



कामये दुःखतपानाम्।
प्राणिनाम् आतिशयनम्॥

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No.07

Jagruti

Mumbai

June, 2021

World Bee Day

20th May



**Save Bee
Save Earth**



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

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Jagruti



A Monthly Journal of KVIC on Rural Industrialisation

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Front Cover Image Courtesy : Nature fresh honey

INSIDE

News Update

3 to 10

- * KVIC's Project RE-HAB Yielding Better Results than Killer Trenches and Electric Fences in Preventing Elephant Attacks.....
- * Big Boost for Khadi Artisans with Rs. 45-crore Govt Purchase Orders to KVIC during 2nd Covid-19 Lockdown
- * KVIC celebrated World Bee Day.....
- * Victory for KVIC : Court Bars Individuals/Firms from Using "Khadi" Brand Name Unauthorizedly.....

Article

11-13

- * Time to make nature a partner in economic grow

Press Coverage and Social media

14-16

KVIC's Project **RE-HAB** Yielding Better Results than Killer Trenches and Electric Fences in Preventing Elephant Attacks



21 may, 2021 :At a time when state governments are spending crores of rupees on digging trenches and creating other physical barriers to prevent elephant attacks; KVIC's innovative Project RE-HAB (Reducing Human – Elephant Attacks using Bees) has proven to be an extremely cost-effective and harmless way of reducing human-elephant conflicts. This assumes significance in light of the miraculous escape of an elephant that fell into a muddy trench in Siddapura village in Karnataka's Kodagu district (Coorg) a couple of days ago.

Trenches dug up by the forest department in elephant-populated areas have caused the maximum deaths of elephants in forests. However, in this particular incident, the elephant was fortunate to have escaped without sustaining any serious injury. The viral video of the rescue

operation, however, shows the elephant was annoyed as he came out of the trench and bumped his head into the JCB excavator to express his agitation before he was shoed away by bursting a firecracker.

On the other hand, Project RE-HAB implemented at four locations on the periphery of Nagarhole National Park in Kodagu district of Karnataka has reduced wild elephant attacks significantly. Night vision cameras installed at these locations have shown a sharp decline in the movement of elephants in human territories which is a big relief for locals. A number of elephants are seen returning to the jungles fearing honey bees. Also, no destruction of crops or properties by elephants has been reported in these areas since the bee boxes have been placed.

Recently, Hon'ble Minister for MSME, Shri Nitin Gadkari had asked the Chief Minister of Jharkhand to replicate Project RE-HAB in the state. He also emphasized on participation of the Ministries of Agriculture and Environment and Forest for effective implementation of the project across the country.

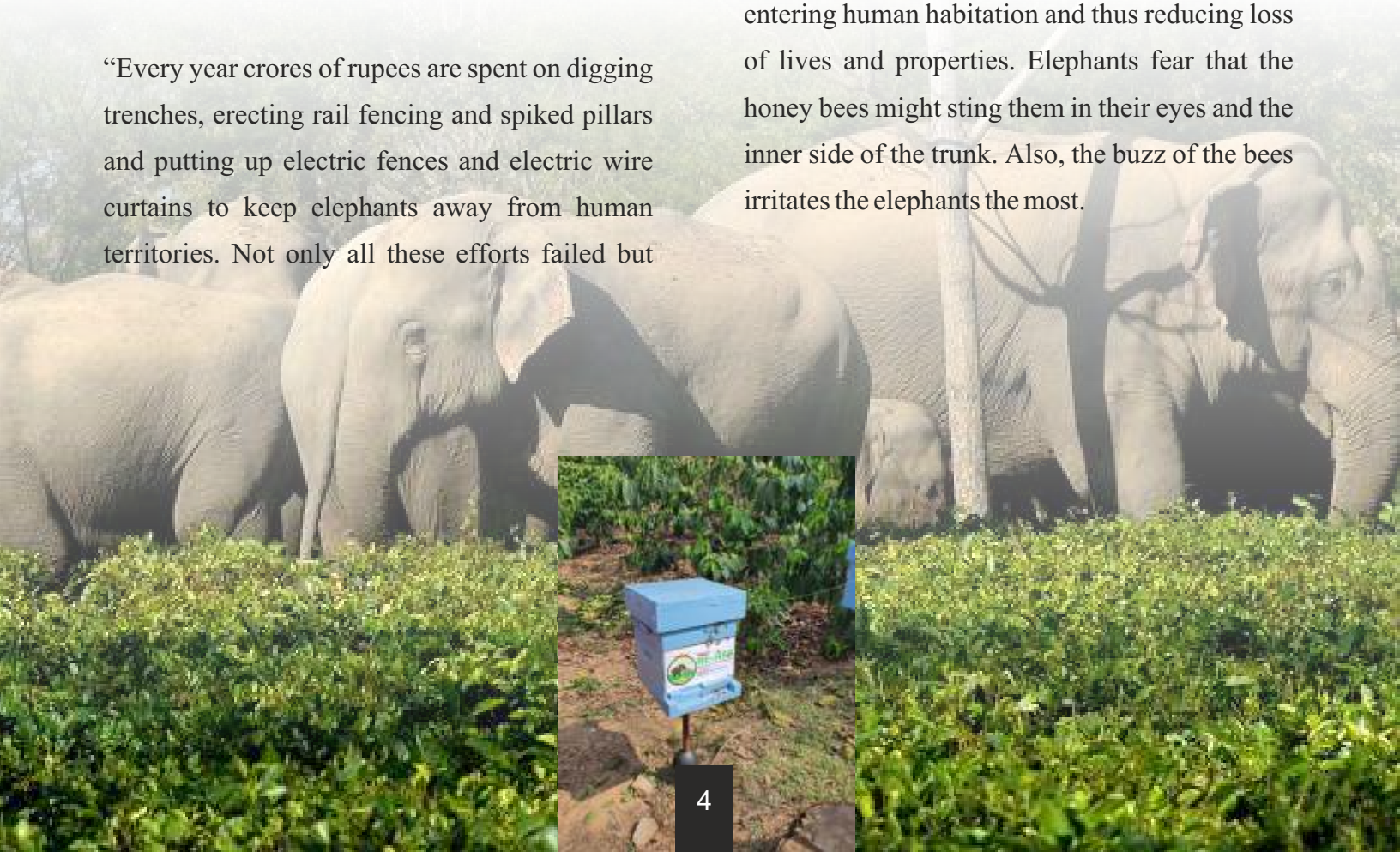
KVIC Chairman Shri Vinai Kumar Saxena said KVIC has decided to replicate Project RE-HAB in other elephant-affected states and also urged the state governments to implement Project RE-HAB to reduce elephant-human conflicts. Apart from Karnataka, states like West Bengal, Jharkhand, Odisha, Chhattisgarh, Assam, Tamil Nadu and Kerala are severely affected by wild elephant attacks.

“Every year crores of rupees are spent on digging trenches, erecting rail fencing and spiked pillars and putting up electric fences and electric wire curtains to keep elephants away from human territories. Not only all these efforts failed but

also ended up killing more elephants in the most tragic ways. A large number of elephants, particularly the calves have died after falling in these trenches,” Saxena said.

“Project RE-HAB, on the other hand, is cost-effective and causes no harm to the elephants. It will also have multi-pronged benefits. This will reduce human-elephant conflicts, increase farmers' income through beekeeping, address climate change, regenerate forest cover and ensure food security for wild animals in their natural habitats,” he added.

Notably, Project RE-HAB was launched on March 15 this year. Under this project, bee boxes are used as a fence to prevent elephants from entering human habitation and thus reducing loss of lives and properties. Elephants fear that the honey bees might sting them in their eyes and the inner side of the trunk. Also, the buzz of the bees irritates the elephants the most.



Big Boost for Khadi Artisans with Rs. 45-crore Govt Purchase Orders to KVIC during 2nd Covid-19 Lockdown

Ample employment opportunities for Khadi artisans have helped them fight the financial distress once again, as most parts of the country remain under lockdown during the second wave of Covid-19 pandemic. Despite a severe jolt to the manufacturing and service sectors between March and May this year, Khadi and Village Industries Commission (KVIC) has bagged purchase orders worth over Rs. 45 crore that would support the livelihood of lakhs of Khadi artisans. The purchase orders have come from the Ministry of Tribal Affairs, Indian Railways and Air India.

The MoU between KVIC and the Ministry of Tribal Affairs for purchase of 6.38 lakh meter of poly Khadi fabric for Tribal students has been extended to 8.46 lakh meter fabric worth Rs 20.60 crore in April 2021. The order has been distributed to several Khadi Institutions in states like Uttar Pradesh, Gujarat, Rajasthan and Haryana. The order will be supplied by June this year.

Similarly, the Ministry of Railway, between April and May, has placed purchase orders worth Rs 19.50 crore to KVIC. This will directly benefit artisans registered with over 100 Khadi Institutions across the country that are engaged in production of specialized material like sheeting cloth, towels, bed sheets, flag banner, sponge clothes, Dosuti Cotton Khadi, bunting clothes etc.

Material will be supplied during June and July 2021

India's national carrier, Air India, too will purchase 1.10 lakh amenity kits worth Rs 4.19 crore for its executive and business class international passengers. The fresh supply order issued in the month of April comes despite the aviation sector, particularly the international operations, taking a major hit in the Covid-19 era. The Khadi amenity kit includes premium herbal cosmetic products like Khadi hand sanitizer, Khadi moisturizer lotion, Khadi lemongrass oil, Khadi handmade soap, khadi lip balm, Khadi rose face wash, essential oils, etc. that are manufactured by small village industry units.

KVIC Chairman Shri Vinai Kumar Saxena said such large orders in these testing times of Covid-19 pandemic will bolster KVIC's efforts of creating maximum employment for artisans and fulfil the dream of Aatmanirbhar Bharat. "In the time of lockdown, KVIC faces the biggest challenge of sustaining employment and livelihood of the artisans. The bulk orders from the Ministry of Tribal Affairs, Indian Railways and Air India have kept Khadi's Charkha spinning. This means employment and income for the spinners, weavers, allied workers and a huge workforce engaged in the village industries. Also, these purchase orders will help our artisans overcome the financial distress and support the country's economy," Saxena said.

KVIC celebrated World Bee Day on 20th May

and recalled how important bees are for our lives, and for much of life on earth.



May 20, 2021- KVIC celebrated the World Honey Bee day by organising an informative webinar on this year's theme Bee engaged : **Build Back, Better for Bees.**

Chairman KVIC declares award of Rs 10.00 lakhs and RS 5.00 lakhs respectively with five awards of Rs. 2.00 lakhs each to the best performing beekeepers.

Addressing the webinar on this occasion Chairman KVIC Shri Vinai Kumar Saxena Chief Guest on the occasion made an announcement of award of first and second award of Rs 10.00 lakhs and Rs 5.00 lakhs respectively with five awards of Rs. 2.00 lakhs each to the best performing beekeepers. Speaking on this occasion Chairman KVIC

informed that in the past three years, the National Honey Mission of KVIC has distributed about 150,000 bee boxes with live colonies across the country. With each trained individual receiving a hamper of 10 bee boxes, a tenth of that number is the quantum of apiaries established. If each of these 15,000 apiaries employs even three or four local people and two or three people for sales and



distribution of honey, the wider employment opportunities will keep expanding. Further, through the associated national programmes of cluster development and assistance, the KVIC has established dozens of infrastructure pools, where entrepreneurs can avail facilities for honey extraction, processing, bottling, ancillary product development and knowledge exchange.



In his address he also threw light on how this programme was taken up by KVIC with the clarion call of Prime Minister Narendra Modi. The Prime Minister has called this the “Sweet Revolution” of the century and holds this as an important initiative, gradually strengthening the core competence of India. Among many other priorities, the Khadi and Village Industries Commission (KVIC) was encouraged to take up the Honey Mission as an important programme, he added. The urgency before the nation in the context of the mandate of the National Honey Mission for KVIC was about increasing honey production, bee population, conservation of bee biodiversity and building related advantages for agricultural productivity.

With an all-round support system being evolved in the national mainstream flow of policy horizon, the KVIC launched the Honey Mission during 2017-18 with the simple goal of training people in beekeeping, providing bee boxes with hives, giving technical support till full establishment, developing cluster facilities of honey extraction and processing

infrastructure and creating marketing facilities for the sale of honey products

The National Honey Mission at KVIC thus came with significant expectations, such as increasing the production of honey, promoting the vocation of beekeeping, employment generation and assistance to agricultural development.

Chairman KVIC also cautioned about hygienic extraction process to avoid contamination of honey and taking challenge of maintaining quality of honey.

He also threw light on KVIC's innovative Project RE-HAB (Reducing Human – Elephant Attacks using Bees) which has proven to be an extremely cost-effective and harmless way of reducing human-elephant conflicts. This assumes significance in light of the miraculous escape of an elephant that fell into a muddy trench in Siddapura village in Karnataka's Kodagu district (Coorg) a couple of days ago.

Ms Preeta Verma CEO, KVIC Chairperson of the meeting speaking on this occasion opined that the motto of celebrating this day is to build awareness



key role in conserving and maintaining the biodiversity of the planet, she added.

Financial Advisor Ms Ashima Gupta, and Chief Vigilance Officer Dr. Sanghmitra along with other senior officers participated in the Programme. Successful beekeepers of the sector on this occasion also shared their journey of Success.

Earlier, Shri Y.K Baramatkar, Jt CEO,

shared the origination and up rising of Honey mission in KVIC right from beginning. He also deliberated on genuine difficulties faced while implementing the programme.

On behalf of Forest Based Industry, Dy. Director FBI, welcomed the dignitaries and shared importance of Honey Mission.

The programme was compered by Shri Vigendra Singh, Assistant Director KVIC.

of the bee industry to the public through education and promotion. “Production of honey has always been one of the core activities of KVIC. At present it is seventh producers of Honey at world level and our aim is to bring it to number one place” reiterated CEO, KVIC.

The untiring efforts of KVIC took the production of honey to many remote corners like Jammu & Kashmir, Kanjiranga besides other places of the country. This has certainly increased brand value, besides making it best quality established honey. KVIC has distributed 1,52,059 no of Bee colonies to 15,325 beneficiaries across the country under honey mission. She also urged the successful beneficiaries to play role of mentor for grooming upcoming beneficiaries.

Nowadays, many of us know that honey bees are crucial to pollinating crops and flowers and have been experiencing a crisis in recent years that seriously threatens their future. They also play a



Victory for KVIC

Court Bars Individuals/Firms from Using “Khadi” Brand Name Unauthorizedly

Khadi and Village Industries Commission's (KVIC) aggressive bids to prevent “unauthorized” and “fraudulent” use of brand name “Khadi” has now found legal backing from the courts. Observing that “Khadi” was not a generic name to be used by private individuals or firms, the National Internet Exchange of India Domain Dispute Policy (INDRP) Arbitration Tribunal in Delhi has permanently restrained an individual from using the brand name Khadi. The order came on a complaint filed by KVIC challenging a domain name www.khadi.in being run by a Delhi-based person namely Mr Jitendra Jain.

“It is an undisputed fact that KVIC, the complainant, is the legitimate owner of the trademark “Khadi”/”Khadi India” and has acquired ownership in terms of the provisions of Section 17 of Trade Marks Act 1999...The Tribunal also does not concur with the submission of the respondent that “Khadi” is a generic word and that respondent is entitled to use it. In the opinion of the Tribunal, the impugned domain name (www.khadi.in) is a trademark backed domain name and it not only violates the provisions of the Trade Marks Act 1999 but also violates Clause 4 of the INDRP policy issued by the NIXI,” the Tribunal said.

“It is directed that the domain name www.khadi.in be transferred in favor of the complainant (KVIC)...the respondent and any person acting on its behalf are permanently restrained from using the domain name or any other deceptively similar trademark which

may amount to infringement of the complainant's registered trademark and also from doing any other thing which is likely to create confusion and deception with the goods/services of KVIC, the complainant,” the order dated 3rd may 2021 passed by Shri Pankaj Garg, sole Arbitrator read. The Tribunal also instructed National Internet Exchange of India (NIXI) to take incidental or ancillary action involved in the transfer of the domain name, as directed.

KVIC Chairman, Shri Vinai Kumar Saxena said the court order will bolster Khadi's fight against violation of its brand name and help KVIC protect the legitimate rights of the Khadi artisans. “KVIC will not spare any effort to prevent any misuse of the brand name “Khadi” as it has a direct bearing on the livelihood of our artisans who are making genuine handcrafted products in remote parts of India. KVIC will

Glimpse of honey distribution on World honey bee day

Honey distribution programme held by Sarvodaya Sangh on 20th May, 2021 at Chennai

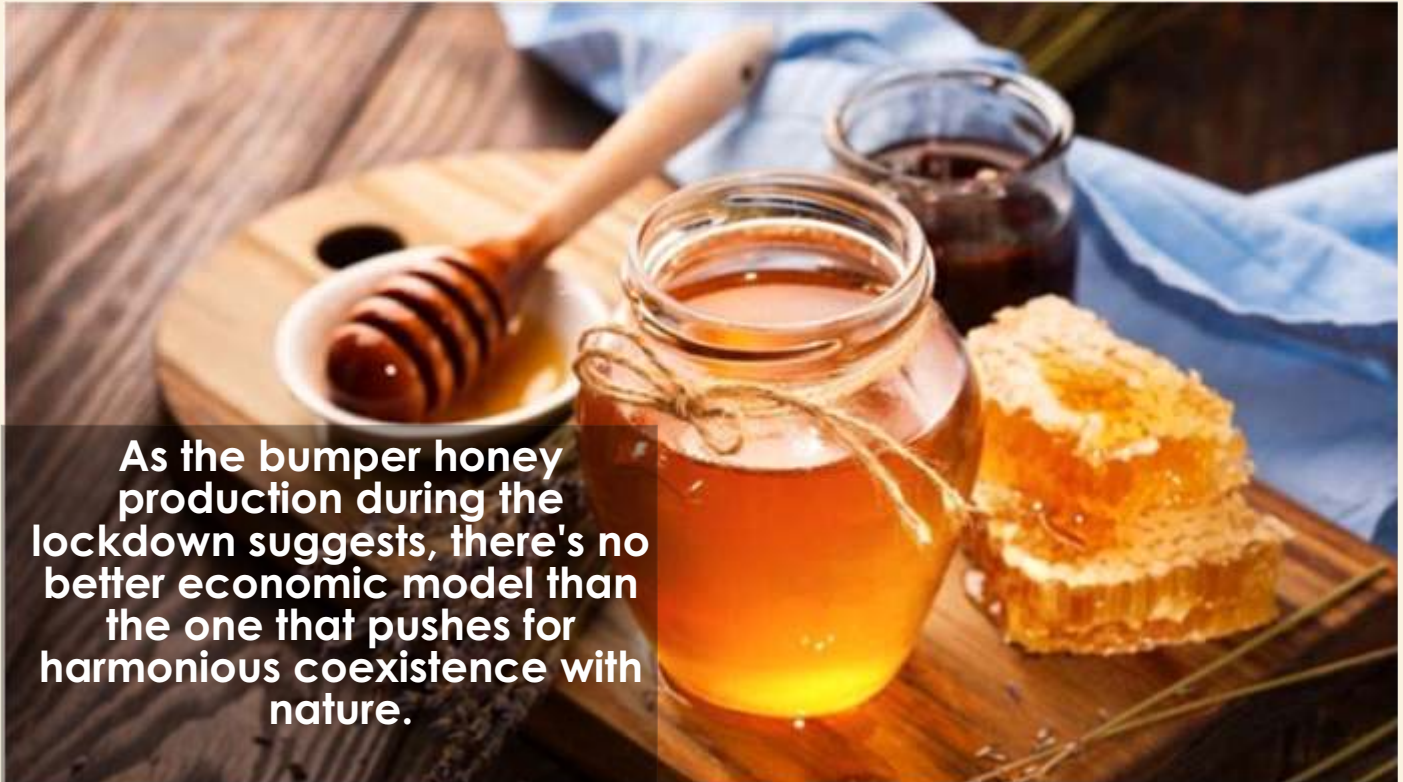


100,200,500,1000 ml honey bottle's distributed to Police department at Madurai on 20th May, 2021



Time to make nature a partner in economic growth

V.K.Saxena
Chairman, KVIC



As the bumper honey production during the lockdown suggests, there's no better economic model than the one that pushes for harmonious coexistence with nature.

Surfing the Internet on a relaxed morning this Sunday, a news article from Albania suddenly caught my eyes. Standing out from the routine death toll and the brouhaha surrounding the Covid-19 pandemic, the article enlightened how complete shutdown had led to “rebirth of nature and honeybees” in the Balkan state, where the population of bees and honey production had seen a drastic fall in the recent years.

Industrial lockdown in the country resulted in the highest honey production in the last 50 years, the article said. In no time, I could relate it to my recent tweet (20 May), predicting bumper production of honey in India due to a sharp

decline in air and noise pollution since the lockdown was imposed. As people stayed indoors, it gave honeybees ample time and a perfect environment to work overtime and produce more honey.

There was no noise, no pollution, no pesticide spray and nothing that could disturb them. I didn't have to travel any far to see the results. Overflowing bee boxes at the Khadi and Village Industries Commission (KVIC) office at Rajghat presented a pleasing picture. As compared to the usual 15-20 kg honey collected in each bee box every year, the quantity rose significantly to nearly 40 kg per box during this period of

lockdown.

But as I have always maintained, honey production comes next to the larger benefit of beekeeping, i.e. protecting the honeybees for a sustainable ecosystem and food safety. During the lockdown period, clean air and lesser noise pollution in the urban context led to an increase in the number of bee colonies, as well as improved health of bees. The two factors are very crucial for ecology and food security. Rise in population of honeybees means increase in cross-pollination and the resultant higher farm yield.

Beekeepers in Delhi, Uttar Pradesh, Uttarakhand, Punjab and Himachal Pradesh have claimed that the overall honey production might go up by 30-40% this year. And speaking of the two-months period of lockdown, the quantity of honey has almost doubled as compared to the usual days. According to experts, improved air quality has resulted in abundance of pollen and nectar in the surrounding. At many places, including Delhi and Himachal Pradesh, honey harvest has also begun earlier than usual as bee boxes were filled with honey in a quick time.

Similar encouraging reports came in from other parts of India. When enquired, a beekeeper, Devvrat Sharma, said that the lockdown had a great impact on honey production in Delhi. "Quality of honey produced during the lockdown is excellent. As there was almost zero pollution, the honey produced is a lot cleaner and transparent," Sharma, who has more than 5000 bee boxes across Delhi, Uttarakhand and Himachal Pradesh, said, adding: "The timely migration of bee boxes was equally responsible for increase in honey production."

Here, I would like to thank Prime Minister Narendra Modi for his timely decision to allow the intra-state as well as inter-state movement of bee colonies during lockdown that played a key role in excess honey production. This was crucial as the lockdown period was flowering season of neem, eucalyptus and drumsticks that are found in every part of the country. Similarly, the period also coincided with the mustard crop in a large part of India. This was affirmed by another beekeeper, Vijay Kasana, who has over 2,000 bee boxes placed in Qutubgarh village near Delhi, and Hathras and Aligarh in Uttar Pradesh.

He said less disturbance resulted in improved health of bees and increase in the number of bee colonies. "Timely migration of bees to new places with abundance of flora resulted in massive honey production during this lean period. At the same time, an increase in the number of bee colonies will help reap maximum harvest during the upcoming honey season," he said. It is also pertinent to mention that bumper honey has the potential to increase India's farm yield by a significant percentage through cross pollination.

This will go a long way in realising the ultimate goal of "Sweet Kranti" in India which was suggested by the Prime Minister. But while nature played the role of a catalyst, the Union government too played an important part by allocating Rs 500 crore for the beekeeping industry. No other decision may have had such a long-lasting impact on increasing India's agriculture production as the Rs 500 crore package announced by Finance Minister Nirmala Sitharaman. The package would not only strengthen the honey mission but also go a

.....Contd from pg no. 09

continue to take stern action against individuals or firms misusing the brand name Khadi. This is to safeguard the interest of Khadi artisans and prevent the sale of any spurious product in the name of Khadi,” Saxena said.

Earlier 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 “IWEARKHADI”. The High Court observed that “irreparable loss will be caused” if the firm was not restrained from using the Khadi brand name. “The plaintiff (KVIC) has made out a prima facie case in its favour. The balance of convenience also lies in favour of the plaintiff, i.e. KVIC and irreparable loss will be caused in case an ex-parte injunction is not granted. Accordingly, till the next date of hearing, the defendants, their partners, servants, representatives, agents and all others acting on their behalf are restrained from manufacturing, selling, advertising any kind of goods or service under the trademark IWEARKHADI,” the Delhi High court ruled.

It is pertinent to mention that KVIC in the last few years has acted tough against any misuse of its brand name “Khadi India” and infringement into its trademark. 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.



.....Contd from pg no.12

long way in generating employment, supporting agriculture and rehabilitating distressed farmers.

It won't be an exaggeration to say that the “Sweet Story of India” and the “Path to Rural Prosperity” begin here. In recent years, India's honey production has grown consistently. The country exported 61,333 MT of natural honey to the world worth Rs 732.1 crore during the year 2018-19. The US, the UAE, Saudi Arabia, Morocco and Qatar have been the major importers of India's honey. This will also push India up among the top three honeyproducing countries in the world soon. Currently, India ranks eighth among honeyproducing countries, with China leading the race.

The lockdown period has been an eye opener in what we should be doing in the long run. KVIC's honey mission is a capsule experiment in this direction of sustainable development, where we engage nature to work for us. As such, mere production of honey and turning over the numbers of monetary gains are not the only goals that we pursue. We honour the time-tested environmental morality of coexistence with nature in a harmonious manner and moving forward through inclusive and innovative development methods.

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Tribunal bars individuals, firms from using Khadi brand name unauthorisedly

PTI | Last Updated: May 20, 2021, 05:48 AM IST

Synopsis
The order came on a complaint filed by KVIC challenging a domain name www.khadi.in being run by Delhi-based Jitendra Jain and his associates, with the tribunal holding that the domain name in question was registered in "bad faith".

Khadi is not a **generic name** and the Khadi and Village Industries Commission (KVIC) is the legitimate owner of the **trade marks** "Khadi" and "Khadi India", a **tribunal** has ruled.

The National Internet Exchange of India Domain Dispute Policy (INDRP) Arbitration Tribunal in **New Delhi** rejected the contention of a private entity that "Khadi" is a generic word and said use of the **popular brand name** by any other is likely to create confusion and deception with the goods/services of KVIC.

The order came on a complaint filed by KVIC challenging a domain name www.khadi.in being run by Delhi-based Jitendra Jain and his associates, with the tribunal holding that the domain name in question was registered in "bad faith".

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Big boost for khadi artisans with Rs45cr govt purchase orders to KVIC during 2nd Covid-19 lockdown

The purchase orders have come from the Ministry of Tribal Affairs, Indian Railways and Air India.

Single employment opportunities for Khadi artisans have helped them fight the financial stress once again, as most parts of the country remain under lockdown during the second wave of the Covid-19 pandemic. Despite a severe hit to the manufacturing and service sectors between March and May this year, Khadi and Village Industries Commission (KVIC) has bagged purchase orders worth Rs45 crore that would support the livelihood of lakhs of Khadi artisans. The purchase orders come from the Ministry of Tribal Affairs, Indian Railways and Air India.

As per the Ministry of Micro, Small & Medium Enterprises, the MoU between KVIC and the Ministry of Tribal Affairs for purchase of 6 crore worth of poly Khadi fabric for Tribal students has been extended to 6.58 lakh meter fabric worth Rs20 crore in April 2021. The order has been distributed amongst several Khadi Institutions in Uttar Pradesh, Gujarat, Rajasthan and Haryana. The material will be supplied by June this year.

Earlier, the Ministry of Railways, between April and May, has placed purchase orders worth Rs20 crore to KVIC. This will directly benefit artisans registered with over 100 Khadi Institutions across the country that are engaged in production of specialised material like shawing cloth, towels, bed sheets, bag covers, sports clothes, Desert Cotton Khadi, hunting clothes etc. Material will be supplied during June and July 2021.

India's national air carrier Air India, too, will purchase 1.28 lakh meters worth Rs 4.19 crore for its executive and business class international passengers.

The fresh supply order issued in the month of April comes despite the artisan sector, particularly the international operations, taking a major hit in the Covid-19 era. The Khadi inventory list includes premium hand-woven products like Khadi handkerchiefs, Khadi motorised lotion, Khadi hairbrushes, Khadi handbags, soap, Khadi lip balms, Khadi raw silk mask, essential oils, etc. that are manufactured by small village industry units.

KVIC Chairman Shri Vinay Kumar Saxena said such large orders in these testing times of Covid-19 pandemic will bolster KVIC's efforts of creating maximum employment for artisans and fulfil the dream of 'Jatmanlikhar Bharat'. He said that during the lockdown, KVIC faces the biggest challenge of sustaining employment and livelihood of the artisans. The fresh orders from the Ministry of Tribal Affairs, Indian Railways and Air India have kept Khadi's Charitra glowing which means

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PIB in Maharashtra @PIBMumbai · 29 May

Big Boost for #Khadi Artisans with Rs.45-Crore Govt. Purchase Orders to @kvicindia

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pib.gov.in/PressReleasePs...

Khadi India

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