



कामये शुच्यतमानाम्।  
प्राणिनाम् आदिनाशनम्॥

## KVIC comes forward to hand-hold local industries



## Local to Global



**Khadi masks to hit foreign markets**



## GO SWADESHI WITH KHADI MASKS

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## VOCAL FOR LOCAL

# KVIC comes forward to hand-hold local industries

The Khadi and Village Industries Commission (KVIC) has geared up to Hon'ble Prime Minister Shri Narendra Modi's call to promote "vocal for local" and further making it "global". A day after the Prime Minister's appeal for encouraging local products, the KVIC issued a slew of guidelines to expedite the implementation of projects under the flagship program PMEGP.

KVIC Chairman, Shri Vinai Kumar Saxena instructed concerned agencies to scrutinize the applications under PMEGP and forward it to banks for disbursement of funds within 26 days. He also instructed to bring down this time frame to 15 days. It will be mandatory for implementing agencies to guide and hand-hold the applicants for formulation of proposals and assist them till sanction of loan. All agencies will follow-up with banks for early sanction of loans.

According to the revised guidelines, the Monitoring Cell at KVIC, Mumbai

will monitor the application process on a daily basis while it will be giving feedback to the implementing agencies every fortnight. The progress report, thereafter, shall be placed for perusal of the CEO and Chairman of KVIC.

Shri Saxena said that the revised guidelines come in wake of the Prime Minister's appeal for encouraging local production. "As the Prime Minister has said, 'self-dependence' is the mantra. Easing out the process under PMEGP will further accelerate the growth of local manufacturing. This will ensure maximum employment generation within a short time frame," Saxena said. He said the transformation of the Khadi and Village Industries from local to global was a case study for other local industries and enterprises. "As the nodal agency, KVIC is committed to hand-hold the upcoming projects under PMEGP," he added.

To boost the local production, it has

## Arvind Kumar Sharma Assumes Charge as Secretary, Ministry of Micro, Small and Medium Enterprises



Shri Arvind Kumar Sharma (IAS) assumed charge as Secretary, Ministry of Micro, Small and Medium

Enterprises on 1st May 2020. Starting the work on war footing, he held important meetings with senior officers to review the work of the Ministry and discussed pressing issues especially in the light of the impact of COVID -19 pandemic. Shri Sharma has emphasized that MSME sector is very crucial for the society and the economy. Laying out his priorities, he has

emphasized that after we have dealt with the urgent situation, we need to work on creating Global Champion companies from MSMEs

Prior to this appointment, Shri Sharma was serving as Additional Secretary, Prime Minister's Office (PMO). He is 1988 batch IAS officer of Gujarat cadre.

Shri Sharma has also worked in the Government of Gujarat at various positions including field and policy level and has extensive experience of handling the portfolios of regulatory and developmental administration, disaster management, Corporate Management, industrial/investment promotion and infrastructure development.

been decided that at least one unit each pertaining to manufacture of N95 masks, ventilators or its accessories, PPE Kits for medical staff, sanitizers/liquid hand wash, thermal scanner and agarbatti and soap will be set up in each district. This will give an impetus to meet the growing demand due to prevailing Covid-19 situation in the country.

According to the revised guidelines, the implementing agencies, at the time of scrutiny, must ensure that the applicant has secured at least 60 marks

out of 100 in the score card. Similarly, technical feasibility like availability of raw material, man power, access to transport and electricity must be examined so as to reduce rejections at the bank level.

Similarly, the implementing agencies shall also under take market study, assess demand of the proposed product, similar projects in the vicinity and the market strategy. The agencies will ensure that the proposal falls under the selected bank's jurisdiction to avoid rejection on that ground.

## Home Minister's big push to Swadeshi; KVIC to provide local products at CAPF canteens across India



**India has taken the first big step towards becoming Aatmanirbhar (self-reliant). Immediately after Hon'ble Prime Minister Shri Narendra Modi's call for encouraging local products, the Hon'ble Home Minister Shri Amit Shah has taken a lead and has made it mandatory for all canteens and stores of paramilitary forces to sell only “Swadeshi” products through Khadi and Village Industries Commission (KVIC). The move will open great employment opportunities for farmers, unemployed youths and lakhs of people already engaged with cottage and village industries.**

An order to this effect has been issued on 15 May 2020 that will come into force from June 1, 2020. Now only the Indian products will be sold through the Central Armed Police Forces (CAPF) canteens which will be procured from KVIC. The decision will also impact the production and sales of KVIC which will be fulfilling the majority of supplies at these stores.

“The Khadi and Village industries Commission with 17 products has been registered with Kendriya Police Kalyan Bhandar (KPKB) Now the Ministry of Home Affairs, Government of India, has decided that only

swadeshi products will be sold through KPKB Bhandars wef 1st June, 2020. In view of the above, all Master Bhandars may place their demands directly to KVIC,” the order read.

KVIC Chairman Shri Vinai Kumar Saxena





lauded the decision of Home Minister Shri Amit Shah saying this would provide a big boost to the cottage and village industries sector apart from the MSMEs units. “This decision will directly benefit lakhs of people engaged with manufacturing of various village industries products. With this order over 10 lakh personnel of the various paramilitary forces will be added to KVIC's 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,” Saxena said.

Notably, there are 20 master bhandars of these forces across the country with annual turnover of over Rs 1800 crore. The KVIC is likely to get major share of the total turnover. At present, KVIC has registered 17 products for the supply to CAPF canteens. These include Khadi National Flag, eatables like honey, pickles, edible oils, agarbatti, papad, amla products and cotton towels etc Further, a list of 63 new products like Khadi clothes, woolens, cosmetics like herbal oils, shampoo, soaps, face wash, tea and coffee and others has been submitted to the CAPF canteens by KVIC to be included in supply list at these stores.



## Vocal for Local...

Atmanirbhar Bharat

### Local to Global: Khadi masks to hit foreign markets

The widely popular Khadi face mask is set to go 'global'. The Khadi and Village Industries Commission (KVIC) will now explore the possibility of exporting the Khadi cotton and silk face masks to foreign countries after the Ministry of Commerce and Industries lifted the ban on export of non-medical/ non-surgical masks of all types. A notification in this regard was issued on May 16 by the Directorate General of Foreign Trade (DGFT).

The move comes days after Hon'ble Prime Minister Shri Narendra Modi's "Local to Global" call in wake of the "Aatmanirbhar Bharat Abhiyan". Keeping in view the huge demand of face masks during the global Covid-19 pandemic, the KVIC has developed double layered and triple-layered Cotton as well as Silk face masks respectively, available in two colors for men and in multiple colors for women.

The KVIC has so far received orders to supply 8 lakh masks and has already supplied

more than 6 lakh masks during Lockdown period. KVIC received orders from the Rashtrapati Bhavan, Prime Minister's Office, Central Government ministries, J&K government and orders through email from general public. Apart from sale, over 7.5 lakh Khadi masks have been distributed free to the District Authorities by Khadi Institutions across the country.

The KVIC plans to supply khadi face masks in countries like Dubai, USA, Mauritius and several European and Middle East countries where Khadi's popularity has significantly grown over the last few



production and ultimately create large scale employment opportunity for artisans in India,” Saxena said. “Face Masks are the most critical tool to fight the Corona Pandemic. These masks prepared from Double Twisted khadi fabric not only meet the quality and scale of demand but are cost effective, breathable, washable, reusable and bio-degradable” Saxena added.

years. KVIC plans to sell Khadi masks in these countries through the Indian embassies.

KVIC Chairman, Shri Vinai Kumar Saxena said the export of Khadi masks is an appropriate example of “Local to Global”. “The popularity of Khadi fabric and other Khadi products has grown significantly across the globe in recent years after the appeal by Hon'ble PM. The export of Khadi masks will lead to spike in

KVIC is specifically using Double Twisted Khadi fabric for manufacturing of these masks as it helps retains moisture content inside, while providing an easy passage for the air to pass through. What makes these masks more special is the hand-spun and hand-woven cotton and Silk fabrics. Cotton acts as a mechanical barrier while Silk is an Electrostatic barrier.





## Firms selling Fake PPE Kits using brand name “Khadi”; KVIC mulls legal action



It has come to the notice of Khadi and Village Industries Commission (KVIC) that certain unscrupulous business firms are manufacturing and selling personal protective equipment (PPE) kits, fraudulently using its registered trademark logo of 'Khadi India'. The KVIC clarifies that it has, so far, not launched any PPE kit in the market.

It has been learnt that the fake PPE kits are being sold under the impression of a Khadi product, which is totally incorrect and misleading. It must be clarified that KVIC specifically uses double-twisted hand-spun, hand-woven Khadi fabric for its products and hence, the kits made of non-woven material like polyester and polypropylene are neither Khadi products nor KVIC-approved products.

KVIC Chairman, Shri Vinai Kumar Saxena said the KVIC has developed its own PPE kit made of Khadi fabric which is at various levels of testing. “So far we have not launched Khadi PPE kits in the market. Selling PPE kits fraudulently in the name of 'Khadi India' is illegal. At the same time, they pose a grave risk to the safety of our doctors, diagnostic and paramedic staff who are dealing with cases of Corona disease on a routine basis,” he said. Shri Saxena said the KVIC was contemplating legal action against such fraudsters.

The fake PPE kits manufactured by one Delhi-based 'Nichia Corporation' was brought to the notice of Deputy CEO, KVIC, Shri Satya Narayana, who informed that KVIC has not yet launched any PPE kit or outsourced it to any private agency

At present, KVIC is only manufacturing and distributing specially designed Khadi face masks that conform to the highest safety standards. KVIC is using double-twisted Khadi fabric for manufacturing of these masks as it helps retain 70% of the moisture content inside. Further, these masks are made of hand-spun and hand-woven Khadi fabric which is breathable, washable and biodegradable.



## Rs 500-cr aid to beekeeping industry will bring Sweet Kranti in India: KVIC



As the Khadi and Village Industries Commission (KVIC) is set to celebrate the “World Bee Day” on May 20, the Rs 500 crore package announced by Hon'ble Finance Minister Smt. Nirmala Sitharaman on Friday for the development of beekeeping industry has come as a complete relief package for the farmers, Adivasi and unemployed youths in India. The Rs 500 crore package, announced with the prime objective of increasing farmers and beekeepers income, will also achieve multiple intermediate goals like increase in honey production, growing India's farm yield by over 35 percent through cross pollination and maintaining the ecological balance. The ultimate goal is realizing the dream of "Sweet Kranti" in India.

After taking over as the Minister of

MSME in May 2019, Hon'ble Shri Nitin Gadkari had desired to achieve the dream of "Sweet Kranti". Credit goes to Shri Gadkari for the financial support that would ensure success of the mission.

With the financial boost, India will figure among the top three honey producing countries in the world soon. At present India, ranks eighth in terms of honey producing countries, China being the largest producer in the world.

KVIC Chairman, Shri Vinai Kumar Saxena said the 'Honey Mission' is aimed at fulfilling Prime Minister Shri Narendra Modi's call for a “Sweet Kranti in the country”. He said the growth of beekeeping industry will enhance the farm produce in the country and ultimately result into increase in the income of farmers and beekeepers. In just less than three years, the KVIC distributed over 1.33 lakh bee Boxes across the length and breadth of the country – from Kashmir in North to Kanyakumari down South and from Sundarbans in East to the Western coast of Maharashtra.

“The beekeeping industry alone covers 5 of the 17 Sustainable Development Goals (SDGs) of United Nations, i.e. livelihood generation, fight against hunger, promoting biodiversity, alleviate hunger and maintaining the ecosystem. Further, increasing the consumption of honey will have



health benefits too as it enhances immunity,” Saxena said. " Apart from direct benefit to farmers, Adivasis, beekeepers, this special allocation will become the perfect launched pad for Sweet Kranti in the country and will open up multiple job opportunities in fields such as manufacturing of Bee Boxes, bee hives tools, rearing of bee colonies and honey Processing units," Saxena further said.

Currently, the honey consumption in India is less than 5 gram per person per year while it varies between 1 kg – 2kg in other countries of the world.

Honey Mission was launched by KVIC with a small budget of Rs 10 crore in 2017-18, and KVIC got an allocation of Rs 49 crores from Ministry of MSME 2018-19. In less than three years, 13,466 Beekeepers have been trained and a whopping 1.33 Lakh Bee boxes have been distributed and they are actively engaged in Honey production.

In June 2018, The KVIC created a world record of distributing 2330 bee boxes, the maximum number of bee-boxes distribution in a single day. This was achieved by the KVIC in Kupwara in Kashmir beating its previous best of

1000 bee boxes distributed to the mishing tribe of Kaziranga forest area, Assam in May 2018.

Beekeeping has larger environmental benefits too. At least 35% of global agriculture land is affected by Pollination.

In recent years, India's honey production has grown. India exported 61,333 MT of Natural Honey to the world worth Rs 732.1 Crore during the year 2018-19. USA, UAE, Saudi Arabia, Morocco and Qatar have been the major importers of India's Honey



# Khadi and Village Industries turnover reaches nearly Rs. 90,000 Crore in 2019-20

The last five years under the leadership of Prime Minister Shri Narendra Modi, has seen the widest acceptance of "brand Khadi" in India. While the production of Khadi, the most eco-friendly product of sustainable development, has more than doubled in the last five years, i.e. since 2015-16; the sale of khadi has gone up by nearly three times during the same period.

Similarly, the Village Industry (VI) sector has also seen a phenomenal growth with production and sale going up by nearly 100 % in the last five years.

Speaking about the KVIC's exemplary performance Union Minister of MSME and Road Transport and Highways Shri Nitin Gadkari has said,

"I complement Khadi and Village Industries of India on achieving impressive growth in since 2015-16 on a sustained basis. This sector does not just add to economic growth but also creates huge employment at the doorstep of villages. We aim and are working on taking this sector to much greater height in times to come under the leadership of our dynamic Prime Minister."

Looking at the performance in the last one year, the turnover of Khadi registered a growth of

31% from Rs. 3215.13 crore in 2018-19, to Rs. 4211.26 crore in 2019-20. The turnover of Village Industries products reached to Rs. 84,675.39 crore in 2019-20, registering a growth of over 19% from the previous year, i.e. 2018-19, which was at Rs. 71,077 crore.

The total Khadi and village industries turnover in the year 2019-20, has reached whopping Rs. 88,887 crore.

KVIC Chairman, Shri Vinai Kumar Saxena attributed Khadi's phenomenal growth to the sustained efforts of Prime Minister Shri Narendra Modi, creative marketing ideas of Minister for MSME, Shri Nitin Gadkari and the active support from various ministries.

"As a result of government's sustained efforts to revive the Khadi industry and the Prime Minister's repeated appeals from various platforms including his radio address "Mann ki Baat", to adopt Khadi as a necessity of daily life, the KVIC has been continuously going up the growth trajectory" Saxena said.

According to figures, the production of Khadi which was pegged at Rs. 1066 crore in 2015-16, shot up to Rs. 2292.44 crore in the year 2019-20, registering an increase of over 115 %. The sale of Khadi, on the other hand, stood even higher. The sale

# KVIC Potters using innovative methods to prevent spread of Corona virus



**11 MAY 2020, Delhi:** At a time when even the smallest bit in the fight against Covid-19 counts and raises hope, scores of KVIC potters in a Rajasthan village are drawing the country's attention with their unique campaign to prevent the spread of Corona virus. Every earthen pot, particularly pitchers, made by these potters in Kishanganj village of Baran district in Rajasthan has a message on ways to fight Corona. The idea is to ensure that the message reaches every household and members of the family come across the message every time they drink water from it.

The potters have printed messages like, "Use Mask", "Stay Home, Stay Safe", "Prevention is Cure" and "Beware of Corona", on the pitchers whose sale has gone up with rise in temperature. This will ensure that every member of a household reads the messages at least 4-5 times a day.

KVIC Chairman Shri Vinai Kumar Saxena lauded the efforts of the potters saying such distinctive way of communicating with masses will leave a great impact in the fight against Corona. He said such a unique campaign will be an inspiration for many others.

It is noteworthy that the potters in Kishanganj village are the beneficiaries of KVIC's Kumhar Sashaktikaran Program, an initiative aimed at strengthening the potters' community across the country. The program has been launched in several remote areas in states like Uttar Pradesh, Madhya Pradesh, Himachal Pradesh, Maharashtra, J&K, Haryana, Rajasthan, 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 benefitted by the program.



“Kumhar Sashaktikaran program has changed the lives of the potters. The main objective of this mission is to bring back the potters' community to mainstream. By providing potters with modern equipment and training, we are trying to reconnect them with the society and revive their art,” Shri Saxena said. The KVIC has so far distributed more than 14,000 electric pottery wheels (chaak) to the potters, he said, adding the program has benefitted nearly 60,000 people so far.

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 7-8 times.

.....Contd.from pg.no.12

of Khadi fabric products increased by 179% from Rs 1510 crore in 2015 -16 to a whopping Rs. 4211.26 crore in 2019-20.

While the Village Industries (VI) products worth Rs. 33,425 crore were produced in 2015-16; production went up by 96 % to Rs. 65,393.40 crore in 2019-20. It also recorded an increase in sale of VI products by nearly 110% from Rs. 40,385 crore in 2015-16 to Rs 84,675.39 crore in 2019-20.

Besides the Khadi apparels, a wide range of village industry products like cosmetics, soaps & shampoos, Ayurvedic medicines, honey, oils, tea, pickles, Papads, hand sanitizers, confectionery,

food items and leather items too has attracted a large number of consumers across the country and abroad. This resulted in increasing the production and sale of village industry products by nearly two times in five years.

Notably, KVIC has also made sustained strides to garner support from various state governments, PSUs like Air India, IOC, ONGC, REC and others, colleges, universities, Indian Railways and Ministry of Health among others. Further, in the village industry sector, KVIC boasts of over 150 products with in-house capacity of excellence in fields like bee-keeping, pottery and bakery.

## Govt Clears "Roadblock" To Fast-Track PMEGP Projects; KVIC To Ensure Swift Execution

01 MAY 2020 , by PIB Delhi: The pace of employment generation in the country is just going to accelerate. In a significant policy decision, the Ministry of Micro, Small and Medium Enterprises (MSME), headed by Union Minister Shri Nitin Gadkari, has done away with the role of District Level Task Force Committee (DLTFC), headed by the Distt. Collectors, in recommending the proposals under the Prime Minister Employment Generation Program (PMEGP), thereby simplifying the entire procedure.

As per the amended guidelines, Khadi and Village Industries Commission (KVIC), the nodal agency for implementing PMEGP scheme, after due diligence, will directly clear the proposals/applications of the prospective entrepreneurs and will forward it to the Banks for taking credit decisions. As of now, the proposals were scrutinized by the DLTFC, that often led to inordinate delays in sanctioning of the projects.

Chairman, KVIC, Shri Vinai Kumar Saxena said a major bottleneck has been removed with the discontinuation of the DLTFC in approving the projects under PMEGP. He thanked Union Minister Shri Gadkari for taking swift action in the interest of the country.

The government's move has come at a time when the employment sector has taken a hit due to nationwide lockdown in the wake of the Corona disease. The amendment in the policy would pave the way for swift implementation of projects and create new employment opportunities in rural and semi urban areas under the PMEGP scheme.

It was noticed that the district Collectors/Magistrates heading the DLTFC were often preoccupied with local administrative issues and hence works pertaining to the approval of PMEGP applications was not on their priority at all. Proposals under the scheme remained pending for several months as the District Collectors failed to convene

monthly meetings on regular basis. Seeking to overcome this hurdle, the Chairman KVIC Shri Saxena wrote to the Union Minister, Shri Nitin Gadkari in April 20 and requested for his immediate intervention.

“We are grateful that the Hon'ble Minister accepted our request and decided to discontinue the role of DLTFC. This will ensure swift and timely implementation of the projects. The government's decision will safeguard the interest of lakhs of people in the country seeking employment opportunities under PMEGP.,” Shri Saxena said.

A notification in this regard was issued by the Ministry of MSME on April 28, 2020, which said the “the competent authority has decided that the role of the DLTFC as constituted under Clause 11.9 of the Scheme guidelines, may be discontinued for recommendation of proposals/applications to the financing banks.”

Significantly, the Ministry has also ordered that “all the PMEGP applications presently pending at DLTFCs level may also be withdrawn by the implementing agencies and forwarded to the banks immediately for taking credit decisions.”

As per the new guidelines, the KVIC after receiving the applications will scrutinize and examine the proposals and the corrected applications will be forwarded to the banks for taking credit decisions. Under the PMEGP scheme, loans up to Rs 25 lakhs are given for manufacturing and service industries, in which 15 to 35% subsidy is provided by the KVIC depending upon

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Year	No. of projects	MM released (Rs.in Crs.)	Employment (Nos.)
2016-17	52,912	1281.00	4,07,840
2017-18	48,398	1312.00	3,87,192
2018-19	73,427	2070.00	5,87,416
2019-20	66,653	1951.00	2,57,816



# Ministry of MSME Launches CHAMPIONS Portal

[www.Champions.gov.in](http://www.Champions.gov.in)

- Based on modern ICT tools the network of control rooms is created in a Hub & Spoke Model.
- Aimed at assisting Indian MSMEs march into big league as National and Global CHAMPIONS.

**12 MAY 2020, Delhi:** In a major initiative Union Ministry of MSME has launched CHAMPIONS portal [www.champions.gov.in](http://www.champions.gov.in) a Technology driven Control Room-Cum-Management Information System. The system utilizing modern ICT tools is aimed at assisting Indian MSMEs march into big league as National and Global CHAMPIONS.

The CHAMPIONS stands here for Creation and Harmonious Application of Modern Processes for Increasing the Output and National Strength. Accordingly, the name of the system is CHAMPIONS.

As the name suggests, the portal is basically for making the smaller units big by solving their grievances, encouraging, supporting, helping and handholding. It is a real one-stop-shop solution of MSME Ministry.

While taking over as Secretary MSME on 30th April evening, Mr. AK Sharma had indicated that an ICT based system would be set up to help the MSMEs in present difficult situation and also to handhold them to become national and international champions. Accordingly, a comprehensive system known as CHAMPIONS was trial launched on 9th May, 2020.

It is a technology packed control room-cum-management information system. In addition to ICT tools including telephone, internet and video conference, the system is enabled by Artificial

Intelligence, Data Analytics and Machine Learning. It is also fully integrated on real time basis with GOI's main grievances portal CPGRAMS and MSME Ministry's own other web based mechanisms. The entire ICT architecture is created in house with the help of NIC in no cost. Similarly, the physical infrastructure is created in one of ministry's dumping rooms in a record time.

As part of the system a network of control rooms is created in a Hub & Spoke Model. The Hub is situated in New Delhi in the Secretary MSME's office. The spokes will be in the States in various offices and institutions of Ministry. As of now, 66 state level control rooms are created as part of the system.

A detailed operating procedure has been issued, officers have been deployed and training has been conducted.

On May 9th, Mr. Sharma did a trial launching of the champions system amidst his officers and staff. On this occasion around 120 locations of the country were connected through video conference.

While trial launching the system, Mr. Sharma said that it is meant for the MSME units and people depending on them. He also said that these units and people need our help badly. We will do everything to help, re-start and rejuvenate them.

## Social media and e papers

**Nirmala Sitharaman** @nsitharaman

Thanks @ChairmanKvic for the breathable and elegant masks which are convenient to use. Hope they are widely available for all.



3:17 PM · May 1, 2020 · Twitter for iPhone

524 Retweets 4K Likes



**Global Prime News**  
Trusted News Worldwide That Enlightens Your World  
The Power Of Journalism at a Click

In the last one year, the turnover of Khadi registered a growth of 31 per cent. **Khadi and Village Industry Commission, KVIC Chairman, Vinai Kumar Saxena** has attributed Khadi's phenomenal growth to the sustained efforts of Prime Minister Narendra Modi.

He said, Prime Minister's repeated appeals from various platforms including his radio address "Mann ki Baat", to adopt Khadi as a necessity of daily life, the KVIC has been continuously going up the growth trajectory.

Mr. Saxena said, in 2018-19, it registered an increase of 31 per cent in the sale of Khadi and over 19 per cent rise in the sale of village industry products despite nationwide lockdown in wake of Covid-19.

The sale of Khadi fabric products increased by 179 per cent from Rs. 1510 crore in 2015 -16 to Rs. 4,211 crore in 2019-20. **ENDS**

Webinar; brings developers associations, channel partners associations, architects engineers associations and allied associations together on a common platform for the first time ever

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Government to implement a scheme for infrastructure development related to Beekeeping; aims to increase income for 2 lakh beekeepers with special thrust on capacity building of women

#AatmaNirbharDesh #AatmanirbharBharat

**Beekeeping initiatives –Rs 500 crores**

- Beekeeping is a livelihood supporting activity for rural areas;
- **Increases yield & quality of crops** through pollination;
- Provides honey and other beehive products like wax.

**Government will implement a scheme for:**

- Infrastructure development related to Integrated Beekeeping Development Centres, Collection, Marketing and Storage Centres, Post Harvest & value Addition facilities etc;
- Implementation of standards & Developing traceability system
- Capacity building with thrust on women;
- Development of quality nucleus stock and bee breeders.

**This will lead to increase in income for 2 lakh beekeepers and quality honey to consumers.**



6 175 327

## APN NEWS

### Khadi & village industries turnover reaches to Rs. 88, 887 crore in 2019-20

Published on May 8, 2020

The total Khadi and village industries turnover in the year 2019-20, has reached to Rs. 88, 887 crore.

In the last one year, the turnover of Khadi registered a growth of 31 per cent. Khadi and Village Industry Commission, KVIC Chairman, Vinai Kumar Saxena has attributed Khadi's phenomenal growth to the sustained efforts of Prime Minister Narendra Modi.

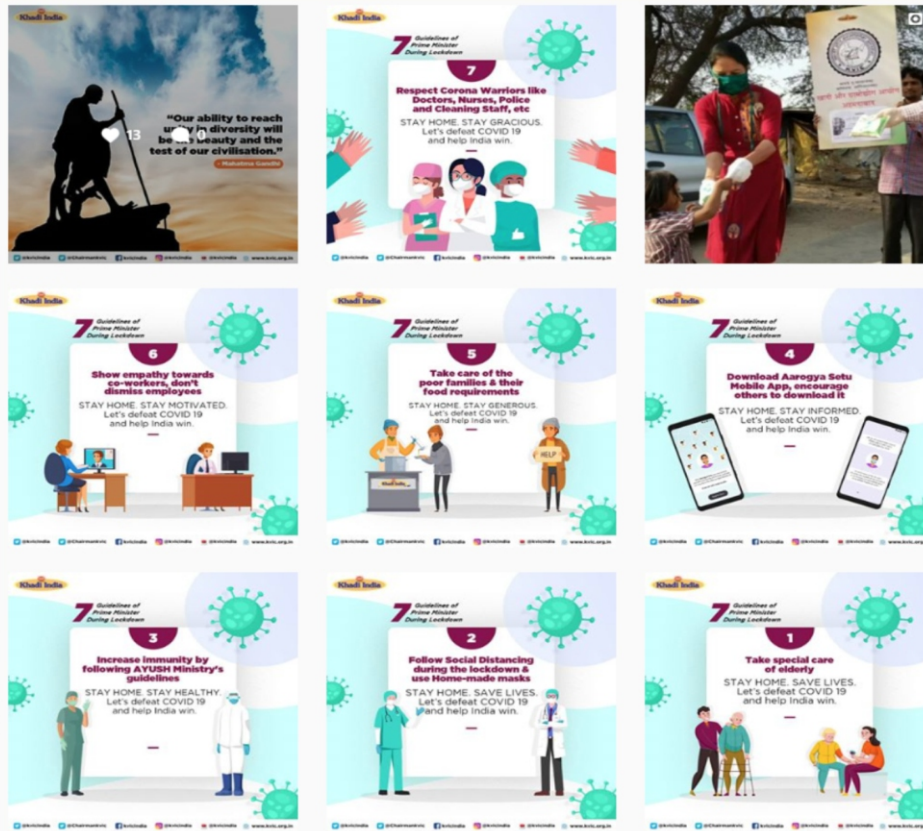
He said, Prime Minister's repeated appeals from various platforms including his radio address "Mann ki Baat", to adopt Khadi as a necessity of daily life, the KVIC has been continuously going up the growth trajectory.

Mr. Saxena said, in 2018-19, it registered an increase of 31 per cent in the sale of Khadi and over 19 per cent rise in the sale of village industry products despite nationwide lockdown in wake of Covid-19.

The sale of Khadi fabric products increased by 179 per cent from Rs. 1510 crore in 2015 -16 to Rs. 4,211 crore in 2019-20.

## ► Social Media Campaigns ◀

### ◦ Instagram Grid ◦



### ◦ Special Day posts ◦



## ■ Social Media Campaigns ■

### • Posts Series •

**Khadi India**

**MYTH BUST CORONA**

**MYTH**  
Kids can't catch the coronavirus.

**FACT**  
Children can definitely catch COVID-19. Though initial reports suggested very few cases as compared to adults, however, more recent studies suggest children are at least as likely as adults to become infected.

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**Khadi India**

**KVIC's initiative in the time of pandemic: A METAPHOR OF GLOBAL SOLIDARITY**

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**Khadi India**

**MYTH BUST CORONA**

**MYTH**  
Can spraying alcohol or chlorine on surfaces kill the virus?

**FACT**  
No. Spraying alcohol or chlorine on surfaces will not kill viruses that have already entered your body. However, spraying such substances can be harmful to clothes or marine organisms (i.e., Ayaz, Moush).

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**Khadi India**

**MYTH BUST CORONA**

**MYTH**  
Vaccines against coronavirus protect you against the new coronavirus.

**FACT**  
No. Vaccines against pneumonia, such as pneumococcal vaccine and influenza vaccine do not protect against the coronavirus. The virus is so new and different that it needs its own vaccine.

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**Khadi India**

Reminiscing the Legend of Lord Rama

**HAPPY RAM NAVAMI**

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**Khadi India**

**MYTH BUST CORONA**

**MYTH**  
Everyone should wear a mask to protect themselves against getting infected.

**FACT**  
Wearing a face mask is necessary and an essential guarantee that you won't get sick. However, masks are effective at containing droplets and helps if you keep touching your face or forget to wash your hands frequently.

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**Khadi India**

The evolution of pottery took a historical era, beginning from Neolithic era to Neolithic era. Pottery still continues to evolve through KVIC's support to the artisans of tribal areas for keeping their art alive.

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**Khadi India**

**ADOPT HANDMADE PAPER Instead of regular Paper**

#ForASustainableFuture

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**Khadi India**

The use of earthen pottery for storing water and grains have been in tradition since the Harappan civilization going back to 2700-2000 BC. The old age tradition still proves to be the best way of life.

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**Khadi India**

People during the Harappan civilization gave utmost importance to the potters. And so do we at KVIC.

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**Khadi India**

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**Khadi India**

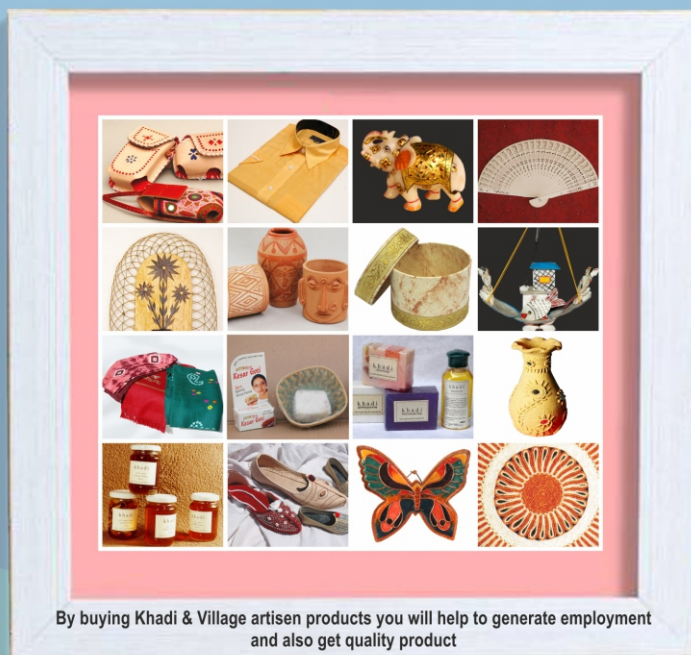
The oldest evidence of pottery in South East Asia dates back to 7,000- 6,000 BC and was found in Leherdems, Uttar Pradesh.

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# Buy proudly

the top quality handcrafted Khadi fabric and products,  
made in rural India by your fellow countrymen !



By buying Khadi & Village artisen products you will help to generate employment  
and also get quality product

“Environment friendly”,  
“near to nature”, “back to the basics”, “Green is in” -  
are no new addages with KVI products since these features come naturally to them.  
A wide variety of artefacts to choose from. These are delicate, aesthetic, exquisite,  
ethnic and utilitarian and the consumer handcrafted items are the last word in purity, genuineness and  
nutrition. The KVIC’s emphasis on quality rather than quantity makes them unique items.  
That is why they are preferred, by all those who are for good quality, healthy and  
nutritious items and are going places Nationally & Internationally.



Directorate of Publicity  
**KHADI AND VILLAGE INDUSTRIES COMMISSION**

Ministry of Micro, Small & Medium Enterprises, Govt. of India  
Gramodaya, 3, Irla Road, Vile Parle, (W), Mumbai-4000 56

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