was received.

The development comes within two weeks after the Ministry of Home Affairs issued an order making it mandatory for CAPF canteens to sell only local products through KVIC. The order comes into effect from June 1.

The supply order received by the KVIC also includes cotton towels, achar, mustard oil, agarbatti, papad, dalia, murabba and amla candy. The KVIC has also received a list of 63 new products like Khadi clothes, woolens, cosmetics like herbal oils, shampoo, soaps, face wash, tea and coffee and others to be supplied at these canteens. The move aims at encouraging local products, empowering farmers and strengthening village industries to make India "aatmanirbhar", as

called upon by the Hon'ble Prime Minister.

KVIC Chairman Shri Vinai Kumar Saxena said this will open new employment avenues for farmers, unemployed youths and lakhs of people already engaged with cottage and village industries. "We have received the order from paramilitary canteens for supplying 13 products. The supply has already started. More products will be made available at these canteens in coming days," Saxena said, adding, the KVIC will be fulfilling the majority of supplies at these stores.

With these supplies, the KVIC will add at least 50 lakh people from the families of over 10 lakh paramilitary personnel to its consumer base. As a goodwill gesture, the KVIC has also immediately decided to supply products to the CAPF canteens at a small margin of 3% only as against the 20% margin in other cases.

Notably, there are 20 master bhandars of these forces across the country with annual turnover of over Rs 1800 crore. The supplies of local products at CAPF canteens will also impact the production and sale of the KVIC.

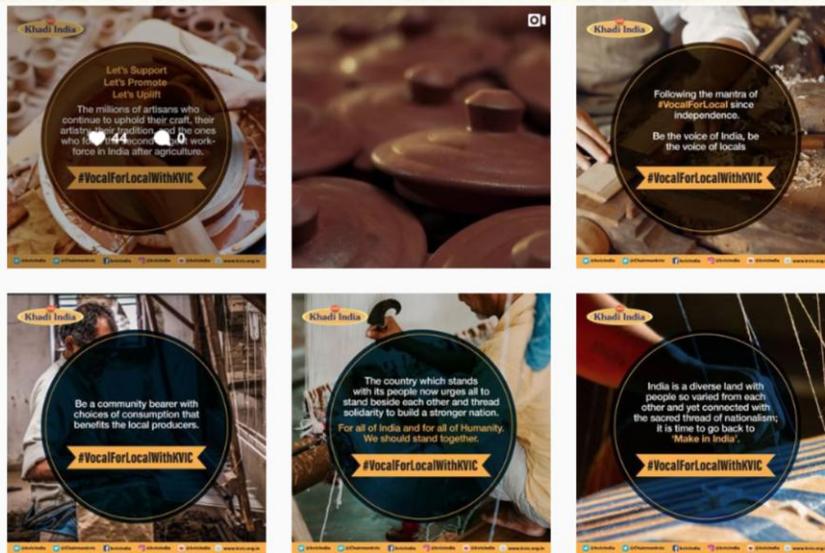


► Social Media Campaigns ◀

◦ Instagram Grid ◦

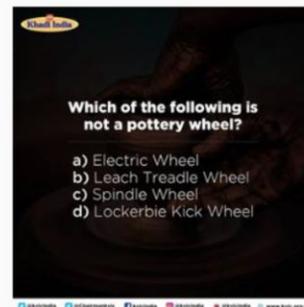
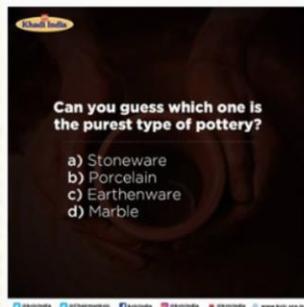
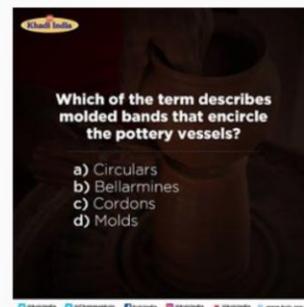
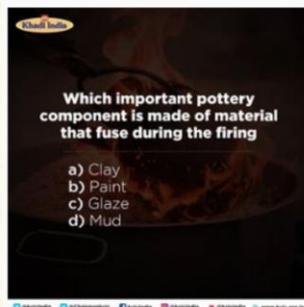
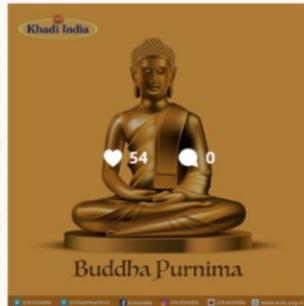


◦ Special Day posts ◦



► Social Media Campaigns ◀

• Posts Series •





खदी व ग्राम उद्योग आयोग
KVIC



सूक्ष्म, सघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of Micro, Small & Medium Enterprises,
Government of India



Love Earth. Love Khadi.

Eco-friendly, handcrafted fabric
and lifestyle products



Khadi and Village Industries Commission
Ministry of Micro, Small & Medium Enterprises, Government of India