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PM Modi in Berlin seeks Indian diaspora's support for 'Vocal for Local', and Khadi



Shri Narayan Rane Inaugurates Center of Excellence for Khadi at NIFT, Delhi

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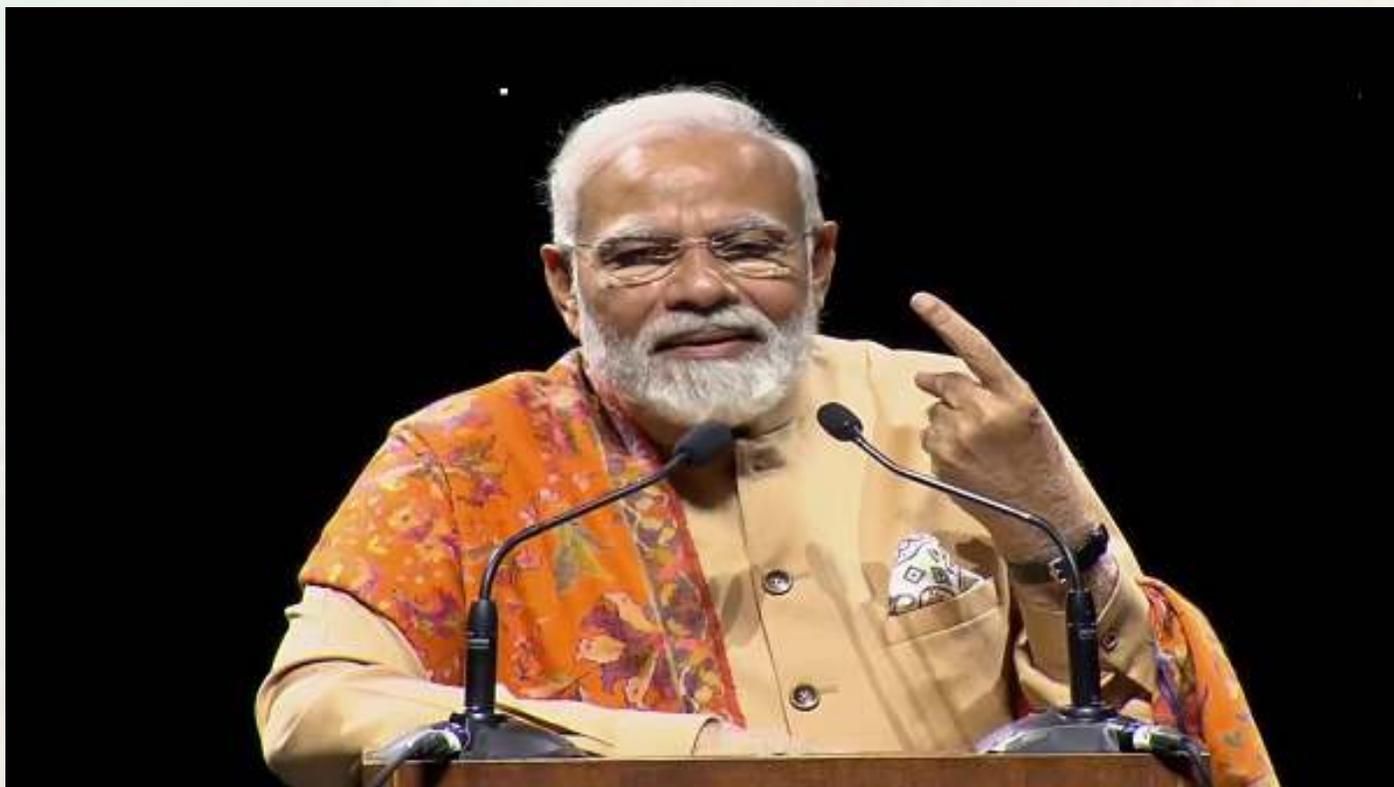
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PM Modi in Berlin seeks Indian diaspora's support for 'Vocal for Local', and Khadi



Berlin Germany,; Hon'ble Prime Minister Shri Narendra Modi in his address to the gathering at a theatre at Potsdamer Platz in Berlin sought the support for 'Vocal for Local' and Khadi, which was warmly received by the Indian community.

On 3rd May, 2022": Hon'ble Prime Minister Shri Narendra Modi made a fervent appeal to the Indian Diaspora in Europe to become Vocal for the Local Indian products with a special mention of Khadi which has registered a phenomenal growth over the last 8 years, primarily because of the Prime Minister's constant support and guidance. Shri Modi said the massive Rs 1.15 lakh crore turnover of Khadi in 2021-22 was a historic development and thanked every Indian living in the country or abroad for their unflinching support to promote Khadi. Khadi, the heritage of India, continues to be a tool of transformation.

Prime Minister Narendra Modi in his address to the

gathering at a theatre at Potsdamer Platz in Berlin sought the support for 'Vocal for Local' and Khadi, which was warmly received by the Indian community.

Dr. Pravin Patil, a resident of Munich, said, "We gift our German friends Khadi and make sure that the awareness increases as well as demands."

He also mentioned how Khadi demand has increased manifold in Germany over all these years.

"2024: Modi once more" echoed the theatre for long hours as the Indian diaspora showed their support for PM Modi.

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Chairman, KVIC Vinai Kumar Saxena is Delhi's new Lieutenant Governor

May 23, 2022

Shri Vinai Kumar Saxena, currently serving as the chairperson of the Khadi and Village Industries Commission (KVIC), has been appointed as the new Lieutenant Governor (L-G) of Delhi.



During his tenure that started off in October 2015, KVIC witnessed unprecedented growth and innovation in terms of diversification of products, branding & marketing strategies. During the

period the sale of KVIC products jumped from Rs 42,000 to Rs. 1.51 Lac crore. During his term KVIC worked on schemes and products such as 'Honey Mission', 'Kumar Sashaktikaran Yojana', 'Leather Artisans' Artisans' Empowerment', Khadi Prakritik Paint, Project RE-HAB, Khadi Fabric Footwear and Plastic-mixed handmade paper etc.

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“...felt overwhelmed after hearing Prime Minister Modi’s speech and we are happy to extend our support to our Prime Minister’s concept of Vocal for Local”, said Hardik Deora, a member of the Indian community in Berlin.”We will spread the word amongst our colleagues in Germany and support our Prime Minister in every possible way,” he added.

Another community member said that “although they are living in a foreign land the patriotism is intact and the community feel proud to represent Indian culture in every possible way”. I feel proud to be a Modi supporter, said another Indian in Berlin who attended the gathering at the theatre.

PM Modi has addressed diaspora events in several countries he has visited and has always sought to

establish a stronger connection between Indians living abroad and India’s development journey.

“In Germany, we have been listening to PM Modi’s previous speeches in which he talks about welfare programmes. Now, hearing him live is a dream come true,” said another Indian living in Germany.

PM Modi’s speech received jubilant reactions from the Indian community residing in Germany as a part of his three-day visit to three nations.

The Indian PM arrived in Germany on 2nd May, 2022 where he took part in the 6th India-Germany Inter-Governmental Consultations (IGC), along with German chancellor Olaf Scholz, which is aimed at strengthening cooperation between the two countries.

Home Minister Shri Amit Shah Launches the Sale of Khadi Products in 107 Canteens of Paramilitary Forces

On 09th May, 2022: The central government's "Swadeshi" drive set off for a Pan-India expansion with the paramilitary forces' canteens beginning the sale of handmade Khadi products. Minister of Home Affairs and Cooperation, Shri Amit Shah, on Monday, launched the sale of Khadi products in 107 Central Armed Police Forces (CAPF) canteens and said all canteens of paramilitary forces in the country will begin selling Khadi products very soon.

"For Gandhi Ji, Khadi was a symbol of Swadeshi and it is also a tool to fulfil Prime Minister Shri Narendra Modi's dream of Aatmanirbhar Bharat. Khadi itself guarantees purity. I am delighted that the sale of Khadi products has begun in 107 paramilitary canteens and very soon Khadi products will be made available in all paramilitary canteens across the country," the Home Minister said during the launch on the side lines of the foundation laying ceremony for the Central Workshop and Stores of BSF at Tamulpur in Assam. Chief Minister of Assam, Shri Himanta Biswa Sarma, Chairman KVIC, Shri Vinai Kumar Saxena, Home Secretary Shri Ajay Kumar Bhalla and Director General of BSF and CRPF were present on the occasion.

Shri Shah heaped praises on KVIC for creating sustainable rural employment in the country and said KVIC's flagship schemes like Honey Mission, Kumhar Sashaktikaran Yojana, Leather and Carpenter Empowerment Schemes had the

potential to create sustainable employment in Assam's Bodoland. "If KVIC starts connecting people with its self-employment activities, this will surely eradicate the problem of unemployment in Bodoland and also reconnect the Bodo youths, who had given up arms, with the development of the nation," he said. The Home Minister emphasized that under the leadership of Prime Minister, KVIC clocked a historic turnover of Rs 1.15 lakh crore in 2021-22, registering a massive growth of nearly 250%

Earlier, in a bid to push Swadeshi, the Home Minister had made it mandatory for all CAPF canteens to sell maximum "Swadeshi" products through Khadi and Village Industries Commission (KVIC). To begin with, 32 products including National Flag, Cotton Towels, Honey, Kacchi Ghani Mustard Oil, Agarbatti, Daliya, Papad, Pickles, Amla products, etc. will be supplied in the canteens located in Delhi NCR, Punjab, Haryana, Gujarat, Uttar Pradesh, Assam and other states.

The development comes after KVIC's historic agreements with paramilitary forces for the supply of mustard oil, cotton durries and woollen blankets. So far, KVIC has successfully supplied products worth nearly Rs 17 crore to different paramilitary forces. The supply includes 3 lakh KG (3000 MT) of Kacchi Ghani mustard oil worth Rs 5.50 crore, 2.10 lakh cotton bed durries worth Rs 11 crore and woollen blankets amounting to Rs 40 lakh.

Notably, the paramilitary canteens will provide a

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Shri Narayan Rane Inaugurates Center of Excellence for Khadi at NIFT, Delhi

On: 11 MAY 2022

Seeking to make Khadi trendier by diversifying its fabrics and clothing line and up-skilling the Khadi Institutions to upgrade the quality standards, Khadi and Village Industries Commission has collaborated with National Institute of Fashion Technology (NIFT) to set up Centre of Excellence for Khadi (CoEK). The CoEK hub in New Delhi and its spokes in Gandhinagar, Shillong, Kolkata and Bengaluru were inaugurated by Union Minister of MSME, Shri Narayan Rane, at NIFT Campus in New Delhi. The Minister also launched the CoEK website where the latest design and technology interventions will be uploaded for usage of the Khadi Institutions. Seeking to make

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Speaking on the occasion Shri Rane said Khadi has a big responsibility of contributing to nation's development and fulfilling the goal of “Aatmanirbhar Bharat” and, at the same time, the designers have the responsibility of introducing new designs in Khadi and making it appealing for

the youths. “There is a need to assess the popularity of Khadi as compared to other leading players in the Indian fashion industry. Our designers must introduce such appealing designs in Khadi that people are tempted to buy Khadi as much they buy other clothing,” he said



Minister of State for MSME, Shri Bhanu Pratap Singh Verma, Minister of State for Textiles, Smt. Darshana Vikram Jardosh, Secretary MSME, Shri BB Swain and Secretary Textiles, Shri UP Singh were also present on the occasion

Chairman KVIC, Shri Vinai Kumar Saxena congratulated the entire team of KVIC and NIFT for setting up the CoEK and said it would contribute significantly in making Khadi trendier and globally popular.

An MoU, for setting up of CoEK, was signed between KVIC and NIFT last year and the project

will be implemented over a period of 3 years. The CoEK will work to introduce the latest designs and adopt processes of international standards to create new fabrics and clothing as per the needs of the domestic and global buyers. The CoEK will also upskill the Khadi Institutions to introduce new designs and techniques in the manufacturing process to diversify Khadi's product line.



In addition to this, the CoEK will also contribute to branding and publicity, visual merchandising and packaging for new Khadi products and increasing the global reach of Khadi by organizing Khadi Fashion shows and exhibitions in India and abroad. The new contemporary designs on the Khadi Fabric and clothing, prepared by the NIFT, will be uploaded on the CoEK and KVIC website for commercial usage by the Khadi Institutions with

hand holding support of the CoEK. A knowledge portal for Khadi will also be developed by the CoEK.

NIFT has engaged professionals, and to begin with, a diagnostic study on 20 best performing Khadi Institutions has been conducted by the NIFT team. The new contemporary designs of Khadi Fabric/products are expected to be launched in the current financial year.

Historic Khadi Eri Silk Training cum Production Centre in Tawang to Revive Silk Industry & Boost Local Economy

On: 12 MAY 2022 Khadi and Village Industries Commission (KVIC) has taken yet another historic step to revive the Silk Industry in Arunachal Pradesh and create sustainable local employment.

KVIC has set up another “Khadi Eri Silk Training cum Production Centre” at Tawang in Arunachal Pradesh bordering China and Bhutan. Nestled in the snow-clad Himalayan peaks at an altitude of nearly 14,000 feet, the Silk training cum production centre was inaugurated by KVIC Chairman Shri Vinai Kumar Saxena. The centre has been set up with assistance of Buddhist Culture Preservation Society, Bomdila, which has provided the building for the Silk Centre. KVIC, on the other hand, has provided the required infrastructure like handlooms, Charkha, Silk reeling machines and warping drums, etc. The

centre is providing direct employment to 20 women artisans of Tawang and West Kameng districts.

Setting up of the Khadi Silk Centre in Arunachal Pradesh is inspired by the Prime Minister's vision of creating sustainable development in the remotest of Indian places and creating livelihood for the locals under “Aatmanirbhar Bharat Abhiyan”. This is the second Silk Training cum Production Centre set up by KVIC in Arunachal Pradesh in less than 2 years' time. Earlier, KVIC had inaugurated Eri Silk Training cum Production Centre in Village Chullyu of Arunachal Pradesh on 17th September 2020. In December 2020, KVIC had also revived the 1000-years old heritage Monpa Handmade Paper Industry in Tawang, a step that was also appreciated by the Prime Minister in his radio program “Mann ki Baat”.





Chairman KVIC said the “Khadi Eri Silk Training cum Production Centre” aims at reviving the Silk Industry in the entire North East which was almost destroyed in the last few decades. “This facility in Tawang will be a big boost to spinning and weaving activities in the entire region. Training of artisans and supporting the production of Eri Silk,

which is indigenous to the North Eastern states, will create local employment and sustainable development in the region. Young designers and professionals of NIFT will also provide training to Khadi artisans at this centre to introduce new designs and develop trendier clothing to suit the modern taste of tribal youths,” he said.



For centuries, Silk has been intrinsic to the life of people in the North East but the flooding of low-quality silk in these markets also destroyed the Silk industry from North East. The development assumes significance as the tribal population in Arunachal Pradesh, men and women alike, traditionally wear Eri Silk and Khadi Cotton clothes which carries a deep significance to their egalitarian tribal society.

KVIC's Big Thrust to Wood Craft & Agarbatti Industry in Assam & Arunachal Pradesh to Boost Local Employment

On: 16 MAY 2022

As many as 150 trained Khadi artisans including 100 women artisans in Assam and Arunachal Pradesh are associated with various self-employment activities of Khadi and Village Industries Commission (KVIC).

Arunachal Pradesh which aims at creating sustainable employment for local tribal youths in Tawang and reviving the traditional wood craft in the state. These wood craft artisans, all belonging to BPL families, were provided a comprehensive 20-days training by KVIC and upon completion of their training, the machinery was provided to these



KVIC Chairman Shri Vinai Kumar Saxena distributed turn wood craft machines to 50 artisans in Tawang in Arunachal Pradesh and 50 agarbatti making machines and 50 pickle making machines to the artisans at Guwahati in Assam.

This is for the first time that KVIC has begun the turn wood training program for local youths in

artisans.

On Saturday, Shri Saxena also distributed 50 agarbatti making machines to 50 women artisans under the flagship Prime Minister's Employment Generation Program (PMEGP) to set up their own Agarbatti manufacturing units. This also aims at strengthening the local Agarbatti industry, which

is a major employment creator in Assam. KVIC has also roped in a business partner, which is a successful local Agarbatti manufacturer of Assam that will provide raw material and take back all the Agarbatti produced by these 50 women entrepreneurs by paying labor charges.

KVIC Chairman Shri Saxena said the Khadi activities in North East are aligned with Prime Minister's vision of "Aatmanirbhar Bharat" by making youths self-reliant. "KVIC has laid great emphasis on creating sustainable employment and strengthening traditional crafts in the North East. KVIC's support to turn wood craft, Agarbatti making and agro and food-based industries like pickle making will empower the local youths and women and create employment at their doorsteps," he said.



Notably, in recent times, KVIC has opened two Eri Silk Training and Production Centres in Arunachal Pradesh and revived the Monpa Handmade paper industry in Tawang. Also, more than 430 units of bamboo products including Agabatti and round bamboo stick manufacturing have been set up in Assam and Arunachal Pradesh by KVIC in the last couple of years.



Government lifts “Export Prohibition” on Bamboo Charcoal for Higher Profitability of Bamboo Industry



On: 20 MAY 2022

Government has lifted the “export prohibition” on bamboo charcoal, a move that would facilitate optimum utilization of raw bamboo and higher profitability in the Indian bamboo industry. Khadi and Village Industries Commission (KVIC), which is supporting thousands of bamboo-based industries in the country, was persistently requesting the Government to lift the export restriction on bamboo charcoal. Chairman KVIC Shri Vinai Kumar Saxena had written to the Minister of Commerce and Industries, Shri Piyush

Goyal, seeking to lift the export restriction on bamboo charcoal for the larger benefit of the bamboo industry.

“All the bamboo charcoal made from bamboo obtained from legal sources are permitted for export subject to proper documentation/certificate of origin proving that the bamboo used for making charcoal has been obtained from legal sources,” read the notification issued by the Directorate General of Foreign Trade (DGFT).

Chairman KVIC, Shri Saxena thanked Minister of Commerce and Industries, Shri Piyush Goyal for the policy amendment saying the decision would reduce the high input cost of raw bamboo and make the bamboo-based industries, mostly in the remote rural areas, financially profitable. “Bamboo charcoal has a huge demand in the international market and lifting of export prohibition by the government will enable the Indian bamboo industry to tap this opportunity and exploit the huge global demand. This will also ensure optimum utilisation of bamboo waste and thus contribute to the Prime Minister's vision of Waste to Wealth,” he said.

Notably, the Indian bamboo industry, at present, is grappling with extremely high input cost owing to inadequate utilization of bamboo. In India, bamboo is mostly used in manufacturing of Agarbatti wherein, a maximum of 16% is used for manufacturing of bamboo sticks while the remaining 84% of bamboo is a complete waste. As a result, the Bamboo input cost for Round Bamboo

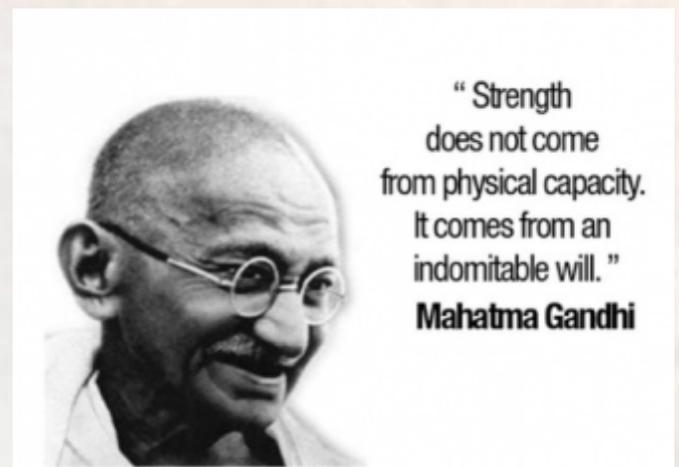
Sticks is in the range of Rs 25,000 to Rs 40,000 per MT as against the average Bamboo cost of Rs 4,000 to Rs 5,000 per MT.

However, export of bamboo charcoal would ensure complete utilization of the bamboo waste and thus make the bamboo business more profitable. Bamboo charcoal for barbeque, soil nutrition and as a raw material for manufacturing activated charcoal, has great potential in international markets like the USA, Japan, Korea, Belgium, Germany, Italy, France and the UK.

Earlier, in order to create more employment in bamboo-based industries, particularly in Agarbatti industry, KVIC, in 2019, had requested the Central Government for policy changes in import on raw Agarbatti and import duty on round bamboo sticks that were heavily imported from Vietnam and China. Subsequently, in September 2019, the Ministry of Commerce “restricted” the import of raw Agarbatti and in June 2020, the Ministry of Finance increased the import duty on round bamboo sticks.

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big platform to sell Khadi products and it will directly impact the production and sales of KVIC. Modalities are being worked out for supplying a wider range of Khadi products to the paramilitary forces that will include Khadi fabric and readymade garments, cosmetics and eatables and herbal products



Khadi Exceeds Turnover of Rs 1 lakh crore in 2021-22; Beats all FMCG Companies in India

On: 30 APR 2022

Kadi and Village Industries Commission (KVIC) has achieved a height which remains a distant goal for all FMCG companies in India. Thanks to the constant support of Prime Minister Shri Narendra Modi, KVIC has, for the first time, clocked a massive turnover of Rs 1.15 lakh crore, which is unprecedented by any FMCG company in the country. This makes KVIC the only company in the country to have recorded a turnover of Rs 1 lakh crore.

In FY 2021-22, the overall turnover of KVIC stood at a whopping Rs 1,15,415.22 crore as compared to Rs Rs 95, 741.74 crore in the previous year, i.e. 2020-21. KVIC has thus registered a growth of 20.54% from the year 2020-21. Compared to the year 2014-15, the overall production in Khadi and Village Industry sectors in 2021-22 has registered a whopping growth of 172% while the gross sales during this period increased by over 248%. This massive turnover of KVIC has come despite partial lockdown in the country in the first 3 months, i.e. April to June in 2021, due to the second wave of Covid-19 pandemic.

Looking at the performance in the last one year, the biggest impact can be seen in the Khadi sector which has registered a growth of 43.20% from Rs 3528 crore in 2020-21 to Rs 5052 crore in 2021-22. In the last 8 years, i.e. from 2014-15, the production in the Khadi sector in 2021-22 has increased by 191%, while the Khadi sales have increased

exponentially by 332%.

On the other hand, the turnover in the Village Industries sector alone has reached Rs 1,10,364 crores in 2021-22, as compared to Rs 92,214 crore in the previous year. In the last 8 years, the production in the Village Industry sector in 2021-22 has increased by 172%, while the sales have increased by 245%.

KVIC Chairman, Shri Vinai Kumar Saxena attributed Khadi's phenomenal growth to the constant support of Prime Minister Shri Narendra Modi to promote Khadi in the country. At the same time, innovative schemes, creative marketing ideas and active support from various ministries have also added to the Khadi's growth in recent years. "Prime Minister's repeated appeals to achieve self-reliance by promoting "Swadeshi" and particularly "Khadi" has done wonders. Today Khadi stands far ahead of all FMCG companies in the country. By employing new scientific methods and diversifying Khadi's product range, KVIC has succeeded in achieving such massive growth which no other FMCG company can match," he said.

Notably, people have responded enthusiastically to the Prime Minister's calls of "Aatmanirbhar Bharat" and "Vocal for Local". In the last couple of years, KVIC's main focus has been to create sustainable employment for artisans and

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Continuation of the on-going Plan Scheme - Prime Minister's Employment Generation Programme (PMEGP)

Over the 15th Finance Commission cycle for five years from 2021-22 to 2025-26 with an outlay of Rs.13554.42 Crore

On: 30 MAY 2022 : Ministry of MSME, Government of India is implementing Prime Minister's Employment Generation Programme (PMEGP), to facilitate generation of employment opportunities for unemployed youth across the country by assisting setting up of micro-enterprises in non-farm sector. KVIC is national level nodal agency. At State/District level State office of KVIC, State KVIBs and DICs are the implementing agencies. Coir Board is the implementing Agency for the Coir Units.

Entire process of application to sanction and release of funds by banks is online through the portal <https://www.kviconline.gov.in/pmeepeporta/pmegphome/index.jsp>.

Since its inception in 2008-09, about 7.8 lakh micro enterprises have been assisted with a subsidy of Rs 19,995 Crore generating estimated sustainable employment for 64 lakh persons. About 80% of the units assisted are in rural areas and about 50% units are owned by SC, ST and women categories.

The PMEGP has now been approved for continuation over the 15th Finance Commission Cycle for five years from 2021-22 to 2025-26 with an outlay of Rs.13554.42 Crore. Following major modifications/improvements have been made in the existing Scheme:

- I. Increasing the maximum project cost from existing Rs.25 lakh to Rs. 50 lakh for manufacturing units and from existing

Rs.10 lakh to Rs.20 lakh for service units.

- ii. Modify definition of village industry and Rural Area for PMEGP. Areas falling under Panchayati Raj institutions to be accounted under rural area, where as areas under Municipality to be treated as urban area.
- iii. All Implementing Agencies are allowed to receive and process applications in all areas irrespective of the rural or urban category.
- iv. PMEGP applicants under aspirational districts and transgender will be treated as Special category applicants and entitled for higher subsidy.

Major impact: Scheme will create sustainable estimated employment opportunities for about 40 lakh persons in five financial years.

States/districts covered: All the States/UTs will be covered under the Scheme.

Higher rate of Margin Money subsidy - 25% of the project cost in urban area and 35% of the project cost in rural areas, for special.

category applicants including, SC, ST, OBC, women, Transgender, Physically Disabled, NER, Aspirational and Border district applicants. For General category applicants subsidy is 15% of the project cost in urban area and 25% of the project cost in rural areas.

Revised scheme guidelines will be available on the website: msme.gov.in

If we want to make our lives sweet as honey, learn from the bees to stay united

Beekeeping is a widespread and global activity, with millions of beekeepers depending on bees for their livelihoods and well-being. Together with wild pollinators, bees play a major role in maintaining biodiversity, ensuring the survival and reproduction of many plants, supporting forest regeneration, promoting sustainability and adaptation to climate change, improving the quantity and quality of agricultural productions.

On 20th May, KVIC celebrated World Bee Day, under honey mission Programme at its Central and field Offices. On this occasion a programme was held at HQ, KVIC under the Chairmanship of Ms. Preeti Verma, CEO, KVIC.

On this occasion Chairman, KVIC sent a Video Message for Beekeepers and officials of the KVIC. In his inspirational message Chairman KVIC, Shri Vinai Kumar Saxena congratulated all beekeepers in the country for promoting beekeeping activities on the occasion of “World Bee Day reiterated that

“Honey Mission” was commenced in 2017 and in these 4 years, the results have been really encouraging. So far, KVIC has distributed over 1.70 lakh bee boxes to farmers, Adivasis and unemployed youths in all corners of the country and provided them with sustainable livelihood. At the same time, KVIC has added over 8000 million bees into the nature, which is a record in itself, He informed.

He urged people to promote beekeeping for the larger benefits of the mankind. If we want to make



our lives sweet as honey, we must learn from the bees to stay united, be it our family, our country or our own lives, he added.

Ms. Preeta Verma, CEO, KVIC in her address said

that KVIC has always been at the forefront of its responsibility and duties, and KVIC has done excellent work since the year 2017 in the field of Beekeeping. KVIC made people aware of it by promoting the Honey Mission programme and

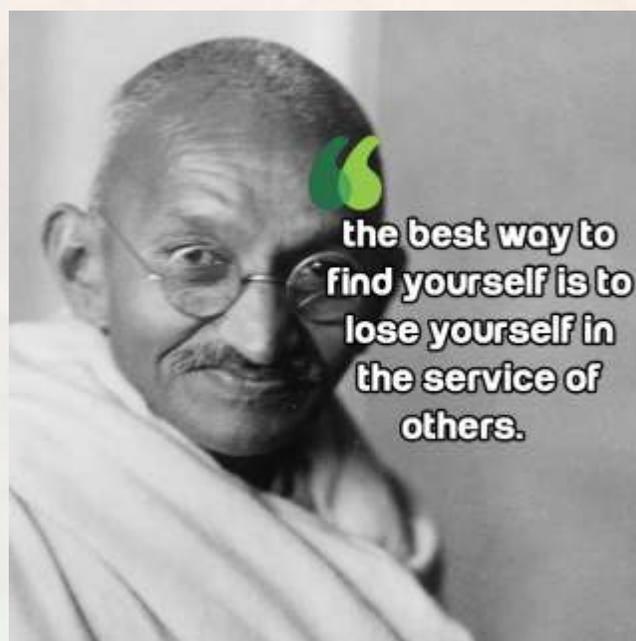


converting it into employment opportunities.

CVO. KVIC Ms. Sanghmitra, Jt. CEO Shri Satya Narayan Shukla graced programme, All programme Directors and officials of KVIC were present during the celebration.

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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 also evident from the fact that Khadi's single-day sale at its flagship store at Connaught Place in New Delhi also reached the all-time high of Rs 1.29 crore on 30th October 2021.





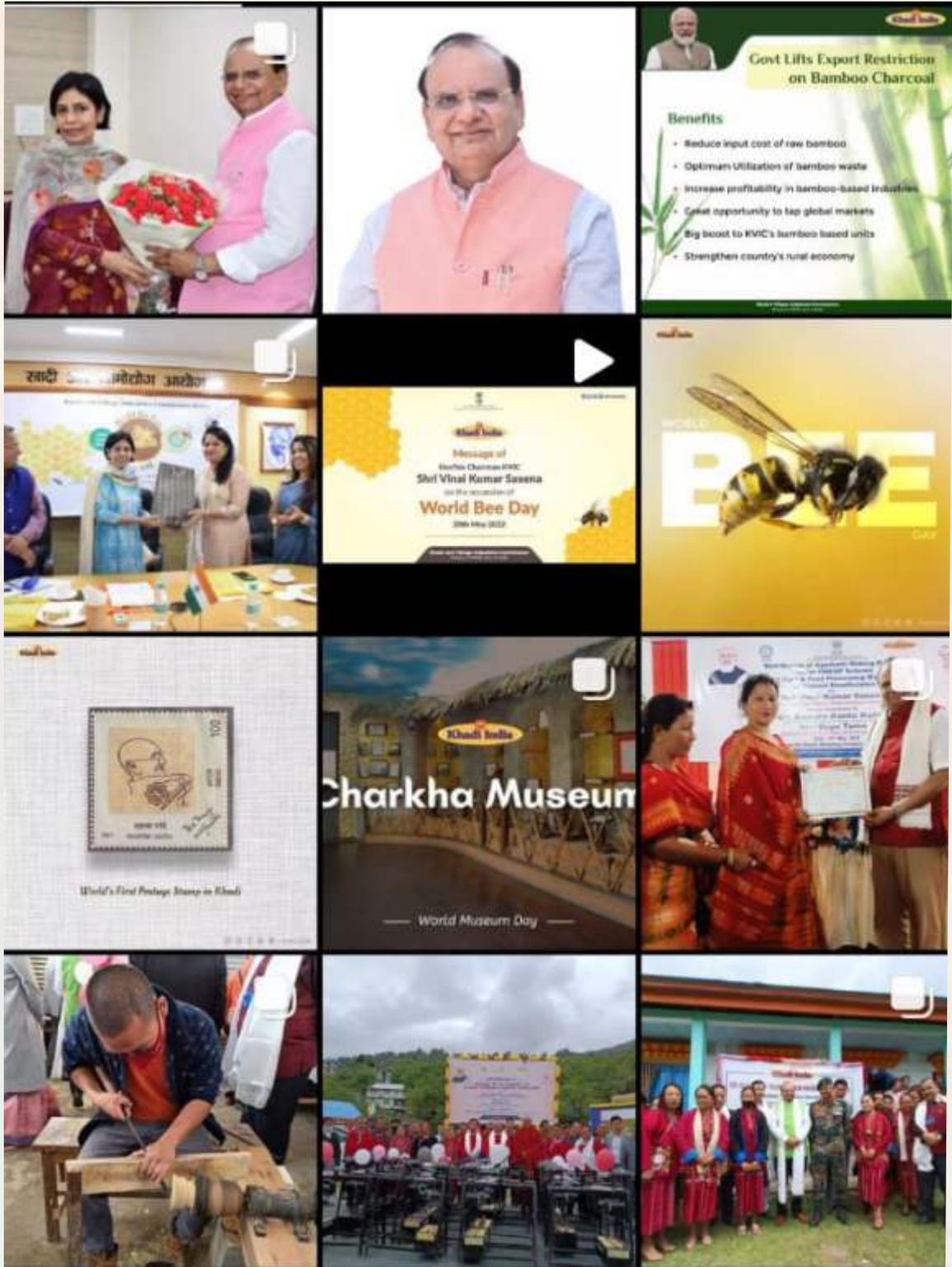
Under Gramodyog Vikas Yojana, 50 nos. Cobblers of Gajipur district were given Crash Course Training on 31.03.2022 and distributed Footwear Repairing Tool Kits Box, by KVIC, Varanasi.



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.

KVIC On Social Media

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