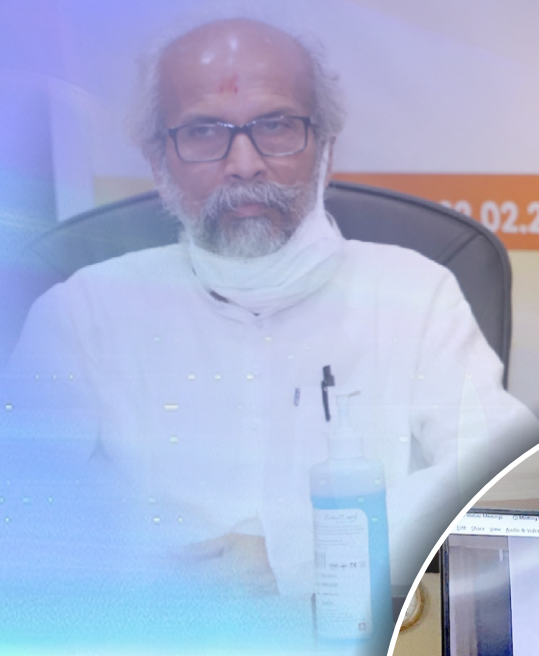




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# Jagruti

Mumbai March, 2021



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

Vol.65 No.04 Mumbai, March- 2021

# Jagruti



A Monthly Journal of KVIC on Rural Industrialisation

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## To support over 42,000 artisans in traditional crafts Minister, MSME inaugurates 50 SFURTI clusters in 18 States



**On 22<sup>nd</sup> February, 2021 : Union Minister for MSME & Road Transport & Highways, Shri Nitin Gadkari inaugurated 50 artisan-based SFURTI clusters, spread over 18 States.**

In the 50 clusters inaugurated on 22nd February, 2021, over 42,000 artisans have been supported in the traditional segments of muslin, khadi, coir, handicraft, handlooms, wood craft, leather, pottery, carpet weaving, bamboo, agro processing, tea, etc. The Ministry of MSME, Govt. of India has funded an amount of around Rs.85 crore for development of these 50 clusters. The Ministry of MSME is implementing a Scheme of Fund for Regeneration of Traditional Industries (SFURTI) with a view to organize traditional industries and artisans into clusters to make them competitive and increase their income.

Inaugurating the clusters, Shri Gadkari said more research needs to be done on what kind of village products are required by the consumers, and how to attractively design and market these products. He suggested that the National Institute of Design, Ahmedabad may be approached to improve the design and attractiveness of traditional products. A web portal

is also required, on the lines of Amazon or Alibaba, to market these products effectively, both in India and abroad, he added.

The Minister also pointed out the need to step up the pace of formation of such clusters, since only 82 of the



371 announced so far are actually functional, and said a target of 5,000 clusters is easily achievable if red-tape can be reduced.

The clusters were inaugurated in presence of Minister of State, MSME, Shri Pratap Chandra Sarangi, Secretary MSME, Shri B.B. Swain, Members of Parliament, local MLAs, and senior officers of the Ministry of MSME.

Minister of State, MSME, Sh. Sarangi said formation of the clusters builds the confidence of traditional craftsmen, and it is part of the government's strategy of keeping villages at the core of the economic policy.

These clusters have been inaugurated in the States of Andhra Pradesh, Arunachal Pradesh, Assam, Chhattisgarh, Gujarat, Haryana, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Nagaland, Odisha, Rajasthan, Tamil Nadu, Uttar Pradesh and West Bengal

### Background

As on date, there are 371 numbers of Clusters which have are being funded by the Ministry, supporting 2.18 lakh artisans with a total Government assistance of Rs. 888 cr. More than Rs.708 crore has been the budgetary allocation under the scheme, of which more than Rs.567 crore has been released for the implementation of the scheme so far. These clusters are spread all over the country covering 248 districts. The Ministry aims to support at least 1 cluster in each district in the coming period.

SFURTI clusters are of two types i.e., Regular Cluster (500 artisans) with Government assistance of up to Rs.2.5 crore and Major Cluster (more than 500 artisans) with Government assistance up to Rs.5 crore. The artisans are organized into SPVs which can be (i) a Society registered under Societies (Registration) Act, 1860, (ii) a Co-operative Society under an appropriate statute, (iii) a Producer Company under Section 465 (1) of Companies Act, 2013 (18 of 2013), (iv) a Section 8 Company under the Companies Act, 2013 (18 of 2013) or (v) a Trust.

Under the Scheme, the Ministry supports various interventions including setting up of infrastructure through Common Facility Centers (CFCs), procurement of new machineries, creating raw material banks, design intervention, improved packaging, improvement of marketing Infrastructure, improved skills and capacity development through training and exposure visits, etc. Besides, the scheme focuses on strengthening the cluster governance systems with the active participation of the stakeholders, so that they are able to gauge the emerging challenges and opportunities and respond to them through building innovative and traditional skills, improved technologies, advanced processes, market intelligence and new models of public-private partnerships, so as to gradually replicate similar models of cluster- based traditional Industries.

**Presently various sectors covered under the scheme and the number of clusters are as follows:**

| Main Sectors      | Handicrafts | Coir | Bamboo | Honey | Food Processing | Khadi | Others | Total |
|-------------------|-------------|------|--------|-------|-----------------|-------|--------|-------|
| Approved Clusters | 145         | 41   | 33     | 25    | 59              | 10    | 58     | 371   |



Mahabaleshwar Beekeeping cluster at Satara District and Banjara cluster at Beed, Malegaon inaugurated by Hon'ble Minister of MSME Shri Ninit Gadkari through V.C



## Big Boost to “Aatmanirbhar Bharat” & “Waste to Wealth”

Shri Nitin Gadkari Inaugurated Agarbatti Stick Making Unit in Assam



***Sustained efforts of Khadi and Village Industries Commission (KVIC) to strengthen Indian Agarbatti industry have begun yielding results with Assam leading the way.***

On 18th February, 2021 Hon'ble Minister of MSME, Shri Nitin Gadkari through video conference inaugurated a major Bamboo Agarbatti Stick making unit named “Keshari Bio Products LLP” at Bajali district in Assam. Hon'ble Chief Minister of Assam, Shri Sarbananda Sonowal and KVIC Chairman Shri Vinai Kumar Saxena were present on the occasion.

The unit is a major step in the direction of “Aatmanirbhar Bharat” and an apt example of “Waste to Wealth” as apart from making Agarbatti sticks, it utilizes a huge quantity of waste bamboo into making bio-fuel and various other products. Set up at a cost of Rs 10 crore, the Agarbatti stick unit will provide direct employment to 350 people while also creating over 300 indirect employment.

Setting up of these units in Assam assumes great

significance in wake of the Modi government's decision of restriction on import of raw agarbatti from China and Vietnam and also a hike in import duty on round bamboo sticks for agarbatti. The two decisions were taken essentially to curb the huge import of agarbatti and bamboo sticks from the two countries that had crippled the Indian agarbatti industries.

Shri Gadkari and the KVIC Chairman Vinai Saxena had made great efforts to curb the import of these two commodities. As a result, hundreds of closed Agarbatti manufacturing units in India were revived in the last one and half years creating nearly 3 lakh new jobs. Keshari Bio Products LLP is the first big project that has come up after these policy decisions.

Shri Gadkari expressed happiness over the new bamboo



stick unit in Assam saying this would go a long way in strengthening the local Agarbatti industry which has a huge potential for local employment creation. "This is the most appropriate example of "Aatmanirbhar Bharat" which aims at creating local employment and sustainable livelihood," Shri Gadkari said.

The Hon'ble Chief Minister also praised the initiative saying this manufacturing unit would create new employment avenues in the entire state.

The KVIC Chairman Saxena said the import restriction on raw agarbatti and hike in import duty on bamboo agarbatti sticks created a huge employment opportunity in India and these new units aim at capitalizing on the opportunity. "Agarbatti industry is a key vertical of India's village industry which employs more than 10 lakh artisans. With new Agarbatti and bamboo stick making units coming up, nearly 3 lakh new jobs have been created in this segment in the last one and half years. To reap maximum benefit from this opportunity, KVIC has also launched a program called Khadi Agarbatti Aatmanirbhar Mission to increase India's local Agarbatti production through the Prime Minister Employment Generation Program," Saxena said. He added that the new agarbatti stick making unit will also strengthen the huge bamboo-based industry in Assam.



It is noteworthy that only 16% of bamboo is used for making Agarbatti sticks while the remaining 84% bamboo goes waste. However, with diverse technology employed by Keshari Bio Products LLP, every bit of the bamboo is utilized. The waste bamboo is burnt to produce methane gas which is mixed with diesel as an alternate fuel. The burnt bamboo is also used for making charcoal powder for Agarbatti and fuel briquettes. The waste bamboo is also used for making ice-cream sticks, chopsticks, spoons and other items.

At present, the consumption of incense sticks in India is pegged at a whopping 1490 tons per day but only 760 tons per day is locally produced. Hence, the huge gap between the demand and supply resulted in heavy import of raw agarbatti. Consequently, the import of raw agarbatti increased from just 2% in 2009 to 80% in 2019.

## People Patronize Monpa Handmade Paper of Tawang after PM's push in **Mann ki Baat**



***The sale of the 1000-years old heritage Monpa handmade paper or “Mon Shugu” is quickly catching pace, thanks to its special mention by Hon'ble Prime Minister in his radio program Mann ki Baat. Khadi and Village Industries Commission, which revived this ancient art at Tawang in Arunachal Pradesh on 25th December 2020, has made Monpa Handmade paper available online through its e-portal [www.khadiindia.gov.in](http://www.khadiindia.gov.in).***

3<sup>rd</sup> February, 2021: On the first day of its launch, more than 100 sheets of Monpa Handmade paper were sold. The orders were received from Maharashtra and Uttar Pradesh. The handmade paper, handcrafted by trained local artisans in Tawang, was put to online sale on Sunday (January 31) after the Prime Minister spoke about this ancient art. Monpa Handmade Paper is not only supporting environment protection but has also opened new avenues of income for the local artisans.

The handmade paper sheet measuring 24 inch in length and 16 inch in width is priced economically at Rs 50 per sheet.

KVIC Chairman Shri Vinai Kumar Saxena said owing to its religious and cultural significance, Monpa Handmade Paper had great market potential in India and abroad. “On the first day of its online sale, we received orders for over 100 sheets. The Hon'ble Prime Minister's appeal will definitely make this paper popular among people. We will explore new market avenues for Monpa Handmade paper that will strengthen this industry and local artisans in Arunachal Pradesh,” Saxena said.

Revival of this art assumes significance as Monpa Handmade paper was once produced in every household in Tawang and the paper was exported to many countries like Tibet, Bhutan, Myanmar and Japan among others. However, with the new technologies coming in, the handmade paper industry almost disappeared in the last 100 years.

Notably, Monpa Handmade paper is made from the bark of tree Shugu Sheng grown locally in Tawang and is identified by its distinctive translucent fibrous texture. The paper is weightless but its natural fibers add great tensile strength to this paper making it apt for various art works. Monpa handmade paper has been used for writing Buddhist scriptures, manuscripts and for making prayer flags. Writing on this paper is also known to be tamper-proof. The Monpa Handmade paper industry set up in Tawang aims at engaging the local youths with this art professionally and earn.

Initially, the paper unit has engaged 9 artisans who can produce 500 to 600 sheets of Monpa handmade paper per day. The artisans will be earning wages of per day Rs 400 per day. To begin with, 12 women and 2 men from local villages have been trained to make Monpa handmade paper.



On 31<sup>st</sup> January, 2021: Chairman KVIC Thanked Hon'ble PM for special mention of Monpa handmade paper and his constant support to Khadi's initiatives. Revival of this ancient art by KVIC in Tawang last month is historical which aims to preserve heritage, protect ecology & create employment.



A pleasing sight to see the team of Hon'ble FM sporting tricolor Khadi face masks before presenting Budget 2021.



Thanks to Hon'ble Finance Minister Ms. Nirmala Sitharaman for inspiring the lot. It's encouraging when the hardwork of Khadi artisans get recognized at the highest level of governance.



## KVIC Revives Assam's Historic Khadi Institution destroyed during Militancy 32 Years ago



On 14.02.21 : Life has come a full circle for one of Assam's oldest Khadi Institutions in a span of 56 years. Inaugurated by the great Jai Prakash Narayan in 1964 and destroyed by Bodo militants in 1989, the Khadi workshed at village Kawali in Baksa district of Assam has returned to life with spinning and weaving activities and direct employment to 60 families, thanks to Khadi and Village Industries Commission (KVIC) which revived the workshed and distributed charkhas and looms. The revived group workshed was inaugurated by KVIC Chairman Shri Vinai Kumar Saxena on 14th February, 2021. The institution remained in a vandalized state, bearing the scars of Bodo insurgency, for nearly 32 years.



The revival of this workshed is a historic feat for the entire state as it caters to people of multiple ethnic groups like Boro, Mising, Assamese and Bengalis among others. This center has started operations with spinning, weaving and reeling activities of elegant Eri Silk of Assam and other cotton fabric and later on various other Khadi activities like manufacturing of village industry products likes kacchi ghani mustard oil etc.

The KVIC Chairman said another 100 charkha, looms and other equipment will be provided to the local artisans that will not only strengthen this Khadi institution but also empower the local artisans through self-employment and sustainable income. "Revival of this Khadi workshed is historical. KVIC will ensure all infrastructure support to strengthen this unit and very soon this will become a major employment creator for the local artisans in the area. In the next few months,



this center will provide direct employment to nearly 200 more artisan families. This initiative is aligned with Khadi's mantra of "rural resurgence" which also coincides with the Hon'ble Prime Minister's vision - Sabka Sath, Sabka Vikas," Saxena said.

The workshed was constructed by a Khadi institution called Tamulpur Anchalik Gramdan Sangh which shifted to Assam from Arunachal Pradesh following the Chinese aggression in 1962. It began operations with mustard oil production and by the year 1970, spinning and weaving activities also started there providing livelihood to hundreds of artisan families. However, tragedy struck when the institution was burnt down by extremists in 1989 and it remained defunct since then.

This Khadi workshed in Kawali village, located 130 km from Guwahati, lies in a difficult terrain and can be reached only by crossing over river Matanga as there is no bridge over the river till date. The river remains flooded during the monsoon. The workshed has been refurbished with financial assistance from KVIC. The idea behind the workshed scheme is to provide better working conditions to the Khadi artisans that will ultimately improve their productivity.



## Gadkari calls for innovative policy-making and transformative change in villages and rural areas



*Union Minister for MSME and Road Transport & Highways, Shri Nitin Gadkari has called for lasting and transformative change at the village level, through innovative, research-based technology specially adapted for rural areas.*

Addressing a workshop on 06 Feb, 2021 at the Mahatma Gandhi International Hindi University at Wardha in Maharashtra, the Minister pointed out that Village Industries and Khadi generate as much as Rs. 88,000 crores on an annual basis. This can be increased if policy is flexible, and innovative, and is aimed at improving the life of people living in villages. The Minister also stressed that goods produced by village industries can be sold better if they are marketed better.

Recalling the philosophy of Mahatma Gandhi, Vinobha Bhave, Pandit Deendayal Upadhyaya, Ram Manohar Lohia and Jayaprakash Narayan, he said that their aim was the same – to improve the lives of the poor living in villages. Unless solutions are found to ensure that

employment is generated in the villages, and they are clean and have enough facilities, the dreams of these leaders will not be fulfilled, he said. Migration of as much as 30% of the country's population from rural areas took place since independence due to lack of growth of the village economy, the Minister said.'

Pointing out that MSMEs contribute 30% of the GDP of India, and there are 6.5 crore units, Sh. Gadkari said the government's aim is to increase the contribution to 40% of GDP, so that rural poor are benefited. Policy has to be made which will empower the poor, he emphasised. The Minister said "We are not in favour of westernization, but we are in favour of modernization, in the villages. This is the time for socio-economic transformation"



Emulsion Paint Distemper Paint

## Khadi Prakritik Paint from Cow Dung Gains Ground; KVIC Plans 500 New Plants in 6 Months under PMEGP

The innovative Khadi Prakritik Paint made from cow dung is swiftly gaining ground and set to propel a massive employment surge across the country.

To enable maximum people to benefit from this innovation, KVIC has included this project under the Prime Minister Employment Generation Program (PMEGP), a flagship scheme of the Central government for employment generation. Khadi and Village Industries Commission (KVIC) has fixed a target of setting up at least 500 manufacturing units of Prakritik Paint in rural areas, through prospective entrepreneurs, in next six months.

In just one month of its launch, 5000 liter (approx) of Khadi Prakritik Paint has been sold and 275 prospective entrepreneurs have registered with Kumarappa National Handmade Paper Institute (KNHPI) for training in making cow dung paint. While 84 applicants have already been trained; training of the remaining candidate will be completed by March 31. Khadi Prakritik Paint was launched by Hon'ble MSME Minister Shri Nitin Gadkari on 12th January 2021. KNHPI, a unit of KVIC which has developed the paint, is providing 5-day training to applicants in making Prakritik Paint.

KVIC will be setting up another 6 Khadi Prakritik Paint manufacturing units in New Delhi, Varanasi, Ahmedabad, Nashik, Bengaluru and Choudwar in Orissa to maintain supplies. KVIC will soon offer dealerships for Prakritik Paint that will benefit the traders.

KVIC Chairman Shri Vinai Kumar Saxena expressing his views on 12th March 2021 said the new Khadi Prakritik paint plants will accelerate the rural employment generation in the country. "At least 6000 direct employment will be created with the setting up of the 500 new paint manufacturing plants. While this will significantly increase farmers' income; it will also open



new business avenues like manufacturing and sale of paint-manufacturing machines. This will comprehensively contribute to strengthening local production and help realize the Hon'ble Prime Minister's dream of Aatmanirbhar Bharat," Saxena said. Setting up of 500 Prakritik Paint manufacturing units will require an investment of Rs 100 crore (approx) at the rate of Rs 19 lakh (approx) for each plant. Out of this amount, machinery like Double Disc Refinery, Twin Shaft Machine, Blender, Pug Mill, etc. account for Rs 60 crore (approx). This will, therefore, also boost the machine making industry. At the same time, 500 paint manufacturing units of the capacity of 500 liter per day will be able to produce nearly 7.5 crore liter of Prakritik Paint annually. While this will consume approx. 2.25 crore kg or 22,500 MT of cow dung; it will generate an additional income of Rs. 11.25 crore (approx) to farmers and gaushalas across the country and thus adding to their financial sustainability.



## KVIC Supplies Khadi Silk Sarees to Delhi Police

**Khadi and Village Industries Commission (KVIC) has supplied 850 exquisite Khadi Silk Sarees to Delhi Police. The Sarees will be worn by women front desk executives of the Delhi police force at its various offices.**

The consignment worth over Rs 25 lakh has been delivered to Delhi Police in less than 2 months from receiving the purchase order. The dual-tone sarees are made of high quality Tasar-Katia Silk. The sarees have been woven by traditional artisans in West Bengal who specialize in making Tasar - Katia Silk. The sample of the saree was provided by Delhi Police which was accordingly developed by KVIC and approved by Delhi Police. The sarees have a mix of natural color Tasar Silk and Katia Silk in pink color.

Tasar- Katia Silk is a dual-tone fabric made with a blend of Tussar and Katia silk. It is identified by its thick and heavy texture created by using two different threads of Tasar and Katia. Its rugged and rustic appearance but porous weave makes this fabric perfect to wear in all weather.

KVIC Chairman Shri Vinai Kumar Saxena said the purchase order by Delhi Police manifests Khadi's growing acceptance in various government agencies. "Khadi is a trendsetter. Use of Khadi in our forces will significantly add to its popularity among masses. At the same time, such prestigious orders are a big boost for Khadi artisans," Saxena said, adding the supply of Sarees was accorded high priority and the consignment was delivered within time. "These Sarees will be worn by



women front desk executives of Delhi Police who deal with the general public on a daily basis. This will further enhance Khadi's visibility," Saxena said.

Earlier, KVIC entered into agreements with Indian Railways, Health Ministry, Indian Postal department, Air India and other government agencies for supplying Khadi products including bedsheets and uniforms. KVIC has been preparing uniforms for the crew members and staff of national carrier Air India. Khadi India has also designed and prepared uniforms for over 90,000 postman/postwoman in the country which is now also available online too.

## On Bapus Martyr's Day, KVIC Empowers 1650 Khadi Artisans in Murshidabad, West Bengal



**When the whole country was paying homage to Mahatma Gandhi on 73rd Martyr's Day, Khadi and Village Industries Commission (KVIC) were empowering rural artisans in West Bengal. On 30th January, 2021 as many as 1650 artisan families in West Bengal's Murshidabad took a stride towards self-sustainability by associating with various self-employment schemes of Khadi, which Bapu propagated throughout his life.**

KVIC Chairman Shri Vinai Kumar Saxena distributed 825 new model charkhas, 50 silk charkhas, 235 modern looms, 120 Reeling Basins and 95 readymade garment machines to artisans engaged with Khadi spinning and weaving activities. KVIC Chairman also distributed 80 electric potter wheels and other equipment to marginalized potters in Murshidabad under the flagship Kumhar Sashaktikaran Yojana of KVIC.

Distribution of charkha, looms and sewing machines aims at strengthening the local Cotton and Silk industry in Murshidabad which has a glorious history of producing exquisite fabric like Muslin Cotton and Mulberry and Tussar Silk. KVIC has disbursed Rs 20 crore to strengthen 23 Khadi





Institutions engaged with production of khadi in Murshidabad. The development comes a day after KVIC's massive employment drive in Malda where 2250 beneficiaries were distributed advanced tools. The employment activities rolled out in West Bengal will boost the Hon'ble Prime minister's call for "Aatmanirbhar Bharat" and "Vocal for Local".

Distribution of electric potter wheels also aims at empowering the potters' community and reviving the dying art of pottery. The potters have been distributed equipment after successfully completing 15-days of training.

The KVIC Chairman said empowering 1650 rural artisan families on Martyr's Day was the biggest tribute to the Father of the Nation as this would go on to strengthen Indian villages. "Gandhi ji was the embodiment of Khadi. For him Khadi was not just a fabric but a tool of self-sustainability. Rural resurgence through Khadi was the dream of Mahatma Gandhi and Hon'ble Prime Minister Shri Narendra Modi is striving to fulfill that dream. There could not be a better way to pay tribute to Gandhi ji than empowering 1650 rural artisans on the Martyr's Day," Saxena said.

He said providing jobs to every hand is the vision of the Prime Minister and in the last 5 years, KVIC has

spent more than Rs 200 crore to strengthen Khadi institutions and artisans in West Bengal.

A number of beneficiaries present on the occasion thanked KVIC for supporting rural industries that provided them with sustainable livelihood. Many spinners and weavers said distribution of modern charkha and looms would enhance their productivity significantly and help them earn better livelihood.

Similarly, a potter said with the electric potter wheel he was able to make at least 2000 earthen lamps (deeya) every day which increased his production as well as income by up to 4 times. Many other potters who had given up pottery work owing to hard physical work and financial unviability, have also been benefited by KVIC.





## KVIC Chairman Highlights the Government Initiatives in Khadi and Village Industries Sector

*KVIC is Giving Focus to Create Employment  
in North East Region: V. K. Saxena, Chairman, KVIC*

Khadi & Village Industries Commission has been consistently making its endeavour to promote Khadi and rural industries in North Eastern Region as part of Government of India's development initiatives, said Shri Vinai Kumar Saxena, Chairman, Khadi & Village Industries Commission, Ministry of MSME, Government of India during a press conference held On 13.02.2021. Shri Saxena held the press conference to highlight the various initiatives taken by the Government of India through KVIC.

Speaking on the initiatives, the Chairman said that the North East region is now in the focus of KVIC where this sector has tremendous possibilities which will also open up a vista of development in the rural areas of the region where millions of artisans have been weaving dreams of rural reconstructions in Gandhian way. Talking about the growth of Khadi industry in the country Shri Saxena informed that currently KVIC is seeing an average growth of 29% in all over India. Growth of Khadi is helping in creating jobs which is definitely satisfactory, he added. He also informed that many initiatives are being taken up by the Government to increase the production and to reach the difficult areas of the country also.

Lauding Prime Minister Shri Narendra Modi's commitment for the growth of Khadi industry, Shri Saxena said that to make the traditional industries more productive and competitive and facilitating their sustainable development, the government of India is setting up fund for regeneration of traditional industries. Talking about Kumhar Sashaktikaran Yojana(KSY), an initiative of KVIC for empowerment of communities working in pottery sector in the remotest locations in the country, the Chairman informed that KVIC has created proper marketing channels including tie-up with the Railway for selling the production of potters.

Talking about Honey Mission, Shri Saxena said that the Prime Minister viewed the opportunities and advised the authorities to explore the possibilities to create employment in Tribal regions and backward districts of the country to take up mass honey production as SweetKranti in mission mode.

Dr. Sukumal Deb, Deputy Chief Executive Officer, NEZ Incharge, informed the media about the activities and initiatives of KVIC in the North East Zone.

Shri Duyu Tamo, Member (N.E. Zone), KVIC was also present in the programme.





## Growth OF KHADI IS robust

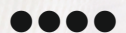
*On February 13, 2021, Shri Vinai Kumar Saxena, Chairman of Khadi and Village Industries Commission addressed the media in Guwahati.*

During his address, the Chairman, KVIC briefed the media about the KVI program being run by KVK across the nation. Especially about such programs which have been prepared keeping in mind the north eastern states.

He informed that the growth of Khadi industries has made a quantum jump from six per cent in 2014 to 29 per cent now. Addressing the media at city hotel on Saturday, Saxena said, "We're approaching various ministries, schools, universities and other to adop khadi. Some of the institutions have accepted our plea. All paramilitary forces will adopt khadi products in their canteens. We've IITs and NITs with us to provide technical support.

"Under the PMEGP 2.28 lakh people have been employed. To make traditional industries more productive and competitive and facilitating their

sustainable development the Centre is setting up a fund for the generation of traditional industries," he said. The other programme of KVIC, according to Saxena are – launching of a Central sector Scheme titled 'Scheme of Fund for Regeneration of Traditional Industries (SFURTI), honey mission for which Rs 49.78 crore to the KVIC has been approved to upgrade the income of unemployed youths and the Kumhar Sashaktikaran Yojana (KSY), an initiative to upgrade the potters community launched in 2018. Rs 29.31 crore has been approved for this scheme.



Newly appointed Commission Members Shri Basant Kumar - North Zone, Shri Manoj Kumar Singh, East Zone; Shri Shri Duy Tamo North East Region and Shri Dilip Peshawe, Technical



Education and Training visited the C.B.Kora Training Institute, Khadi and Village Industries Commission, Borivoli on 18th February, 2021.

## Mega Fest 11<sup>th</sup> CELEBRATING NORTH EAST held at Imperial Estate, Guwahati

All roads of Guwahati city led to the majestic Imperial Estates on the evening 9<sup>th</sup> February 2021. The much waited annual mega event CELEBRATING NORTH EAST in its prestigious Eleventh Year took place to an astounding success with the top Glitterati of the city,



Media, top honchos of the Business world, topline Bureaucrats.

The evening kicked off with the M C Debjyoti Dasgupta inviting the man behind the event and CEO of NEIFT Vikram Rai Medhi on to the stage. Vikram spoke of the journey of the festival in its 11<sup>th</sup> edition and also highlighted the role of KHADI and Handloom's in

promotion of North East Fashion Industry Globally.

Dr. Shah Mohd. Tanvir Mansur, Asst. Bangladesh High Commissioner; Sri Duyu Tamo, National Member of KVIC, Govt. of India and Dr. Sukamal Deb, Dy. CEO-KVIC, Govt. of India were Special Invitees in the occasion. In their address all dignitaries spoke about the importance of Khadi and Handloom in the growth of the NER Region. The Cottage Industry of NER is greatly benefited by the wide Publicity and Positive Hype created by such mega events, the dignitaries in an unified voice expressed.



Music and Dance took over the Grand Stage with an impressive Ramp of 80 feet long when Actor-Singer par excellence Richa Bharadwaj draped in a Khadi Mekhala Chadar enthralled the august gathering with her songs and graceful team of Dancers choreographed by Uday Shankar from the Axomiya film Industry.

With the support of Khadi and Village Industries Commission (KVIC) NEIFT presented Eight topline designers -Nandini Borkakati, Priyanka D Patowary, Momi Borah Kalita, Jahnavi Swargiyari, Bidyut Bikash Bhagawati, Jyoti & Kashmiri, Kabita Baruah Medhi and Manoja Das from the region who created Magic through their Khadi, Handloom and Silk Collections.

The Talented pool of Designers presented their awe inspiring ensembles with focused on age old Motifs of the region. Celebrities like Actor Aimee Baruah, Actor Moonmi Phukan, Actor Debashree Gogoi, Singer Abhisruti Bezbarua and others walked the Ramp as

Showstoppers to the thunderous applause of the crowd. For the first time in history of Fashion Shows here in Guwahati the audience witnessed more than Forty Six Topline National and Regional Models together on the Ramp.

Various other Government and non-Government Organizations such as Assam Gas Company, DNPC Ltd., State Bank of India, Topcem Cement, Tony & Guy and others have come forward to support and associate with the event.



## State Level Khadi Exhibition by D.O.KVIC, Varanasi

On 10<sup>th</sup> Feb, 2021 : Satate Office,Varanasi organised State Level Khadi Exhibition at Magh Mela Ground, Prayagraj from 09.02.2021. In this exhibition PMEGP units and khadi institutions from 12 States participated with their various



attractive Products like Khadi silk, cotton, woolen, poly, solar vastra alongwith V.I. items like organic honey, herbal products, leather products, pickles, pottery items, soap, shampoo etc.



## PMEGP review meeting held at Hubballi



**The Divisional Office, KVIC, Hubballi conducted a PMEGP review meeting on 11<sup>th</sup> February, 2021 Hubballi.**

Shri S. S. Tambe, Director, Divisional Office, KVIC, Hubballi in his address shared the performance of PMEGP under the jurisdiction of Divisional Office, Hubballi . He informed that Hubballi achieved 84% against the target of Rs.40.89 crores as on 06-02-2021 in terms of Margin Money (subsidy) utilization during the current financial year 2020-21 and appreciated all the implementing agencies and Bankers for their active co-operation & support in implementation of the scheme. Further, informed that the KVIC has achieved 124% of Margin Money utilization against the target.

Shri Ramakrishna B. Mane, State Director of RSETIs in Karnataka State in his address informed that, PMEGP is the scheme which caught highest attention and benefitted and contributed for the overall

improvement of beneficiaries and the country's economy as a whole.

He, requested the implementing agencies to send the list of candidates with contact numbers to the respective RSETIs/RUDSETIs to clear the pending EDP training in a time bound manner.

The Lead District Managers, Joint Directors/ Representatives of DICs, District Officers of KVIB, Directors of RSETIs/RUDSETIs under the jurisdiction of Divisional Office, KVIC, Hubballi, State Director of RSETIs, Asst. General Manager, Karnataka Vikas Gr. Bank, Representative of Dy. General Manager, Canara Bank, Circle Office, Hubballi participated the meeting.

## Honey extractors and Tools kit distributed at Dehradun

On 2nd February 2021, State Office KVIC Dehradun (Uttarakhand) distributed 100 bee boxes along with 2 honey extractors and tool kits to one SHG consisting 10 beneficiaries at Village Tota Betia District U.S. Nagar Uttarakhand.



## KVIC to train inmates of Punjab Jail

Hon'ble Jail Minister, Punjab Government, Director General of Punjab Jail, (DGP jail) Deputy Director Jail, Superintendent Jail, along with Director Khadi Village Industries Commission Chandigarh, and Dahanu Training Centre representatives met for training Punjab Jail inmates in spinning. The training would be provided by Dahanu training Centre in association with Khadi Institutions of Punjab.

Punjab government will also purchase Khadi.

It was also discussed that the prison administration will purchase the goods produced by the jail inmates. The government departments of the



On 11<sup>th</sup> February , 2021 : Pottery Wheel Machineries distribution, function held at Mylanahalli Village, Devanahalli Tq, Bangalore Rural District under MBI, by SO, KVIC, Bangalore



## Training and Workshop



5 days training on Bee Keeping was Provided to 30 beneficiaries of 3 SHG that commenced from 20th February 2021 at RSETI, PNB, Ambasa, Dhalai, Tripura.



10 days Training programme on KVIC Schemes and Programme held at Ziladhipati, Dist. Tripura. The training programme commenced from 20th February 21. 40 participants participated in the training. TRLM official were present on the occasion.

## KVIC J&K achieved more than 100% target in PMEGP

2<sup>nd</sup> Feb :During the current financial year 2020-21 SO KVIC J&K surpassed the target in PMEGP. During current year KVIC J&K was allotted target of 2636 projects with 81.41Cr Margin Money and employment of 21088. Against the targets State Office achieved

5034 projects worth Rs. 105.08 Cr Margin Money and employment of 49576. Besides, Bank credit flow reached 320 crores upto 31st Dec. during the 2020-21.

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**1<sup>st</sup> February, 2021: Inaugural Function of 10 days Skill Upgradation Training Programme on Pottery activity vertical of GVV under MBI was held at Lakshmipura (V), Kolar Dist, Karnataka, by SO KVIC, Bangalore.**

On 7<sup>th</sup> Feb. 2021. On-going Skill Upgradation Training Programme on Pottery Wheel activity under GVV in MBI at Lakshmipura (v), Kolar District Karnataka State was inspected by KVI officials. The pottery wheel were distributed on 10th February 2021.



## Training and Workshop



On 12<sup>th</sup> February, 2021 :  
Second Batch of Soft Intervention  
at Randeviwadi, Yalgud Kolhapur  
Traditional Jewellery Cluster,  
Yalgud.



Broom and Agarbatti production cluster with involvement of 250 Artisans sanctioned under SFURTI scheme. First working committee meeting was conducted recently for approving Action plan for CFC building plan, Soft intervention training, selection of CDE etc in Solapur DIST.



On 16 February 2021, Member, KVIC, South Zone, "Shri Shekhar Rao Perala", G.B. visited the courtyard of Kora Borivali and gave guidance and distributed certificates to the trainees of Advanced Beauty Parlor.

## They Choose their Way Journey of becoming an entrepreneur

**T**he number of women entrepreneurs in India has been on a rise, and their success stories continue to inspire and motivate millions more. This number has considerably increased in recent times for getting better exposure and find their way.

From bath and beauty products to home décor and ware, women have been successfully running their own shows. On the occasion of International women's day we celebrate some of these inspiring stories of women associated with PMEGP Schemes of KVIC who chose to take the road less travelled to begin their entrepreneurship journey. **Ms. Yogita Chauhan** and **Ms. Cahaitali** taking their opportunities and avenue at KVIC choose to challenge the stereotype platforms.



## Smt. Yogita Chauhan



Smt. Yogita Chauhan completed her MA Degree from Shimla University. Yogita, like all her friends

wanted to seek employment in corporate world. Her struggle to realize this did not bear fruit. In her childhood she was fond of making various kinds chocolates and impress her family with their attractive colors and incredible tastes. She decided to convert her childhood hobby into a lucrative business.

She visited, Director of UCO RSETI Shimla and sought his advice on the proposed Project. Seeing the potential of her project the Director advised her to go in for financial assistance under Prime Ministers



Employment Generation Programme (PMEGP) for starting her dream project, she applied for loan of Rs.4,75,000/- from Canara Bank Shimla under PMEGP. While sanctioning the loan the bank redirected her to UCO- RSETI Shimla for PMEGP EDP training.

On completion of training she started her own Chocolate Manufacturing Unit with the help of above loan from Canara Bank and own funds to the extent of Rs.25,000/-. She developed the unique idea of putting the Chocolates in attractive Gift Packs. Now she is supplying chocolates not only in

Shimla City but also to mofussil areas in and around Shimla. The Quality of the products she is manufacturing has enabled her to win confidence of the customers and has created a niche demand for her products in the area.

She is now doing a successful business and earning a monthly income of Rs.30,000/-after meeting all expenses and repayment commitments towards bank loan. She has also provided employment to 2 persons in her Unit. She expresses her deep gratitude to PMEGP,KVIC, for having given right direction to her life.

## Chaitali Prasad Pawar

### PMEGP unit of Corrugated Box

Ms. Chaitali who always believed in thinking out of box wanted to start her own business instead of trending the same path of job of 9 to 5 every day. She worked as a factory supervisor. Being a Commerce postgraduate she had a good business instinct.

She decided to start her own business of making Corrugated Box after taking a bank loan of Rs 25.00 lakhs from Bank of India, Kareli Baug, Vadodara under the PMEGP Scheme of Govt of India in 2010-11.



With her intelligence, hard work and dedications she started climbing ladder of success and within no time her turn multiplied three times and reached to 81.00 lacs. She is also providing employment to around 22 persons.

She many times thanks PMEGP Scheme of KVIC because of which a Factory Supervisor now has her own own Packaging Factory.

## Press Coverage

**पूर्वांचल** शुक्रेवार 19 फरवरी

### नितिन गडकरी व सर्वानंद सोनोवाल ने क्रिया अग्रबत्ती उद्योग का उद्घाटन

नितिन गडकरी व सर्वानंद सोनोवाल ने क्रिया अग्रबत्ती उद्योग का उद्घाटन किया। उद्योग में नितिन गडकरी व सर्वानंद सोनोवाल के साथ अन्य अग्रबत्ती उद्योग के अधिकारी भी शामिल हुए।

श्री नितिन गडकरी, कृषि, किसान कल्याण व शहरी आपूर्ति विभाग के राज्य मंत्री, नितिन गडकरी व सर्वानंद सोनोवाल ने क्रिया अग्रबत्ती उद्योग का उद्घाटन किया। उद्योग में नितिन गडकरी व सर्वानंद सोनोवाल के साथ अन्य अग्रबत्ती उद्योग के अधिकारी भी शामिल हुए।

### असे राम प्रेरित आभ सुजुद वेंस विठ अजुजुद र पुष्टावत

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### सोएफसी का शुभारंभ, शिल्पियों के मिलेगा लाभ

सोएफसी का शुभारंभ, शिल्पियों के मिलेगा लाभ। सोएफसी का शुभारंभ, शिल्पियों के मिलेगा लाभ। सोएफसी का शुभारंभ, शिल्पियों के मिलेगा लाभ।

Thread

**PIB in Assam** @PIB\_Guwahati

KVIC is Giving Focus to Create Employment in North East Region: V. K. Saxena  
 Details: [pib.gov.in/PressReleasePa...](http://pib.gov.in/PressReleasePa...)  
 @kvicindia @ChairmanKvic @PIB\_India @MIB\_India @ddnews\_guwahati @airnews\_ghy

← arunachal24.in - Posts

**arunachal24.in** 18 mins

TAWANG - The Governor of Arunachal Pradesh Brig. (Dr.) B.D. Mishra (Retd.) felicitated Maling Gombu and other 'Mon Shugu' local paper makers of Mogto village, who have taken the initiative to rejuvenate the age-old tradition of handmade paper at Brigade Officers Institute, Tawang on 13th February 2021. The Governor appreciated the local people for preserving and continuing the ancient tradition of local paper making....  
<https://arunachal24.in/arunachal-governor-felicitates-local-paper-makers/>

**PIB in Assam** @PIB\_Guwahati

KVIC Revives Assam's Historic Khadi Institution destroyed during Militancy 32 years Ago  
 Details: [pib.gov.in/PressReleasePa...](http://pib.gov.in/PressReleasePa...)  
 PIC Courtesy: @kvicindia @minmsme @ChairmanKvic @PIB\_India @MIB\_India @ddnews\_guwahati @airnews\_ghy

**PIB in Assam** @PIB\_Guwahati · 2h

KVIC Chairman Highlights the Government Initiatives in Khadi and Village Industries Sector  
 Details: [pib.gov.in/PressReleasePa...](http://pib.gov.in/PressReleasePa...)  
 @kvicindia @ChairmanKvic @PIB\_India @MIB\_India @ddnews\_guwahati @airnews\_ghy

**Khadi**

Khadi products are the natural way to leading a complete life. Simplicity and purity are its catch words. So when we use Khadi products we lead simple and pure life and we begin to experience a new meaning in life.

The use of Khadi and V.I. products also promotes thousands of artisans associated with it. Thus Khadi can be said to have taken on a socially committed role also with the added role of national integration.

**People Patronize Mopha Handmade Paper of Tawang after PM's push in Mann Ki Baat**

The sale of the 800-year old heritage Mopha handmade paper or 'Mon Shugu' is quickly catching pace. Thanks to its special mention by Hon'ble Prime Minister in his radio program Mann Ki Baat, Khadi and Village Industries Commission, which revived this ancient art at Tawang in Arunachal Pradesh on 26th December 2020, has made Mopha Handmade paper available online through its e-portal [www.khadiindia.gov.in](http://www.khadiindia.gov.in).

On the first day of its launch, more than 100 sheets of Mopha Handmade paper were sold. The orders were received from Maharashtra and Uttar Pradesh. The handmade paper, handcrafted by trained local artisans in Tawang, is not only supporting environment protection but has also opened new avenues of income for the local artisans. The handmade paper sheet measuring 24 inch in length and 16 inch in width is priced economically at Rs 50 per sheet.

KVIC Chairman Shri Vinay Kumar Saxena said owing to its religious and cultural significance, Mopha Handmade Paper had great market potential in India and abroad. "On the first day of its online sale, we received orders for over 100 sheets. The Hon'ble Prime Minister's appeal will definitely make this paper popular among people. We will explore new market avenues for Mopha Handmade paper that will strengthen this industry and local artisans in Arunachal Pradesh," Saxena said.

For our print and online platforms please email: [info@forevernews.in](mailto:info@forevernews.in)

**खादी, अग्रबत्ती, मधु व अन्य स्थानीय उत्पादों को बढ़ावा दे रहा खादी कमीशन : सक्सेना**

उपलब्ध हो रहे गोजगार के अवसर

शुक्रवाहरी : भारत सरकार के अग्रबत्ती एवं ग्रामोद्योग कमीशन (कै.वि.अ.सी.) के अध्यक्षों ने दिल्ली में आयोजित 'देश के ग्रामीणों को शोचनीय के साथ ही उद्योग, आर्थिक, शहरी व अन्य उद्योगों को बढ़ावा देने के लिए' विचार-विमर्श के रूप में भाग ले रहे हैं।

उद्योग के प्रयोगों और नए विचारों को प्रोत्साहित करने के लिए, यह संयोजन कमीशन को प्रभावित करेगा।

अध्यक्षों ने कहा कि देश के विभिन्न भागों के ग्रामीणों को नए अवसरों के साथ ही उद्योग, आर्थिक, शहरी व अन्य उद्योगों को बढ़ावा देने के लिए, विचार-विमर्श के रूप में भाग ले रहे हैं।

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Press Coverage

SUNDAY, FEBRUARY 14, 2021

CITY THE ASSAM TRIBUNE, GUWAHATI 7

## NE now a focus area of KVIC: Chairman

**CITY CORRESPONDENT**

GUWAHATI, Feb 13: Khadi and Village Industries Commission has been consistently promoting khadi and rural industries in the north-eastern region as a part of the Government of India's development initiatives, said Vinai Kumar Saxena, Chairman, Khadi and Village Industries Commission, Ministry of MSME, Government of India during a press conference held here today.

Saxena highlighted the various initiatives taken by the Government of India through KVIC in the region.

"The North-east is now a focus area of the KVIC. This sector has tremendous possibilities and will also speed up development in the rural areas of the region where millions of artisans have been weaving dreams of rural reconstructions in a Gandhian way. Currently, KVIC is witnessing an average growth of 29 per cent all over India. Growth of khadi is helping in creating jobs which is definitely satisfactory," he said.

He also informed that many initiatives are being taken up by the government to increase production and to reach the remote and inaccessible areas of the country.

Lauding Prime Minister Narendra Modi's commitment to the growth of the khadi industry, Saxena said that to make the traditional industries more productive and competitive and facilitating their sustainable development, the Government of India is setting up a fund for regeneration of traditional industries.

Talking about Kumbhar Sambhakaran Yojana (KSY), an initiative of the KVIC for empowerment of communities working in the pottery sector in the remote locations in the country, the Chairman said that the KVIC has created proper marketing channels including tying up with the Railways for selling the production of potters.

"Nearly 810 electric pottery wheels were distributed and around Rs 1.82 crore was sanctioned for the north-eastern region in the last two years," he added.

Talking about the Hon'ble Minister, Saxena said that the Prime Minister has thought about the opportunities and advised the authorities to explore the possibility of create employment in the tribal regions and backward districts of the region to take up mass honey production under the project Mitra Kranti (Sweet Revolution) in mission mode.

"Rs 11.38 crore has been sanctioned among 114 beneficiaries under honey mission in the region," he said.

Dr Sukalpal Deb, Deputy Chief Executive Officer, NEZ incharge, informed about the activities and initiatives of KVIC in the North-east Zone. Dya, Tamo, Member (NE Zone), KVIC, and Sarma Baranpadhyay, Joint Director, Press Information Bureau, Guwahati were also present.

**INDIA**  
13



Vinai Kumar Saxena, Chairman, KVIC, Ministry of MSME, Government of India addressing a press conference at Guwahati, on Saturday — UB Photos

### Modi hails NE's century-old tradition of paper-making

**Rohitbuz.Zaman@timesgroup.com**

**Guwahati:** In his monthly 'Man ki Baat', Prime Minister Narendra Modi on Sunday highlighted the revival of 'Mon Shuga' — the thousand-year-old traditional, handmade paper of Arunachal Pradesh — used in Buddhist manuscripts for religious scriptures.

In his radio programme, Modi said: "For centuries, a type of paper called 'Mon Shuga' is made in this hilly region (Tawang) in Arunachal Pradesh. The locals make this paper from the bark of a tree named Shuga Sheng, hence trees do not have to be cut. Besides, no chemical is used in the making of this paper. Therefore, it is safe for the environment and health too."

He further said: "There was a time when this paper was exported, but with modern techniques, a large amount of paper started getting made and this local art was pushed to the brink of closure. Now, a local social worker, Maling Gomba, has made an effort to rejuvenate this art. This is also giving employment to tribal brothers and sisters there."

Tawang-based advocate and social worker Gomba (47), who had written to the Khadi and Village Industries Commission (KVIC) regarding the dying paper-making craft of the state, said: "I am extremely proud and honoured that the PM mentioned our small but important 'Mon Shuga' in his address."

### The Daily Guardian

**AATMANIRBHAR BHARAT**

## KHADI PRAKRITIK PAINT FROM COW DUNG GAINS GROUND, KVIC PLANS 500 NEW PLANTS IN SIX MONTHS

**ON HD**

**CORRESPONDENT NEW DELHI**

The innovative Khadi Prakritik Paint made from cow dung is swiftly gaining ground and set to propel a massive employment surge across the country. To enable maximum people to benefit from this innovation, KVIC has included this project under the Prime Minister Employment Generation Program (PMEGP), a flagship scheme of the Central government for employment generation. Khadi and Village Industries Commission (KVIC) has fixed a target of setting up at least 500 manufacturing units of Prakritik Paint in rural areas, through prospective entrepreneurs, in next six months.

In just one month of its launch, 8,000 litre (approx) of Khadi Prakritik Paint has been sold and 275 prospective entrepreneurs have registered with Kumarappa National Handmade Paper Institute (KNHPI) for training in making cow dung paint. While 84 applicants have already been trained; training of the remaining candidate will be completed by 31 March.

Narendra Modi's commitment to the growth of the khadi industry, Saxena said that to make the traditional industries more productive and competitive and facilitating their sustainable development, the Government of India is setting up a fund for regeneration of traditional industries.

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### NEW BOMBAY

## Khadi Prakritik paint from cow dung gains ground

### KVIC plans 500 new plants in 6 months under PMEGP

**By Chandrasekhar Sunde**

The innovative Khadi Prakritik paint made from cow dung is swiftly gaining ground and set to propel a massive employment surge across the country. To enable maximum people to benefit from this innovation, KVIC has included this project under the Prime Minister Employment Generation Program (PMEGP), a flagship scheme of the Central government for employment generation. Khadi and Village Industries Commission (KVIC) has fixed a target of setting up at least 500 manufacturing units of Prakritik Paint in rural areas, through prospective entrepreneurs, in next six months.

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KVIC will be setting up another 6 Khadi Prakritik Paint manufacturing units in New Delhi, Varanasi, Ahmedabad, Nashik, Bengaluru and Choudwar in Orissa to maintain supplies. KVIC will soon offer dealerships for Prakritik Paint for this year. This will, therefore, also boost the machine-making industry.

At the same time, 500 paint manufacturing units of the capacity of 500 litre per day will be able to produce nearly 75 crore litre of Prakritik Paint annually. While this will consume approx. 2.25 crore kg or 22,500 MT of cow dung; it will generate an additional income of Rs 11.25 crore (approx) to farmers and gushals across the country and thus adding to their financial sustainability.

**investment of Rs 100 crore (approx) at the rate of Rs 19 lakh (approx) for each plant. Out of this amount, machinery like Double Disc Refinery, Twin Shaft Machine, Blender, Pug Mill, etc. account for Rs 60 crore (approx). This will, therefore, also boost the machine-making industry. At the same time, 500 paint manufacturing units of the capacity of 500 litre per day will be able to produce nearly 75 crore litre of Prakritik Paint annually. While this will consume approx. 2.25 crore kg or 22,500 MT of cow dung; it will generate an additional income of Rs 11.25 crore (approx) to farmers and gushals across the country and thus adding to their financial sustainability.**



### KVIC's role vital in NE, Gadkari tells Tamo

**Assam alone in next three years, Tamo quoted the minister as saying.**

When Tamo informed him that the KVIC finalized its annual budget for 2021-22 recently, Gadkari said that "you being from Arunachal Pradesh are well aware of the vast untapped potential of khadi and village industries sector in NE region. Thus, KVIC being a central government organization should toe the Modi policy."

Appreciating the minister for reflecting his sense of belongingness for the NE region, Tamo assured to make all possible efforts through KVIC schemes for bringing a difference in the region. Besides some senior officers, Balasore Lok Sabha member (BJP) Prapt Chandra Sarangi was also present.

**By Pradeep Kumar**

**ITANAGAR, Feb 23:** Khadi and Village Industries Commission (KVIC) has a vital role to play for socio-economic development of rural people, particularly in North East India. Road Transport & Highway and MSME Union Minister Nitin Gadkari told KVIC Member (NE in-charge) Dyuji Tamo when he called on him in his New Delhi office on Tuesday.

The face of NE region has been undergoing a vast transformation at the initiative of Prime Minister Narendra Modi government. Thus, Budget 2021-22 has increased allocation for NE states to Rs 55,820 crore from Rs 41,764 crore in 2020-21. Moreover, Rs 34,000 crore has been earmarked to build more than 13,000 km National Highways in



### ശ്രീ.9 കോഡിയിൽ തെന്തെ നാർ കൂട്ടുകുമ്പും മതയി അഥൈശ്ശാർ നീതീൻ കകാറി തവകകീനാർ

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### Plan to Create 5,000 MSME Clusters: Gadkari

**Our Bureau**

New Delhi: The government is making efforts to create at least 5,000 MSME clusters under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) scheme, which will give steam to its Aatmanirbhar Bharat initiative. Union Minister Nitin Gadkari said on Monday.

Gadkari inaugurated 30 medium, small and micro enterprise (MSME) clusters across the country under the scheme, which offers incentives such as skill development, capacity building, creation of facilities such as common facility centres, rehousing facilities, and marketing and e-commerce assistance for MSME clusters.

Gadkari said the MSME ministry is now operational in present.

"We are trying to digitalise schemes, and clusters have taken off because of delays in approvals," he said. "This is just one scheme and there are several other schemes under the ministry and we will try to develop more clusters under these schemes."

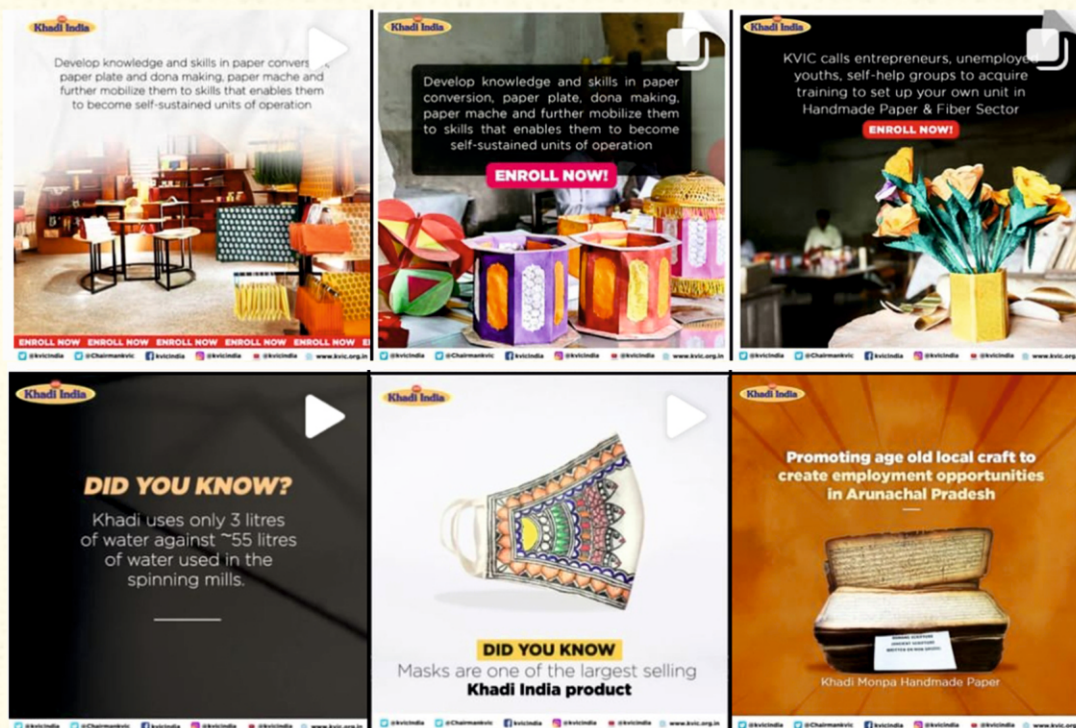
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