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**KVIC Adopts  
Integrated  
Financial  
Management  
System (IFMS)**



**International Yoga Day Celebration in KVIC**

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

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## KVIC Adopts Integrated Financial Management System (IFMS) for effective & uniform financial practices



*10<sup>th</sup> June 2021, Mumbai : Chairman KVIC Shri Vinai Kumar Saxena launched the Integrated Financial Management System (IFMS) and declared it 'Go-Live' across all offices of Khadi and Village Industries Commission (KVIC) here today in the august presence of Ms. Preeta Verma, CEO, KVIC, MS. Ashima Gupta F.A., Ms. Sanghmitra, CVO, KVIC respectively and Umar Ali Shaikh CEO, ATOS-INDIA.*

The Integrated Financial Management System will streamline the processes of Budget, Finance, Accounts and Financial Reporting, create transparency of processes, enable uniform processes, practices & procedures across KVIC offices and ensure better monitoring & control of financial management. KVIC Chairman called launching of the Integrated Financial Management system in KVIC as 'historical' stating that IFMS would not

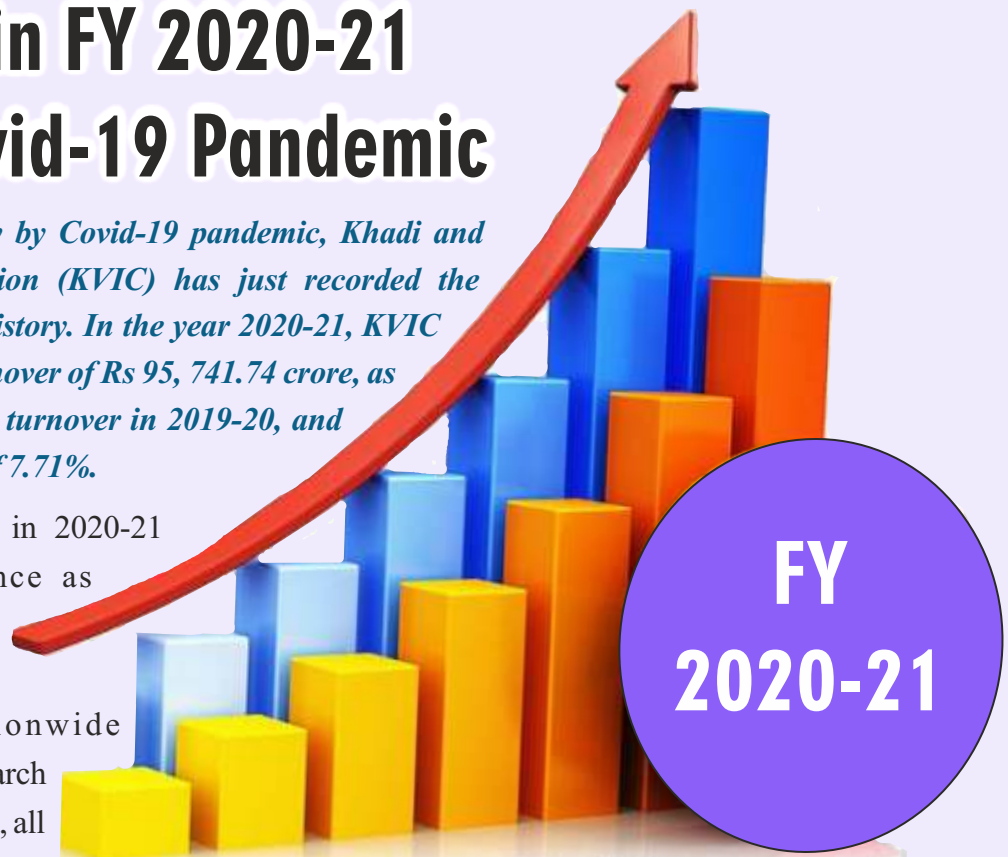
only encourage a direct on line system but also bring transparency and system efficiency at large scale. He said that digitalisation of systems is a key area that Government of India aims at with a vision to transform India into a digitally empowered society and knowledge economy. Shri Saxena further said that since this system is

## KVIC Records Highest Ever Turnover in FY 2020-21 Despite Covid-19 Pandemic

*In a year marred completely by Covid-19 pandemic, Khadi and Village Industries Commission (KVIC) has just recorded the highest ever turnover in its history. In the year 2020-21, KVIC registered a gross annual turnover of Rs 95,741.74 crore, as compared to Rs 88,887 crore turnover in 2019-20, and thus registering an increase of 7.71%.*

KVIC's record performance in 2020-21 assumes great significance as production activities remained suspended for more than three months during the nationwide lockdown announced on March 25 last year. During this period, all Khadi production units and sales outlets too remained closed that severely affected the production and sales. However, KVIC swiftly rose to the Hon'ble Prime Minister's clarion calls for "Aatmanirbhar Bharat" and "Vocal for Local". The innovative marketing ideas of Hon'ble MSME Minister Shri Nitin Gadkari further diversified KVIC's product range, scaled up local production and paved the way for Khadi's successive growth. Compared to the year 2015-16, the overall production in Khadi and Village Industry sectors in 2020-21 has registered a whopping growth of 101% while the gross sales during this period increased by 128.66%.

A host of initiatives like launch of Khadi e-portal, Khadi masks, Khadi footwear, Khadi Prakritik Paint, Khadi hand sanitizers, etc., setting up of a



record number of new PMEGP units, new SFURTI clusters, government's push to "Swadeshi" and KVIC's historic agreements with Paramilitary forces for supply of provisions increased the turnover of village industry sector during the pandemic. Compared to the production of Rs 65,393.40 crore in 2019-20, the production in village industry sector increased to Rs 70,329.67 crore in 2020-21. Similarly, in FY 2020-21, the sales of village industry products stood at Rs 92,214.03 crore as compared to Rs 84,675.29 crore in 2019-20.

The production and sales in the Khadi sector, however, declined by a small margin as spinning and weaving activities across the country took a major hit during the pandemic. The overall

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# Fraud in the Name of “Khadi Prakritik Paint”

## Delhi HC Bars a Unit from Using Brand Name Khadi

*A Ghaziabad-based trader, fraudulently manufacturing and selling counterfeit Khadi Prakritik Paint, has been ordered by the Delhi High Court to stop all such activities immediately. The court noted that the defendant JBMR Enterprises, owned by one Umesh Pal, has indulged in “counterfeiting” by illegally using the “Khadi” brand name and copying the name and packaging of “Khadi Prakritik Paint” in order to mislead the consumers and hamper the “goodwill and reputation” of Khadi.*

Khadi Prakritik Paint is a unique, innovative paint made from cow dung. Developed by Khadi and Village Industries Commission (KVIC), the anti-fungal and anti-bacterial paint was launched by Hon'ble Minister of MSME Shri Nitin Gadkari on 12th January 2021. Ever since its launch, the paint became popular and huge orders came in from all parts of the country.

“The plaintiff (KVIC) has established a prima facie case in its favour... An irreparable loss would be caused to the plaintiff, i.e. KVIC, in case an interim injunction is not granted. Accordingly, till the next date of hearing, the defendant is restrained from manufacturing, advertising or selling products under the trademark Khadi, amounting to infringement thereof,” the bench of Justice Sanjeev Narula ordered.

The court also directed the defendant – JBMR Enterprises – to stop operating its website [www.khadiprakritikpaint.com](http://www.khadiprakritikpaint.com), take down its Facebook account under the tradename “Khadi Prakritik Paint” and suspend its email id [khadiprakritikpaint@gmail.com](mailto:khadiprakritikpaint@gmail.com). The court, which passed the order on 4th June 2021, has directed for compliance of the order within 7 days.

The counsel for KVIC submitted in the court that the defendant JBMR Enterprises was also selling counterfeit “Khadi Prakritik Paint” on third party websites such as IndiaMart and TradeIndia. Further, it was using the official logo of the Ministry of MSME, Government of India, on its website to mislead consumers into believing that JBMR Enterprises was a government affiliate.

“In February 2021, KVIC noticed that counterfeit paints were being manufactured by the defendant under the marks “Khadi Prakritik Paint”, “Prakritik Paint” and “Vedica Prakritik Paint”. Accordingly, on 8th February, a legal notice was sent to the defendant but received no response. On 4th May, 2021, KVIC instituted Uniform Domain Name Dispute Resolution (UDRP) proceedings against the domain name [www.khadiprakritikpaint.com](http://www.khadiprakritikpaint.com),” the petition said. However, the defendant responded saying he took training from KVIC and is taking franchise of Khadi Prakritik Paint.

It is pertinent to mention that KVIC has “not outsourced the manufacturing or marketing of Khadi Prakritik Paint” to any agency.

## Delhi HC Bars Fake Entities

### “Khadi Design Council of India” and “Miss India Khadi Foundation” from Illegally Using Brand Name “Khadi”

**Two private entities – “Khadi Design Council of India” (KDCI) and “Miss India Khadi Foundation” (MIKF) that were fraudulently using the brand name “Khadi” and deceiving people – have been barred by the Delhi High Court from carrying out any “misleading” activities in the name of Khadi.**

The High court said the names of the two entities were “deceptively similar” to the Khadi and Village Industries Commission's (KVIC) trademark “Khadi” and hence, amounted to violation of the trademark “Khadi” owed by KVIC.

A bench headed by Justice Sanjeev Narula directed the defendants – “Khadi Design Council of India”, “Miss India Khadi Foundation” and its self-proclaimed CEO Ankush Anami – to take down all their social media accounts on Instagram, YouTube and Facebook pages under the tradename “Khadi Design Council of India” and “Miss India Khadi”. The court has also ordered taking down infringing content from their websites – [www.missindiskhadi.in](http://www.missindiskhadi.in) and [www.kdci.org](http://www.kdci.org) – and an e-commerce portal [www.paridhaanam.com](http://www.paridhaanam.com) run by Akush Anami – that is analogous to KVIC's e-portal. The court which passed the order on 28 May 2021 has directed for compliance of the order within 7 days.

The court's order came on a petition filed by KVIC alleging that the defendants were planning and advertising two events titled “Miss India Khadi” and “National Khadi Designers Awards,

2019” in Goa from 19th to 22nd December 2020, and thus creating a false impression as if the events are organized by KVIC. Further, the defendant KDCI was duping people by promising “Khadi Certification” to fashion designers and charging Rs 2000 per head in lieu of that. The defendants also claimed to be associated with KVIC's Prime Minister's Employment Generation Program (PMEGP) on their website [www.missindiakhadi.in](http://www.missindiakhadi.in) which contained a hyperlink to the KVIC's PMEGP page.

“The plaintiff (KVIC) has established a prima facie case in its favour... An irreparable loss would be caused to the plaintiff, i.e. KVIC in case an ex-parte interim injunction is not granted. Accordingly, till the next date of hearing, the defendants are restrained manufacturing, advertising or providing any kind of goods or services under the trademark 'KHADI'...Further, the Defendants are directed to take down their Facebook, Instagram and YouTube pages under the mark tradename “Khadi Design Council of India” and “Miss India Khadi” and the infringing content from their websites being '[www.paridhaanam.com](http://www.paridhaanam.com)', '[www.kdci.org](http://www.kdci.org)' and

To facilitate financial assistance to pottery artisans in India

## KVIC executes MoU with RBL Bank



with the objective to promote entrepreneurship under the Shishu Category Units of the Pradhan Mantri Shishu Mudra Scheme, subject to the Potters fulfilling the credit criteria as stipulated by RBL Bank from time to time and the said loan being eligible for a guarantee under the Credit

Guarantee Fund for Micro Units scheme by National Credit Guarantee Trustee Company Limited.

Under this Scheme, the artisans may avail the loan amount of Rs. 20,000/- (Electric Potter's Wheel - Rs. 17,000/- + Working Capital – Rs. 3000/-) through RBL Bank Ltd. under Pradhan Mantri Shishu Mudra Yojana under CGFMU.

An amount of Rs. 2000/- will be collected from the pottery artisans by KVIC (i.e. Rs. 1900/- for training fee and Rs. 100/- for registration fees).

The MoU was signed by Shri Y.K Baramatkar, Jt CEO, KVIC and Shri Rajeev Ahuja, Executive Director, RBL in the august presence of Chairman KVIC Shri Vinai Kumar Saxena, Ms Preeta Verma, C.E.O. KVIC, Ashima Gupta F.A., KVIC and other Dignitaries of KVIC.

To support the timeless heritage craft while also infusing self-sustainability into the sector, in tune with the Prime Minister's aspiration of Aatmanirbhar Bharat, KVIC has designed a scheme called “Strengthening the Potential of India” (SPIN). The twin objectives of the SPIN Scheme are to enhance the income of potters by providing skill development training & modern equipment along with Micro Bank Finance and Giving potters a hand holding support in developing entrepreneurship, to be governed by themselves in the longer run.

In view of this, on 10<sup>th</sup> June 2021, KVIC executed an MoU with RBL Limited for implementation of SPIN Scheme under MBI as a pilot project in the 4 states viz: Bihar, UP, Rajasthan, Jharkhand as pilot project. This MoU is made to facilitate financial assistance to pottery artisans in India by RBL Bank Limited,



## KVIC celebrated International Yoga Day



KVIC celebrated International Yoga Day at H.Q. Mumbai and State and Divisional Offices. Glimpses of Hon'ble Chairman, KVIC Shri Vinai Kumar Saxena at New Delhi Office and Chief Executive Officer, Smt. Preeta Verma in the Central Office, Mumbai, performing Yoga on this occasion.







## Glimpses of International Yoga Day celebration in State/ Divisional Offices, KVIC



Agartala



Jaipur



Bhopal



Madurai



Gorakhpur



Visakhapatnam



Guwahati



Ahmedabad



Dehradun

## Minister, MSME reviews ongoing KVI activities initiatives



**A review meeting on KVI ongoing activities and initiatives held at Udyog Bhavan New Delhi on 22nd June, 2021.**

The Meeting was chaired by Hon'ble Minister of MSME, Shri Nitin Gadkari. Hon'ble MoS, MSME Shri Pratap Chandra Saragi; Secretary, MSME Shri B. B. Swain; Chairman, KVIC Shri Vinai Kumar Saxena, Joint Secretary (ARI) Shri Sudhir Garg; Chief Executive Officer Ms. Preeta Verma and Senior Officials of Ministry and KVIC attended the Meeting.

The Progress on Prkritik Paint and agreement conditions for technology transfer of Prkritik paint was the prime agenda of the meeting .



Centralised Sliver Procurement, Franchisee Fees, Initiatives to promote sales of Khadi Institutions, ISEC and MMDA related issues and way forward were also discussed during this occasion.

Earlier, on 18th June 2021, a senior officer meeting was also held at New Delhi under the Chair of Secretary, MSME through VC. JS(ARI), JS(SME),ADC(PS), ADC (IGT),

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Umar Ali Shaikh C.E.O, ATOS-INDIA on this occasion ensured to make all possible efforts to make this system successful in KVIC functioning.

Earlier, Ms. Ashima Gupta F.A., KVIC expressing her happiness opined that the IFMS system is fully in the interest of the organization.

Now posting of the funds to field offices will be done through IFMS.

This will also serve as an effective interface to the MDA Online Processing and Disbursement System, ISEC Online Processing and Disbursement System, PMEGP e-Portal, Payroll package, Khadi Institutions Management Information System (KIMIS) and PFMS System.

Earlier, Shri Y.K. Baramatkar welcomed the dignitaries present on this occasion. Shri. Rajan Babu , Dy. CEO. IT on this occasion made a presentation on need and functioning of IFMS . Later Ms Geeta varior, Director Accounts proposed the vote of thanks.

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at nascent stage, few hiccups might arise sooner or later but this will definitely give an edge to the KVIC's working. Both the teams will work shoulder to shoulder to set an example for others.

Ms. Preeta Verma, C.E.O. KVIC expressing her self-assurance on the the IFMS system said that IT solutions are the need of the hour and KVIC will try to have best of it. After the initial teething troubles the system is ready to be launch and set example for others. This is a significant initiative in further promoting digitization and the implementation of the integrated financial management system with the partnership of ATOS, she added.

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JS(AFI) and DDG(DPS) attended the meeting .

ATR of respective portfolio were discussed in the meeting by the participants. the pending status of CPGRAMS, VIP/PMO reference, CHAMPIONS portal ,Court Cases were reviewed and all Divisions were directed to clear the pending cases regularly . Secretary

reiterated to start a cost effective success stories campaign on monthly basis capturing the achievements of the Ministry. Documentary series should be rolled out to showcased the heights of schemes, Success stories, process, methodology, efforts made during pandemic time . JS(MSME) told the Chair that E-book of both Hindi and English has been placed the website of Ministry for Vide Publicity

## Newly constructed Khadi Gramodyog Bhawan's godown Inaugurated

Hon'ble Chairman KVIC, Shri Vinai Kumar Saxena inaugurated the newly constructed / renovated Khadi Gramodyog Bhawan's godown, at Gandhi Darshan, Rajghat, N. Delhi on 22nd June 2021. Chief Executive Officer, KVIC Ms. Preeta Verma also marked her presence on the occasion.



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production in the Khadi sector in 2020-21 was recorded at Rs 1904.49 crore as compared to Rs 2292.44 crore in 2019-20, while the overall Khadi sales stood at Rs 3527.71 crore as compared to Rs 4211.26 crore in the previous year.

KVIC Chairman Shri Vinai Kumar Saxena said during the Pandemic people responded enthusiastically to the calls of "Aatmanirbhar Bharat" and "Vocal for Local". "During this period, KVIC's main focus was to create sustainable employment for artisans and unemployed youth. Faced with economic distress, a large number of youths took up self-employment and manufacturing activities under PMEGP which increased the production in the

village industry sector. At the same time, the sales of Khadi and village industry products grew significantly following the Prime Minister's appeal to buy Swadeshi products. This is evident from the fact that Khadi's single-day sale at its flagship store at Connaught Place in New Delhi crossed Rs 1 crore mark four times in October - November last year," Saxena said.



Plantation of saplings at AIRTM, KVIC Nashik on the occasion of World Environment day.

## Beehives distribution at Nayagarh, Odisha

**On 18th June, 2021:** State Office, KVIC, Odisha distributed 100 beehives with bee colonies, iron stands and toolkits under Gramodyog Vikash Yojana of Government of India to 10 members of a women SHG viz. Annapurna Maa Mangala SHG of Nayagarh District, in collaboration with DRDA, Nayagarh, who had identified the beneficiaries. Earlier, KVIC had given 5 days long beekeeping beginners training to the beneficiaries.

The surrounding of the village is filled with natural forest resources conducive for beekeeping. The villagers with the help of these beehives and



colonies will be able to earn a sustainable income by selling honey and bee colonies.

During the distribution program Shri Samir Kumar Mohanty, State Director KVIC; Shri Bichitrnanda Panda, Assistant Director, KVIC; Shri Sanjiv Mohapatra, District Project Manager, OLM; Shri Alok Pradhan, Master Beekeeping Trainer were present.



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KVIC Chairman Shri Vinai Kumar Saxena said it was a clear case of “fraud” to reap undue gains from Khadi's popularity. He cautioned people from falling in such traps and appealed to the consumers to buy any Khadi product from Khadi outlets and Khadi e-portal [www.khadiindia.gov.in](http://www.khadiindia.gov.in) only. “KVIC has not authorized any agency to manufacture or sell Khadi Prakritik Paint. The high court order would deter individuals and firms from illegally using the brand name “Khadi”,” Saxena said, adding KVIC will act strictly against such frauds.

It is pertinent to mention that KVIC, in recent times, has won several cases against violation of its trademark “Khadi”. On May 28 this year, Delhi High Court barred “Khadi Design Council of India” and “Miss India Khadi Foundation” from using “Khadi” brand name. On May 3, an Arbitration Tribunal in Delhi had said that “Khadi” was not a generic name to be used by private individuals or firms while permanently restraining an individual from using the brand name Khadi. In March this year, the Delhi High Court had also restrained a firm from using brand name Khadi and the Charkha symbol to sell its products under the name “TWEARKHADI”.

KVIC in the last few years has acted tough against such violators. So far KVIC has issued legal notices to over 1000 private firms including Fabindia for misusing its brand name and selling products under the name of Khadi. KVIC has sought damages to the tune of Rs 500 crore from Fabindia which is pending before the Mumbai High Court.



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'[www.missindiakhadi.in](http://www.missindiakhadi.in),'” the bench ordered.

KVIC Chairman, Shri Vinai Kumar Saxena welcomed the court order saying this would deter individuals and firms from illegally using brand name “Khadi” and luring people on false promises. “The activities of “Khadi Design Council of India” and “Miss India Khadi” is a clear case of duping people using the name of “Khadi”. These entities have no connection or affiliation with Khadi at all. Those who have been duped, must seek a refund and lodge complaints against these fraud entities,” Saxena said.

It is pertinent to mention that KVIC, in recent times, has won several cases against violation of its trademark “Khadi”. On May 3 this year, an Arbitration Tribunal in Delhi had said that “Khadi” was not a generic name to be used by private individuals or firms while permanently restraining an individual from using the brand name Khadi. In March this year, the Delhi High Court had also restrained a firm from using brand name Khadi and the Charkha symbol to sell its products under the name “TWEARKHADI”.

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SUCCESS STORY

## Women who put North East culture in the entrepreneurial map



A role model for many women of the North east Jasmina Zeliang, an entrepreneur who shaped her future by showcasing the wealth and richness of the Naga Culture and its heirloom, has come a long way from being a card

shop owner to a highly respected entrepreneur around the world. She was first one who interprets traditional designs and motives to modern colors, shapes, sizes and items into everyday utilitarian products. Her ability to attract foreign investors has earned her not just a place but put Naga and the NE culture in the cultural map of the world.

Jasmina Zeliang was born and brought up in Nagaland. She is a proud mother of a 24 and 19 year old sons. She completed her early education from a Catholic school in Nagaland and then move on to study in Shimla, Chandigarh and finally Mumbai.

In 2004, she was awarded the Kamala Devi Award for Craft by the Crafts Council of India. In 2008, she was awarded the Women Entrepreneurship Award by FLO, FICCI, North-East Chapter and in 2014, she received the



coveted Governor's medal for contribution to the field of art and craft. In 2013, she was one of 3 members to represent India for the prestigious International Visiting Leadership Program in Washington. Nagaland's first women entrepreneur, Jasmina Zeliang has been appointed as the president of the Reception – Committee of Indian Handicraft And Gift Fair (IHGF), Delhi Fair Oct'2018, which is one of Asia largest gift and handicraft fair. She was recently re-elected as COA member for North East and a board member of all India Carpet Skill Industry.

On 31<sup>st</sup> July, 2019, An awareness programme under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) sponsored by Ministry of



MSME organized by Naga Women's Welfare Society (NWWS), Dimapur in association with Export promotion Council for handicrafts (EPCH) where Jasmina Zeilang was the Convener EPCH(NER) & Vice – President.

Jasmina Zeliang, started Traditional textile activity with just one weaver has since grown to provide employment and empowerment to more than 500 women all based out of their homes. Today they have trained and worked with artisans not only in Nagaland but also across the region.





## Press Coverage

### Life's lesson: 'Move Like A Butterfly, Sting Like A Bee'

DOMINICK RODRIGUES

Famed boxer Cassius Clay aka Muhammad Ali endorsed the tiny yet mighty bees when he said "Move like a butterfly, but STING LIKE A BEE!" Today they are in the global limelight for their tiny-yet-mighty achievements in giving the environment a helping hand - especially in the spread of verdant forests around the world, which has honoured them with a day of their own.



processing and marketing facilities.

The programme was attended by 31 participants including farmers, officials of Directorate of Agriculture, scientists, subject matter specialists, technical staff of the KVIC, North Goa and the ICAR-CCARI, Goa.

The event also witnessed technical session lectures on 'Scientific Beekeeping for augmenting rural income' by Mrs. Shishira Uttappa, and 'Medicopiculture-Beekeeping through Stingless Bees' by HRC Prabha, Subject Matter Specialist (Plant Protection) - which highlighted bee-keeping business practices, benefits, capital requirements, marketing, networking, branding and access stories of beekeeping, as how to get maximum income Meliponiculture, etc.

Tharapur in Rajasthan has emerged as a major producer of honey over the past few years, with some 3,000 farmers engaged in bee-keeping and apiculture. The mustard flowering season is also the period for honey production in this district, where hundreds of wooden bee-keeping boxes are placed in open patches of land adjoining the fields of marginal farmers - who obtain about 70 per cent of their income from bee-keeping and remaining 30 per cent from agriculture.

However, since 2015-16, a downturn in honey prices due to global overproduction in affording bee-keepers, who are urging

**Two bees unscrewing fanta bottle cap goes viral**

"Busy as a bee" and "buzzing around" are common terms of highlighting spunky activity in the human world. However, nature still has a lot of surprises to reveal to the world - including something common as opening a bottle - and a video of two bees unscrewing a Fanta bottle cap set the internet abuzz recently.

While bees normally search for honey from flowers before buzzing off to their hives to deposit their collection, the viral video of the two bees indulging in this unusual activity - of displaying insect power and intellect - became a huge attraction for viewers across social media platforms who were left awestruck at the tiny stingers' unique feat.

The video clip of this 'bee duo' - which has since been viewed probably millions of times on the internet - was shot by a person who managed to capture the moment when the two tiny bees joined forces to tackle the cap that is bigger than their collective size. While the person filming that video was left stunned by what the 'beesome' activity captured on film, the video going viral on the Internet left netizens gaping in astonishment.

Described as a 'bee evolution', this Bee(utiful) video was reported to have been filmed in São Paulo, Brazil last week, though it went viral on May 26.



the Government to declare a minimum support price (MSP) for honey and also help establish a proper procurement process.

Apiculture is not an easy trade to be engaged in as bee-keepers face problems due to

#### BEE FACTS

All worker bees are female. A bee produces a teaspoon of honey (about 5 grams) in her lifetime. To produce a kilogram of honey, bees fly the equivalent of three times around the world in air miles. The type of flower the bees take their nectar from determines the honey's flavour.

Bees are important to the environment globally because - in the U.S. itself - they have been noticed pollinating approximately 130 agricultural crops comprising fruit, fibre, nut, and vegetable. Bee pollination adds approximately 14 billion dollars annually to improved crop yield and quality.

Bees buzz mainly because they heat their wings 11,600 times in one minute! Only female bees can sting and make bees don't have stingers. Honey bees communicate through a series of dance moves. Bees from a single hive will fly over 50,000 miles to make 1lb of honey and can create 100lbs of honey in a year. Bees can sense the hormone a human gives off when they're scared, and they attack if they feel their hive is threatened. The Honey Bee is the only insect that makes edible food for humans. Each Honey Bee from the same hive has their own specific color identification.

The Ancient Egyptian King Pepsy II came up with a clever insect repellent - by covering a slave completely with honey so they would be attracted to the honey and not him. Eating honey makes one smarter as it has an antioxidant that improves brain functions. Sometimes one often sees bees not moving for a long time and wrongly assume that they are dead. However, such bees are not dead - but are exhausted and in need of sustenance after having flown miles and misadventured their journey back to the hive. Scientists advise mixing a reviving drink for them. The recipe: mix one tablespoon of water with one tablespoon of sugar until dissolved, and then put it on a shallow plate or spoon besides such bees.

earn additional income if they were provided the required training - with infrastructure and market - for extracting bee pollen, bee venom and royal jelly as these three types have medicinal value and command very high prices in the international market. Bee pollen can also be used as a topping for desserts. Meanwhile, the KVIC is focusing its attention on promoting bee-keeping for production of honey - and also deterring the crop-growers farms and villages from raising elephants, who are attracted to the seasonal flowering crops and fruits.

World Bee Day was celebrated in Goa, India as part of the global celebrations on May 20, 2022, even as billions of the tiny, sweet-gold-bearing, busybody insects continued buzzing their way to environmental glory through pollinating forests, augmenting rural human income and - presently - keeping away menacing elephants from destroying farmlands.

Observing World Bee Day acknowledges the role of bees and other pollinators in the ecosystem and the ICAR- Krishi Vigyan Kendra, North Goa and ICAR-Central Coastal Agricultural Research Institute CARL, Goa, celebrated "World Bee Day" on May 20, 2021 through a one-day programme entitled "Augmenting Rural Income: The Beekeeping Way."

The event, which was organised virtually at ICAR-CCARI Goa, witnessed Dr B L Kashinath, Principal Scientist and

Head, KVIC, North Goa, highlighting the training program. Dr Lakshmi Singh, Director, ICAR-ATARI, Pune, Maharashtra was the Chief Guest of the programme.

Detailing the history of World Bee Day celebrations on May 20 yearly since 2018, Dr Parveen Kumar, Director, ICAR-CCARI, Goa, said the United Nations Council accepted the proposal from Slovenia to celebrate 20th May - birth anniversary of the pioneer of beekeeping Anton Janzen from Slovenia - as World Bee Day.

Highlighting the significance of beekeeping in augmenting the income of farmers, Dr Lakshmi Singh, Director, ICAR-ATARI, Pune, Maharashtra, narrated the numerous success stories of beekeeping including "Madh-lashakti" - a start-up project initiated by 100 women in Pune over two years and that has now ventured into FPO with brand-



ing and marketing of honey and earning additional income alongside farming.

Emphasizing that the KVIC showcase beekeeping by having tents on their campus for training and demonstration, Singh also urged for creating network groups of beekeepers and providing them common

## KVIC records highest ever turnover in FY2020-21 despite Coronavirus pandemic

**NEW DELHI:** In a year marred completely by COVID-19 pandemic, Khadi and Village Industries Commission (KVIC) has just recorded the highest ever turnover in its history.

In the year 2020-21, KVIC registered a gross annual turnover of Rs 95,741.74 crore, as compared to Rs 88,887 crore turnover in 2019-20, and thus registering an increase of 7.71 per cent.

KVIC's record performance in 2020-21 assumes great significance as production activities remained suspended for more than three months during the nationwide lockdown announced on March 25 last year. During this period, all Khadi production units and sales outlets too remained closed that severely affected the production and sales.

However, KVIC swiftly rose to the Prime Minister's clar-



ion calls for "Aatmanirbhar Bharat" and "Vocal for Local". The innovative marketing ideas of MSME Minister Nitin Gadkari further diversified KVIC's product range, scaled up local production and paved the way for Khadi's successive growth.

Compared to the year 2015-16, the overall production in Khadi and Village Industry sectors in 2020-21 has registered

a whopping growth of 101 per cent while the gross sales during this period increased by 128.66 per cent. A host of initiatives like launch of Khadi e-portal, Khadi masks, Khadi footwear, Khadi Prakritik Paint, Khadi hand sanitizers, etc., setting up of a record number of new PMEGP units, new SFURTI clusters, government's push to "Swadeshi" and KVIC's historic agreements with

Paramilitary forces for supply of honey increased the turnover of village industry sector during the pandemic. Compared to the production of Rs 65,393.40 crore in 2019-20, the production in village industry sector increased to Rs 70,329.67 crore in 2020-21.

Similarly, in FY 2020-21, the sales of village industry products stood at Rs 92,214.03 crore as compared to Rs 84,675.29 crore in 2019-20.

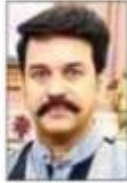
The production and sales in the Khadi sector, however, declined by a small margin as spinning and weaving activities across the country took a major hit during the pandemic. The overall production in the Khadi sector in 2020-21 was recorded at Rs 1904.49 crore as compared to Rs 2292.44 crore in 2019-20, while the overall Khadi sales stood at Rs 3527.71 crore as compared to Rs 4211.26 crore in the previous year.

KVIC Chairman Vinai Kumar Saxena said during the Pandemic people responded enthusiastically to the calls of "Aatmanirbhar Bharat" and "Vocal for Local".

"During this period, KVIC's main focus was to create sustainable employment for artisans and unemployed youth. Faced with economic distress, a large number of youths took up self-employment and manufacturing activities under PMEGP which increased the production in the village industry sector. At the same time, the sales of Khadi and village industry products grew significantly following the Prime Minister's appeal to buy Swadeshi products. This is evident from the fact that Khadi's single-day sale at its flagship store at Connaught Place in New Delhi crossed Rs 1 crore mark four times in October - November last year," Saxena said. **NP05T**

## वोकल फॉर लोकल का असर, कोरोना काल में खादी ग्रामोद्योग आयोग का किया रिकॉर्ड कारोबार : अनुराग

हमौरपुर, 19 जून (कांपिल) : केंद्रीय वित्त एवं कॉर्पोरेट अफेयर्स राज्यमंत्री अनुराग ठाकुर ने कोरोना काल (2020-21) में खादी ग्रामोद्योग आयोग द्वारा रिकॉर्ड



अनुराग ठाकुर

95,741.74 करोड़ रूपए के कुल वार्षिक कारोबार को प्रधानमंत्री नरेंद्र मोदी के वोकल फॉर लोकल मुहिम का असर बताते हुए इससे अर्थव्यवस्था को बल मिलने की बात कही है। अनुराग ठाकुर ने कहा कि पिछले वर्ष कोरोना अपवाद के मुस्किलों भरे वकत में देशी उत्पादों व तकनीकी को बढ़ावा देने खेटे

### खादी आयोग का रिकॉर्ड प्रदर्शन रखता है बहुत महत्व

अनुराग ठाकुर ने कहा कि पिछले साल 25 मार्च, 2020 को पूरे देश में लॉकडाउन को घोषणा के बाद वर्ष 2020-21 में खादी आयोग का रिकॉर्ड प्रदर्शन बहुत महत्व रखता है। इस अवधि के दौरान सभी खादी उत्पादन इकाइयों और बिजने आउटलेट बंद रहे, जिससे उत्पादन और बिजने बुरी तरह प्रभावित हुई। वर्ष 2015-16 की तुलना में 2020-21 में खादी और ग्रामोद्योग क्षेत्रों में कुल उत्पादन में 101 प्रतिशत की भारी वृद्धि दर्ज की गई है, जबकि इस अवधि के दौरान कुल बिजने में 128.66 प्रतिशत की वृद्धि हुई। खादी ई-

पोर्टल, खादी मास्क, खादी फुटवियर, खादी प्राकृतिक पैट और खादी हैंड सैनिटाइजर आदि का शुभारंभ, नई प्रकल्पनशील रोजगार सृजन कार्यक्रम (पीएनईजीपी) इकाइयों की रिकॉर्ड संख्या की स्थापना, नए स्मूटि क्लस्टर, स्वदेशी के लिए सरकार की पहल और खादी आयोग का अधस्तैतिक चलों के सामग्री की आपूर्ति करने के ऐतिहासिक समझौते से मानवता के इस दौर में खादी ग्रामोद्योग के कारोबार में वृद्धि हुई है। मोदी के नेतृत्व में केंद्र सरकार अत्यंत निरंतर प्रयास कर रही है।

कि इसके सकारात्मक परिणाम हमारे सामने आने शुरू हो चुके हैं। प्रधानमंत्री नरेंद्र मोदी की खादी खरीदने की लक्ष्योत्तर अपील के कारण बड़े पैमाने

किया ने 9: सकल य



Khadi and Village Industries Commission (KVIC) has recorded its highest-ever turnover in 2020-21 despite COVID-19 pandemic. Ministry of Micro, Small and Medium Enterprises said that KVIC has registered a gross annual turnover of over 95 thousand seven hundred crore rupees.

The Ministry said that KVIC registered a 7.71 per cent increase as compared to the previous year despite the nationwide lockdown. KVIC Chairman Vinai Kumar Saxena said that during the pandemic people responded enthusiastically to the calls of 'Aatmanirbhar Bharat' and 'Vocal for Local'.

He said that during this period, KVIC's main focus was to create sustainable employment for artisans and unemployed youth. He added that faced with economic distress, a large number of youth took up self-employment and manufacturing activities under Prime Minister's Employment Generation Programme which increased the production in the village industry sector.



## केवीआईसी के ब्रांड नाम 'खादी' के अवैध इस्तेमाल पर लगी रोक

अमर उजाला ब्यूरो



नई दिल्ली। खादी एवं ग्रामोद्योग आयोग (केवीआईसी) के ब्रांड नाम 'खादी' का अवैध इस्तेमाल कर सौंदर्य प्रतियोगिताओं और अन्य व्यावसायिक गतिविधियों के आयोजन पर उच्च न्यायालय ने प्रतिबंध लगा दिया। अदालत ने स्पष्ट किया कि खादी के नाम पर कोई 'भ्रामक' गतिविधि नहीं चलाई जा सकती।

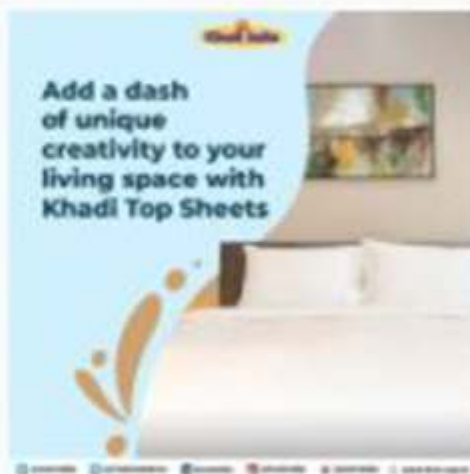
### हाईकोर्ट ने सौंदर्य प्रतियोगिताओं और अन्य व्यावसायिक गतिविधियों पर लगाया प्रतिबंध

इसके स्वयंभू मुख्य कार्यकारी अधिकारी अंकुश अनामी को आदेश दिया कि वे सोशल मीडिया ऐप इंस्टाग्राम, यूट्यूब और फेसबुक पर संस्था के सभी अकाउंट से खादी नाम हटाएं। कोर्ट ने अनामी को दोनों संस्थाओं की वेबसाइट से ऐसी सामग्री भी हटाने के निर्देश दिए, जो केवीआईसी की वेबसाइट से मिलती-जुलती हैं। केडीसीआई पर आरोप है कि वह फैशन डिजाइनरों को खादी प्रमाण-पत्र देने के एवज में उनसे दो हजार रुपये वसूल रहा था। उसने प्रधानमंत्री रोजगार सृजन कार्यक्रम से भी जुड़े होने का दावा किया था।

केवीआईसी ने याचिका में आरोप लगाया था कि नोएडा स्थित खादी डिजाइन कार्टिसिल ऑफ इंडिया (केडीसीआई) और मिस इंडिया खादी फाउंडेशन (एमआईकेएफ) जैसे निजी संस्थानों ने उसके ब्रांड नाम 'खादी' का अवैध रूप से इस्तेमाल कर लोगों को धोखा दिया है। न्यायमूर्ति संजीव नरुला ने एक फंक्शिय आदेश में कहा कि दोनों संस्थाओं के नाम केवीआईसी के ट्रेडमार्क 'खादी' के लिए 'भ्रामक' हैं। इसलिए यह ट्रेडमार्क के उल्लंघन का मामला है। अदालत ने बचाव पक्ष केडीसीआई, एमआईकेएफ और

## KVIC on Social Media

- On Facebook



## KVIC on Social Media

-On Instagram



### • Special Day posts •

