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Azadi Ka  
Amrit Mahotsav

# Jagruti

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**Shri Bhanu Pratap Singh Verma,  
Hon'ble MoS, MSME, Govt. of India reviewed  
KVIC activities in NEZ**



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## MoS, MSME reviewed KVI activities in NEZ



Shri Bhanu Pratap Singh Verma, Hon'ble MoS, MSME, Govt. of India visited KVIC Guwahati and observed the KVIC activities being executed by State Office Guwahati on 27<sup>th</sup> May, 2022.

During his visit Hon'ble MoS reviewed KVI activities and programme in a meeting with Officers' of KVIC and assured for maximum supports to NEZ for expeditious development of the KVI sector.

In his visit, he said, KVI sector has huge potential and it can do miracle. State Office KVIC, Guwahati informed hon'ble Minister the



office is reaching out the remotest village with KVIC's scheme and programs.



**Hon'ble Minister of Women and Child Development (Govt. of India)  
reviewed the achievements of 8 years, under the flagship scheme of PMEGP at Varanasi**



**On 06th June, 2022 : Hon'ble Minister of Women and Child Development (Govt. of India) Smt. Smriti Irani on a two-day visit to Varanasi to review the achievements of 8 years, under the flagship scheme of PMEGP, complimented Smt. Kamalpreet Kaur, a successful woman entrepreneur from Dehradun (Uttarakhand).**



## It is necessary to promote Self employment generation activities through KVIC

- Manoj Kumar



Dehradun, May 18, 2022 : Shri Manoj Kumar, Expert Member, Marketing, Khadi and Village Industries Commission, visited the State Office, Khadi and Village Industries Commission, Dehradun. During the on-site inspection, Shri Manoj Kumar shared his experiences among the KVIC Officials.

On this occasion, hon'ble Memebr, KVIC while promoting self-employment generation activities, emphasis should be placed on stopping migration from the hills. He said that there is a need to make the products accessible to the common people on a large scale made by the State Khadi artisans, weaver and spinners .Expert member, Marketing Shri Manoj also visited head office of the regional Shri Gandhi Ashram, Chandan Nagar, Dehradun, where Shri Manoj Kumar, the expert member, KVIC was welcomed by

Mohan Lal Mishra, Minister of Regional Shri. Gandhi Ashram and office bearers/workers. after that Shri Manoj Kumar had a review meeting with the office bearers, in which he discussed the





modern trends of the present environment. A call was given to get the clothes to designed prepared according to the requirement and desire of young men/women, so that the sales of the regional Shri Gandhi Ashram could be expanded.

Thereafter, the expert member, KVIC reached Village-Khairikala, Near Nirmal Eye Hospital, District-Dehradun and visited a sweets and ready made garment boxes Manufacturing unit set up by Shri Dinesh Kumar Bhatt under A PMEGP Scheme.

During his visit, he suggested to expand the unit by getting second loan under PMEGP scheme, so that more and more products can be produced



with new technology and employment may also be created for more people.

Thereafter, he reached Khadi Store of Regional Shri Gandhi Ashram, Janak Nagar, Saharanpur, Uttar Pradesh, Bharat Mata Mandir, Haridwar, where, respected member was welcomed by Mahatma Singh Yadav, Sanjay Tiwari and Khadi

Store Manager, Akhilesh Rai and workers. , Expert Member (Marketing) Shri Manoj Kumar suggested the manager of Khadi Bhandar to change the design of clothes according to today's demand and display them well in Khadi Bhandar.





## KVIC Celebrated the International Yoga Day

Since 2015, the International Day of Yoga is celebrated worldwide on 21st June every year. The theme for this year's Yoga Day was 'Yoga for Humanity'.



Like every year after the year 2015, this year also Khadi and Village Industries Commission celebrated 21 June as International Yoga Day. On this occasion, Yoga practice programs were organized in all the state/divisional offices located across the country including the Central Office of the Khadi and Village Industries Commission.

In his address, Shri Satynarayan Jt. CEO, KVIC said that this ancient practice provides harmony of body, mind and soul and enables the practitioners to imbibe peace of mind, good health and positive attitude in life and appealed to all to practice Yoga.

Deputy Chief Executive Officer Shri G. Guruprasanna along with the Program

Directors, senior officers and employees participated in the Yoga Abhyas programme under the guidance of a skilled Yoga Guru in the Central Office.





## Yoga Day 2022

**Glimpses of  
8th International Yoga Day  
celebrations from across  
KVIC Field Offices**



At Dehradun



At Bortwali



At Shimla



At Thiruvananthapuram



## CEO, KVIC visited Khadi Institute sales outlet at Shimla,

Ms. Preeti Verma, CEO, KVIC visited Khadi Institute sales outlet at Shimla, Himachal Pradesh on 9th June, 2022 along with Shri Satyanarayan, Jt. CEO and Director, State Office, KVIC, Shimla.



## Yoga Day





## Official language Hindi connects the Country

-Ms.Preeta Verma  
CEO, KVIC

*Two-day 'Rajbhasha Sammelan' organized in Shimla*



*Shimla, June 10, 2022: A two-days Official Language Conference was organized by Khadi and Village Industries Commission (KVIC) under the aegis of State Office, Shimla at Himachal Pradesh Institute of Public Administration (HIPA), Shimla.*

Ms. Preeta Verma, Chief Executive Officer, KVIC inaugurated the National level conference on official language on 10<sup>th</sup> June, 2022. Various aspects related to the implementation of Official Language Hindi and its progressive use in official work was discussed in this two days conference. On the occasion of the inauguration of the conference Ms. Jyoti Rana, Additional Director, HIPA; Shri Satyanarayana, Joint Chief Executive Officer, KVIC; Shri Yogesh Bhamre, State

Director, KVIC, Shimla; Shri Krishan Pal Singh, Deputy Director (Official Language), KVIC Mumbai and various officers and employees of KVIC working on official language across the KVIC field offices were present. During the inaugural function of the conference, CEO, KVIC Ms. Preeta Verma awarded trophies and certificates to the officers and employees of KVIC for excellent implementation of Hindi in their respective offices.



In her key note address, she said that organizing such conference is a powerful mode of co-ordination and communication among the employees.

Reiterating on the implementation of Official Language Hindi, she said Official language Hindi Connects the country. While speaking on implementation of official language, she said that the status of Official Language Hindi in the offices of KVIC is comparatively better. Hindi should be made as simple and easy as possible.

Ms. Jyoti Rana, Additional Director, HIPA said in her statement that work should be done not only for the achievement of the target but also for the promotion of Hindi in day to day working . Hindi language is not only a medium, but it is also a symbol of centuries of civilization. It leaves better and more influence than English.

Speaking on the occasion, Joint Chief Executive Officer, KVIC and Rajbhasha Adhikari, Shri



Satyanarayan threw light on the working of Hindi in KVIC and shared brief information about various topics to be discussed in two-day official language conference.

Earlier, Shri Yogesh Bhamre, Director, KVIC State Office, Shimla.

KVIC organizes Official Language Conference every year at different places in the country, in which participants from various State Offices, Sub Offices and Regional Offices of KVIC participate.

Various sessions were organized in these two

days, during which discussion on compliance of Official Language Rules and Act., Questionnaire of Parliamentary Official Language Committee, review and quarterly report on Official Language, various incentive policies of Government of India related to implementation of Hindi, for smooth use of Hindi. Information about the software and tools to be used was shared.





## KVIC Central Office observed , the MSME Day



KVIC Central Office observed ,the MSME Day under the theme "Resilience and Rebuilding: MSMEs for Sustainable Development. On this occasion students of various technical Institutes were invited to participate in the programme. Shri Rajan Babu , Dy.CEO PMEGP, IT, and Publicity briefed on PMEGP and other schemes of KVIC. Shri S.S.Sil , Dy.CEO. guided the participants on marketing and export aspects of the entrepreneurship.

Mrs Bhagyashree Sathe, Dy. Director







MSME Mumbai guest invitee of the function briefing on the various schemes of Ministry encouraged the youth present on this occasion. Manager SBI,Vile Parle Branch also threw light on banks role in starting an enterprise. Earlier, Director publicity welcomed the participants. Mrs Bhagyashree Sathe, Dy. Director MSME



Mumbai guest invitee of the function briefing on the various schemes of Ministry encouraged the youth present on this occasion. Manager SBI,Vile Parle Branch also threw light on banks role in starting an enterprise. Earlier, Director publicity welcomed the participants.



**Financial  
Advisor, KVIC,  
Ms. Aashima  
Gupta visited  
Udyog Bharti  
Gondal and  
Saurashtra  
Rachnatmak  
Samiti Rajkot  
Khadi Bhavan  
on 2nd and 3rd  
June, 2022.**







Agartala, Tripura



S.O. Dehradun



S.O. Vijayavada on 27th June, 2022



S.O. Shilong



Awareness Programme organized on 28th June, 2022 during MSME Week celebration at Chandigarh.



S.O. Itanagar



Awareness Programme to the officials of KVIC/KVIB/DIC at DO, KVIC, Madurai on 27/06/2022



On 29th June, 2022 on the occasion of MSME Week Celebration: A PowerPoint presentation was given on PMEGP guidelines to Bankers at Collectorate, Thoothukudi .

Divisional Office, Khadi and VI Commission, Hubli has celebrated MSME Week by conducting awareness programme at DO, KVIC Hubli and Deshpande Foundation, Hubli on 29th June'22 and 1st July'22 respectively with a purpose of raising public awareness about the contribution of MSMEs to the socio-economic development of the country and to groom the budding entrepreneurs so as to utilise the skill of future work force for the nation building.





**S.O. Imphal**



**S.O. Guwahati**



**S.O. Dimaapur**



**S.O. Maharashtra**



**At Nanded**



**At Ratnagiri**



**At Solapur**



**At Borivoli**



**At Latur**



# National Flag Exhibition at Varanasi



Divisional Office, KVIC, Varanasi is organizing 10 days (01.06.2022 to 10.06.2022) National Flag Exhibition alongwith other Khadi products in the premises of Banaras Railway Karkhana (BLW) Varanasi on kind request of G.M, BLW, Varanasi. Said exhibition inaugurated on 01.06.2022 by the G.M. BLW, and Director, KVIC, Varanasi. Exhibition is being organised without any financial assistance of KVIC.





## State Office/ MDTC, KVIC Dehradun celebrated Hindi Diwas

State Office of Khadi and Village Industries Commission, Dehradun and Multi-disciplinary Training Centre, Dehradun celebrated Hindi Diwas on 14<sup>th</sup> June, 2022 and resolved to do cent percent official work in Hindi.

The above programs were presided over by the State Director-in-Charge Shri Ram Narayan.

First day program was organized at State

Office, Khadi and Village Industries Commission, Dehradun. The State Director-in-charge, while addressing all the participants, apprised that there should be a progressive increase in the work of official language and its spread 14<sup>th</sup> June, 2022 is being celebrated as Hindi Diwas. Which will be celebrated on 14th of every month.



## 5 days Beekeeping training programme at Dehradun

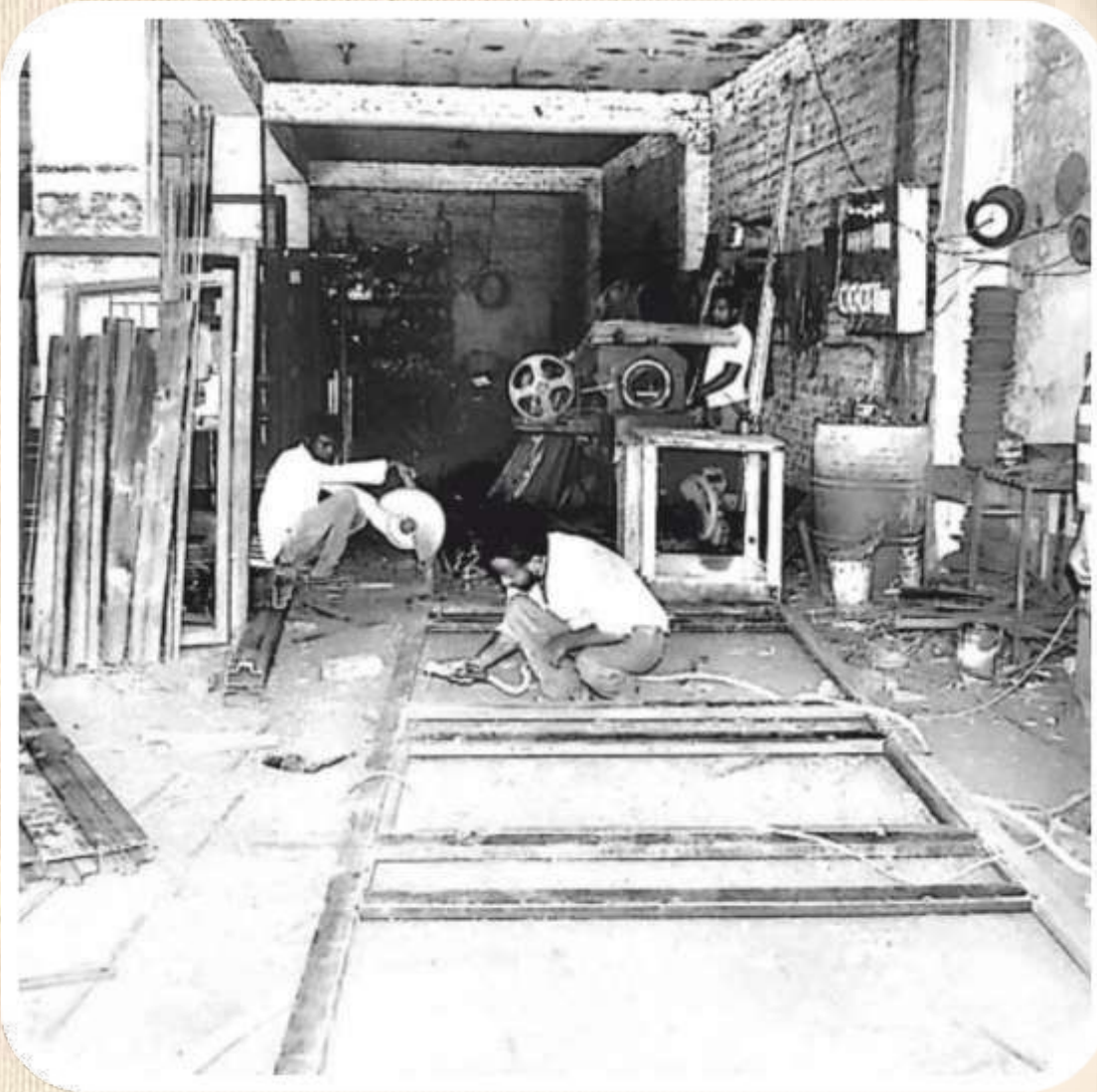
MDTC Dehradun organised a 5 days Beekeeping training programme from 20<sup>th</sup> June 2022 to 24.06.2022. MLA Shri Sahdev Pundir, Major General retired Shri Gulab Singh Rawat and retired Brigadier Shri Rajendra Singh Rawat were chief guest on occasion of valedictory programme of this training.

Shri U S Rawat, Principal MDTC informed participant about the training. Shri JS Malik Nodal Officer PMEGP from State Office, Khadi and Village Industries Commission, Dehradun addressed all the trainees about PMGAP scheme.





# PMEGP SUCCESS STORIES



## RAJESH KUMAR WELDING DREAMS

It is never easy to quit conventional job, no matter how little you earn from it, for the sake of realizing your dream, but Rajesh Kumar did it with the support of his family. “I was working at a private Steel fabrication workshop. The job was

tedious and laborious with very little earnings, so it always frustrated me and one day I decided to quit it, my family supported my decision and told me about schemes of J&K Khadi and Village Industries Board,” Kumar said, adding “I always had a dream to start my own small business and with the help of J & K K V I B I realized it.” At the age of 34, Rajesh

applied for the loan of Rs 25, 00000 for steel fabrication under PMEGP scheme and was accordingly approved in the DLTC meeting. “Before this unit, I used to earn Rs 10, 000 per month, but now I earn 35000 and more, excluding salary of employees,” Rajesh said and expressed gratitude towards J&K KVIB for transforming a labour into an entrepreneur.



## PMEGP SUCCESS STORIES

### AHMED MALIK CLASSIC PLASTICS

#### STRIDE TO SUCCESS

While working as a salesman of hardware products at a meager salary of Rs 8000 per month, 32-year old Feroz Ahmed Malik could have hardly imagined that he would set up his own industry of hardware products so easily. “I always desired to do something which will not only provide me stable earning, but will utilize my expertise, which I gained as a salesman,” said Feroze Ahmed Malik, an owner of Classic Plastic Industry.

Having knowledge of the product as well as market, Feroze Ahmed, on the suggestions of his friend applied for loan under PMEGP Scheme of J&K Khadi and Village Industries Board. “My case was forwarded to DLTF and eventually an amount of Rs 15 lakh was approved in my favour,” said Malik, adding that he earns Rs 50000 per month from this enterprise.

When asked about the inspiration to take on this enterprise, Feroze said there are multiple

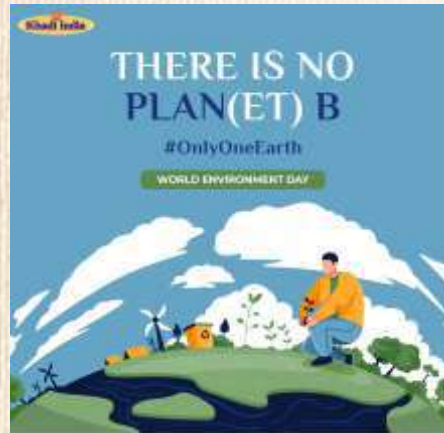


factors behind this choice. “I was working as a salesman for hardware products. Once during a meeting in Delhi, a Kashmiri Pandit inspired me to take on this business. Moreover, I had knowledge of the products,” he said. He added that within no time, his products are in huge demand across the State. “We are dealing with garden pipes, PVC pipes, conduit pipes, SWR pipes and other hardware products. There is a huge demand in the market for our products,



## KVIC On Social Media

-On Facebook and Instagram



Prime Minister's Employment Generation Programme (PMEGP)

**Objective :**

- To create self-employment opportunities and generate employment for rural and unemployed youth

**Key Benefits :**

- Bank Financed subsidy program for setting up new micro-enterprise in non farm sector.
- Margin Money subsidy on Bank Loan ranges from 15% to 35% for projects up to Rs. 50 Lakh in manufacturing and Rs. 20 Lakh in the service sector.

**Scheme applicable for:**

- Any individual above 18 years of age can apply

**How to apply:**

- Visit: [kvconline.gov.in/pmegpportal](http://kvconline.gov.in/pmegpportal)

www.khadiindia.com

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MINISTRY OF SMALL, MEDIUM & MARGINAL ENTERPRISES

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Guess the right Piece

(a)

(b)

(c)

Rose Petaal Soap

www.khadiindia.com

Did You Know?

Since 2016, Women Entrepreneurs have setup nearly 1.26 lakh manufacturing units worth nearly Rs13,000 Cr under Prime Minister's Employment Generation Programme (PMEGP).

www.khadiindia.com





## ECO-FRIENDLY KVI ITEMS

Village industries products are nature's gift to mankind and offer a variety of article for every memorable occasion. Exquisite palmyrah articles, artistically designed pottery presentations, favourite fibre fantasies and carved stoneware are all having utility value of their own.

Whether it is buying or producing those artefacts, it is an experience by itself.

How it is so you can know when you contact.



Visit your nearest **Khadi India sales Outlet**



### **KHADI AND VILLAGE INDUSTRIES COMMISSION**

Ministry of Micro, Small & Medium Enterprises, (Govt. of India)  
Gramodaya, 3, Irla Road, Vile Parle (West), Mumbai-400 056.  
Phone: 022- 26714320, 26716323  
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