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Azadi Ka
Amrit Mahotsav

Jagruti

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Union Minister Narayan Rane inaugurates 2 Day MSME Conclave at Sindhurg



MSME Minister inaugurates KONBAC-SFURTI Bamboo Cluster at Kudal



कामये दुःखतप्रानाम्।
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Jagruti

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Union Minister Narayan Rane inaugurates MSME Conclave aimed at promoting entrepreneurship and trade opportunities in Konkan Region.

“Not just mango and cashew, bamboo also a great source of income”

– Narayan Rane Minister inaugurates KONBAC-SFURTI Bamboo Cluster at Kudal



On 25 February, 2022 : Union Minister for Micro, Small & Medium Enterprises (MSME), Shri Narayan Rane announced the establishment of MSME-Technology Centre with an outlay of Rs. 200 Crore, in Sindhudurg.

The MSME-Technology Centre will provide the best of technology, incubation as well as advisory support to the industry, especially MSMEs, to enhance their competitiveness and provide skilling services for the employed and unemployed youth of the area to enhance their employability.

The Minister made this announcement at the inauguration of the two-day MSME Conclave (25

and 26 February) being organized in Sindhudurg by the Ministry of MSME. The Conclave aims to promote entrepreneurship and trade opportunities for MSMEs in the Konkan region by handholding them in use of technology, product development and skilling.

Speaking about the significance of the conclave, the Union Minister said, “such conclaves serve as an important platform for entrepreneurs, policy



makers and other key stakeholders to engage in an open dialogue to exchange information, innovative ideas and explore mutual business opportunities.”

“The objective behind this conclave is to make Sindhudurg region – the top most in industrial sector,” said Shri Rane. He pointed out how most of the residents of Sindhudurg had to leave the city in search of job opportunities and to earn a living. He insisted that we have to bring change in the current scenario where income is generated in Sindhudurg and where our future generation can benefit from it.

MSME Ministry has set up nearly 2000+ new manufacturing units in Konkan; huge scope of employment creation in Maharashtra

The Minister lauded the MSME Ministry's initiatives in the Konkan region and said that there

is huge scope of employment creation in Maharashtra, particularly in the Konkan region. The Minister added that the government is committed to promote entrepreneurship and employment creation in the region by rigorous implementation of flagship programs like PMEGP (Prime Minister Employment Generation Programme) , SFURTI (Scheme of Fund for Regeneration of Traditional Industries), Honey Mission and Kumhar Sashaktikaran Yojana for empowerment of potters.

Shri Rane said the Ministry has given a big thrust to entrepreneurship by setting up nearly 2,000+ new manufacturing units in the Konkan region since 2016, resulting in creation of 16,400 direct employment. To support these projects, Ministry has disbursed subsidy amount of Rs 71.65 crore.

The Minister also distributed electric potter



wheels, bee boxes and Agarbatti making machines to rural artisans of Ratnagiri and Sindhudurg District and adjoining areas. He also felicitated 25 Khadi artisans and handed over certificates on completion of training. Further, sanction letters were handed over to 10 PMEGP beneficiaries who will take stride towards self-reliance by associating with self-employment activities of Khadi and Village Industries Commission (KVIC).

Presentation on various schemes being implemented by the Ministry was also made by the senior officials of the Ministry during the Conclave, which was attended by entrepreneurs and youth from rural and semi-urban areas.

Additional Secretary & Development Commissioner, MSME, Shri Shailesh Kumar Singh emphasized on the importance and relevance of various schemes like Udyam Registration and Champions Portal for the MSME sector that had a positive impact during the COVID-19 pandemic.

MSME Minister inaugurates KONBAC-SFURTI Bamboo Cluster at Kudal

Earlier in the day, the MSME Minister inaugurated the KONBAC SFURTI (Konkan Bamboo and Cane Development Centre - Scheme of Fund for Regeneration of Traditional Industries) bamboo cluster at Kudal. The cluster will support 300

artisans. Ministry of MSME has released Rs 1.45 crore for setting up of the cluster.

Shri Rane threw light on the opportunities available for the locals in the Konkan region saying “not only mango and cashew but also bamboo should be considered as a source of income.” He said KONBAC SFURTI cluster has been organized to attract people to the bamboo business and locals should take advantage of it.

Secretary MSME, B.B Swain; Chairman, Khadi and Village Industries Commission, Vinay Kumar Saksena; Chairman-Coir Board, D. Kuppuramu; Director KONBAC Mohan Hodavadekar were present on the occasion.

About KONBAC

KONBAC is an independent non-profit organization which has developed into a self-sustaining institutional ecosystem and has a fully developed facility for designing, prototyping and producing premium bamboo products for Indian and international markets. It has in place mechanisms to link poor bamboo producers to larger lucrative markets and has already emerged as a model that is being emulated elsewhere in India and overseas.

Scheme of Fund for Regeneration of Traditional Industries (SFURTI) is an initiative by Ministry of MSME to promote Cluster development. Khadi and Village Industries Commission (KVIC) is the nodal Agency for promotion of Cluster development for Khadi. The scheme organizes traditional industries and artisans into clusters to make them competitive



and provide support for their long term sustainability. It also aims to provide sustained employment for traditional Industry artisans and rural entrepreneurs.



KVIC urges Central Govt. to lift “Export Prohibition” on Bamboo Charcoal for higher profitability of Bamboo Industry

On: 27 Feb, 2022 : Khadi and Village Industries Commission (KVIC) has urged the Central Government to lift the “export prohibition” on bamboo charcoal for optimum utilization of raw bamboo and higher profitability in the bamboo industry.

One of the biggest challenges that the Indian bamboo industry faces today is the extremely high input cost owing to inadequate utilization of bamboo. However, export of bamboo charcoal would ensure complete utilization of the bamboo waste and thus make the bamboo business more profitable.

KVIC Chairman Shri Vinai Kumar Saxena has written to Hon'ble Minister of Commerce and Industries, Shri Piyush Goyal, seeking to lift the export restriction on bamboo charcoal for larger benefit of the bamboo industry.

In India, bamboo is mostly used in manufacturing of Agarbatti wherein, a maximum of 16%, i.e. the upper layers of the bamboo, is used for manufacturing of bamboo sticks while the remaining 84% of bamboo is a complete waste. The Bamboo waste generated in Agarbatti and bamboo craft industries is not being utilized commercially, 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. Compared to this, the Bamboo price in China is Rs 8,000 to Rs 10,000 per MT but their input cost is Rs 12,000 to Rs 15,000 per MT owing to 100% waste utilization.

“The bamboo waste can be best utilized by making “Bamboo Charcoal” which, though, has a very limited use within the domestic market but it is hugely in demand in the international market. However, the Indian bamboo industry is not able to tap the opportunity due to its “export prohibition”. Considering the repeated requests of the industry, KVIC has requested the government to consider lifting the export restriction on bamboo charcoal. This would not only enable the industry to exploit huge global demand but also enhance the profitability of existing KVIC units by proper utilisation of bamboo waste and thus contribute to the Hon'ble PM's vision of “Waste to Wealth,” KVIC Chairman Shri Saxena said.

Notably, the world import demand of bamboo charcoal has been hovering in the range of USD 1.5 to 2 billion and has been growing at the rate of 6% in recent years. Bamboo Charcoal for Barbeque sells for about Rs 21,000 to Rs 25,000

per ton in the international market. Besides, it is also used for soil nutrition and as a raw material for manufacturing Activated Charcoal. Rising import demand is witnessed in countries like USA, Japan, Korea, Belgium, Germany, Italy, France and UK at negligible import duty.

It is pertinent to mention that an amendment in export policy for Bamboo products under the HS code 141100 was made in 2017, wherein exports of all the Bamboo products were kept in the OGL category and were “Free” to exports. However, exports of Bamboo Charcoal, Bamboo Pulp and unprocessed shoots were still kept under prohibited category.

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.

As an implication of the policy changes, Agarbatti and bamboo-craft industries in India have witnessed the revival of hundreds of closed units. After the policy changes, KVIC has set up 1658 new Agarbatti manufacturing units under its flagship Prime Minister's Employment Generation Program (PMEGP). Similarly, 1121 new bamboo crafts related units, too, have been set up across the country. This has not only optimized the use of bamboo but also created sustainable employment in rural areas.



KVIC's "Charkha Kranti" Created a Buzz on Gandhian Values; Finds Mention in the President's Address

On 3rd Feb. 2022 : Khadi's exponential growth, as mentioned by President in his address to the Parliament ahead of the Budget Session, is a result of the "Charkha Kranti" initiated by Khadi and Village Industries Commission (KVIC) in the last 7 years.

KVIC built several monumental Charkhas to propagate Gandhian thoughts and symbolism of Charkha in India and abroad which further popularized Khadi and played a key role in its massive growth. Khadi's success was acknowledged by the President in his address to the Parliament on 31st January and by Home Minister Shri Amit Shah, a day before at Sabarmati Riverfront in Ahmadabad, while unveiling Mahatma Gandhi's 100 sq meter wall mural on his 74th Martyr's Day.

Interestingly, KVIC was formed in the year 1956 but it made no effort in the next 58 years; i.e. till 2014, to popularize Khadi, Charkha or any other symbol associated with Mahatma Gandhi. "Khadi" and "Gandhi" were only used for political gains. It was only after the year 2014, that concrete efforts were made by the Narendra Modi government to popularize Khadi and spread the thoughts of Mahatma Gandhi and the symbolism of Charkha across the globe. Be it the birth anniversary or the martyrdom of Mahatma Gandhi, KVIC organized unique programs to celebrate Gandhian thoughts.

During the last 7 years, KVIC built monuments like world's biggest wooden and steel charkhas, world's smallest charkha on wrist watches, Gandhi ji's world's largest wall mural made of clay Kulhads, world's largest national flag made of Khadi fabric, heritage Charkha museum and many more. Charkha, which was Gandhi ji's tool in the fight against the British Rule, made its way to a foreign country, for the first time in 2017. Since then, Babu's Charkha has reached 60 countries of the world.

"It is with the inspiration of Prime Minister, Shri Narendra Modi that concrete steps were taken to popularize Khadi and Charkha not only in India but across the world. This played a major role in increasing the production and sale of Khadi and, thereby, contributed to realizing Babu's dream of Gramoday. The Charkha Kranti also saw distribution of a record 55,000 advanced charkhas to the Khadi artisans across the country that provided them with self-employment," Chairman KVIC, Shri Vinai Kumar Saxena said.



1956 to 2014 – No significant activity/event

July 5, 2016 - World's largest wooden Charkha installed at IGI Airport, New Delhi, by Shri Amit Shah, the then BJP President and Member of Parliament



October 18, 2016 - Biggest Ever Charkha distribution in Independent India at Ludhiana by Prime Minister Shri Narendra Modi.



May 21, 2017 - World's largest Stainless Steel Charkha installed at Connaught Place, New Delhi by Shri Amit Shah, the then BJP President and Member of Parliament.



May 21, 2017 - Heritage Charkha Museum Inaugurated at Connaught Place, New Delhi, by Shri Amit Shah, the then BJP President and Member of Parliament.



October 2, 2017 – A big wooden Charkha unveiled in Uganda, for the first time on foreign soil.



April 15, 2018 - Stainless Steel Charkha unveiled by former Agriculture Minister Shri Radha Mohan Singh at Motihari in Bihar to commemorate Champaran Satyagrah centenary celebrations.



June 7, 2018 - Pietermaritzburg station in South Africa sported a Khadi look and trains draped in Khadi fabric. This Railway Station is the place where Gandhi ji was thrown off a train for refusing to give up his seat in a first class, "whites-only" compartment, 125 years ago in 1893. It was the first such program sponsored by KVIC on foreign soil.



June 26, 2018 - Grand Stainless Steel Charkha installed at Sabarmati Riverfront, Ahmadabad. The Charkha was unveiled by Shri Amit Shah, the then BJP President and Member of Parliament.



January 31, 2019 - World's Largest Wall Mural of Mahatma Gandhi Made of terracotta Kulhads unveiled at NDMC building in New Delhi by Vice President Shri M. Venkaiah Naidu.



January 30, 2020 - World's Smallest Charkha used in Unique Khadi Wrist Watches that were launched by the then Minister of MSME, Shri Nitin Gadkari.



On 4th February, 2022 : Chairman KVIC Shri Vinai Kumar Saxena thanked Hon'ble President for the special mention of Khadi's success in the last 7 years. With inspiration of Hon'ble PM, "Charkha Kranti" initiated by KVIC has popularized Khadi, Charkha & Gandhian values across India & the world.



Charkha was sent to 60 countries during Khadi exhibitions in 2017 and 2018.

October 2, 2021 – World's largest Monumental National Flag made of Khadi Fabric and weighing 1400 KG, unveiled in Leh by the Lieutenant Governor of Ladakh, Shri RK Mathur.



30 January 2022 – A grand wall mural of Mahatma Gandhi made of clay Kulhads installed at Sabarmati Riverfront in Ahmadabad. This is India's 2nd and Gujarat's first wall mural of this kind that was unveiled by Minister of Home Affairs and Co-operation, Shri Amit Shah.

2014-15 to 2020-21 – 55,000 New Model Charkhas and 9000 modern looms distributed to Khadi artisans across the country to increase the production of Khadi.



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On 18th Feb, 2022, Hon `ble Minister for Minority Affairs Shri Mukhtar Abbas Naqvi and Chairman, KVIC Shri Vinai Kumar Saxena visited KVIC training centre at Rajghat. Hon `ble Minister appreciated KVIC`s efforts to promote rural entrepreneurship through self-employment & strengthen the village industries.



Khadi's Employment Drive Transforms Tiger-infested Bali Island in Sunderbans

On: 9th FEB

2022 : It is a historic transformation of the sleepy tiger-infested Bali island in the dense mangrove thickets of Sunderbans. The island, which was totally disconnected from the mainstream of development since Independence, is now bustling with Khadi activities.

Over a hundred tiger widows (Bag Bidhoba in local parlance) in the Bali island who were engaged with spinning activity by Khadi and Village Industries Commission (KVIC) in 2018, can now boast of modern amenities, advanced equipment like charkhas and looms and marketing support to provide these women artisans with sustainable livelihood. To begin Khadi activities



on the island, KVIC had set up a temporary structure three years ago, which has been converted into a permanent work shed now.

Chairman KVIC Shri Vinai Kumar Saxena inaugurated the newly built 3000 sq feet work shed and a 500 sq

feet common facility centre for Khadi artisans at the Bali island. The “Tiger Victim Khadi Katai Kendra” is now equipped with 125 new model charkhas, 15 modern looms and provides employment to nearly 150 women artisans of the Bali island. KVIC has also provided these artisans with yarn dyeing machines and readymade garment manufacturing machines. The centre has been modernized at the cost of Rs 95 lakh which has been funded by KVIC under its



Khadi Reforms and Development Program (KRDP) and Workshed Scheme for Khadi Artisans. The centre is being run by a local Khadi Institution of West Bengal.

Shri Saxena said the Khadi activities on Bali island are inspired by Prime Minister's vision of empowering the marginalized sections and reconnecting them with the mainstream of development. He said Khadi activities on Bali island will ensure financial sustainability of the tiger widows who were staring at a dark future after having lost the breadwinners for their families in tiger attacks. He said while the self-employment activities will help rehabilitate these hapless women artisans; it will also encourage other families to take up spinning and weaving activities to earn a respectable livelihood. By taking up Khadi activities, these artisans will be able to earn up to Rs 200 per day. He said the idea is also to desist these families from venturing into deep water or thick mangroves for fishing and thus mitigate the threat of tiger attacks.

Notably, KVIC had inaugurated the spinning centre at Bali island in 2018 and



distributed 75 Charkhas to rope in local women artisans with spinning activity. KVIC had also distributed 500 Bee-Boxes with live bee colonies to empower the economically backward people of the island by providing them with self-employment. These artisans were also provided with comprehensive training by KVIC.



Answering the question in the Lok Sabha, Honorable Minister, MSME informed about Khadi Prakritik Paint



Khadi Prakratik Paint has been developed from cow dung by Kumarappa National Handmade Paper Institute (KNHPI), Jaipur, a unit of Khadi and Village Industries Commission (KVIC), under the administrative control of the Ministry of MSME. Khadi Prakratik paint is eco-friendly and cost effective. The Khadi Prakratik Paint developed by KNHPI has been tested at National Test House, Ghaziabad (Govt. of India), National Test House, Mumbai (Govt. of India) and Shri Ram Institute of Industrial Research, Delhi (An ISO certified test lab) and satisfies the parameters required for paint.

It is envisaged that manufacture of Khadi Prakratik Paint will promote local manufacturing, create sustainable employment and generate additional revenue for farmers and cow shelter homes and will also generate employment in the

rural areas, which will improve the rural economy and help in controlling the migration from rural to urban areas, in the country.

Cow dung is a major constituent used in the manufacture of Prakritik Paint. 100 kgs. of cow dung is utilized for making 500 liters of paint. Therefore, setting up of paint units would be helpful in utilization of cow dung and thereby help in cleaning the environment.

KNHPI imparts training in manufacture of Khadi Prakritik Paint. Prakritik Paint manufacturing units are being set up under Prime Minister's Employment Generation Programme (PMEGP) scheme of Ministry of MSME. The technology for the manufacture of Khadi Prakritik Paint has been provided to many units in villages in the country.

This information was given by Union Minister for Micro, Small and Medium Enterprises, Shri Narayan Rane in a written reply in Lok Sabha on 3rd February 2022.



Khadi Emporium at DN Road in Mumbai Banned by KVIC for Selling Fake Khadi Products

On 5th Feb, 2022 : Khadi and Village Industries Commission (KVIC), which, in the recent years, has adopted “zero tolerance” against the sale of spurious/non-Khadi products, has cancelled the “Khadi Certification” to its oldest Khadi Institution named Mumbai Khadi & Village Industries Association (MKVIA), which was running the prestigious “Khadi Emporium” at Metropolitan Insurance House, a heritage building, located at D.N. Road in Mumbai since 1954.

The action came after KVIC found that the said Khadi Emporium at D.N. Road was selling non-Khadi products in the guise of genuine Khadi. During routine inspection, KVIC officials collected samples from the Emporium that were found to be non-Khadi products. KVIC issued a legal notice to MKVIA for flouting the norms of “Khadi Certificate” and “Khadi Mark Certificate” issued by the Commission. With cancellation of the registration, Khadi Emporium ceases to be a genuine Khadi Outlet and is no longer permitted to sell Khadi products from the Emporium. KVIC is also contemplating legal action against the MKVIA for criminal breach of trust and cheating public at large by misusing the credibility and popularity of brand Khadi.

KVIC had, in the year 1954, handed over the operation and management of Khadi Emporium to MKVIA, a registered Khadi Institution, on the strict condition that it would sell only “Genuine Khadi Products” from the emporium. However, in recent years, MKVIA had indulged in unfair trade practices by selling fake Khadi products and thus

cheating people who were under the impression that this Emporium was being run by KVIC.

It is pertinent to mention that KVIC, in the last few years, has acted tough against the misuse of its brand name “Khadi India” and infringement into its trademark. So far KVIC has issued legal notices to over 1200 individuals and firms including retail brand Fabindia for misusing the brand name “Khadi” and selling non-Khadi 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. Last year, KVIC also forced online shopping portals – Amazon, Flipkart and Snapdeal – to take down 140 web links that were selling non-Khadi products as “Khadi”.

In several such cases, KVIC dragged the violators to the courts and secured orders restraining them from misusing the brand name “Khadi”. As a result, a number of violators tendered apology and undertook not to use brand name “Khadi” in future.



After the immense success of the success stories of the PMEGP series and SFURTI series, this time we bring to you the success stories series of KVIC' simmensely popular 'Honey Mission' programme.



'Beepreneur' Vikas Kshirsagar

Starting this week is the success story of the 'Beepreneur' Vikas Kshirsagar, who has been passionate about beekeeping from a longtime. One can gauge his passion from the fact that, he went onto leave his corporate job so that he can pursue beekeeping full time. After having received 15 days complete training from KVIC, he received 10 boxes of 'Apis Mellifera', which he has now multiplied to 62 boxes. This shows the kind of dedication, sincerity and hard work that Vikas Kshirsagar had put in, on his path to success.

Presently, Vikas has over 160 boxes in his possession and he now provides employment to 100 people in his village. He firmly believes in the philosophy of 'जीवो जीवस्य जीवनमं' which means every living being on this earth is dependent on other living being which truly stands testament to the philosophy of 'Honey Mission'.



Women in Tamil Nadu have come forward for Beekeeping with determination, skill and creativity. Women are moving towards a new path breaking the shackles of male dominated industry.

In Tamil Nadu, out of total 325 beneficiaries, 147 beneficiaries are women that is equivalent to 45 percent of the total beneficiaries. Beekeeping activities are also setting an example for women entrepreneurship across the country by providing financial assistance to the families of these Queen Beekeepers. A honey processing plant, Vinova Seva Sangam was established

under the SFURTI scheme in Tamil Nadu. This plant is completely run by women and fully supports women to be self-reliant.



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Rs 200 crore MSME Technology Centre to be set up in Sindhudurg

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New Delhi - Union Minister for Micro, Small & Medium Enterprises (MSME), Nitayan Rane today announced the establishment of MSME-Technology Centre with an outlay of Rs. 200 Crore, in

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Address of Shri Vinita Kumar Savera at The MSME Conclave at Sindhudurg, Maharashtra

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Address of Shri Vinita Kumar Savera at The MSME Conclave at Sindhudurg, Maharashtra. The conclave aimed at creating self-employment opportunities among the rural masses of the Konkan region. Beehives, Electric Pallet Wheels, Agribath mowing machines were distributed to trained

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MSME Technology Centre with an outlay of Rs 200 Cr to be set up in Sindhudurg to boost employment creation



Micro, Small & Medium Enterprises (MSMEs) and startups have changed the face of the Indian economy in the past few years. It has created millions of jobs on the ground and has helped Micro, Small and Medium businesses to grow in the nation with constant support from Government, who have helped them with Technology, capital and talent.

Taking the vision forward, Union Minister for Micro, Small & Medium Enterprises, Narayan Rane announced the establishment of MSME Technology Centre with an outlay of Rs. 200 Crore at Sindhudurg. The announcement was made on 25 Feb during the inauguration of a two-day MSME Conclave (25 and 26 February) in Sindhudurg, Maharashtra. The MSME Conclave aimed at promoting entrepreneurship and trade opportunities in Konkan Region.

Speaking about the significance of the conclave, Union Minister Narayan Rane said, "Such conclaves serve as an important platform for entrepreneurs, policymakers and other key stakeholders to engage in an open dialogue to exchange information, innovative ideas and best practices."

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By: GK Hindi | February 26, 2022

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Union MSME Minister **Narayan Rane** launched **Union Bank MSME RuPay Credit Card**



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MSME Minister unveils Rs 200 cr MSME Technology Centre at Sindhudurg



Mumbai, Feb 25 (KNN) Union MSME Minister Narayan Rane announced the formation of MSME Technology Centre worth Rs 200 crore at Sindhudurg in Maharashtra on Friday during the inaugural session of two-day MSME Conclaves in the presence of senior government officials.

On the first day, MSME Minister Rane said, "The Ministry is presently focussing to create a benchmark for MSMEs across the country by scaling them to new heights in terms of exports, quality of products, contribution to GDP and providing World class infrastructure to all MSMEs in India."

Minister Rane also inaugurated the Konkan Start Cluster at Kudal which will support 300 artisans and 500 honey bee boxes, 100 electric pottery wheels and 100 agarbatti

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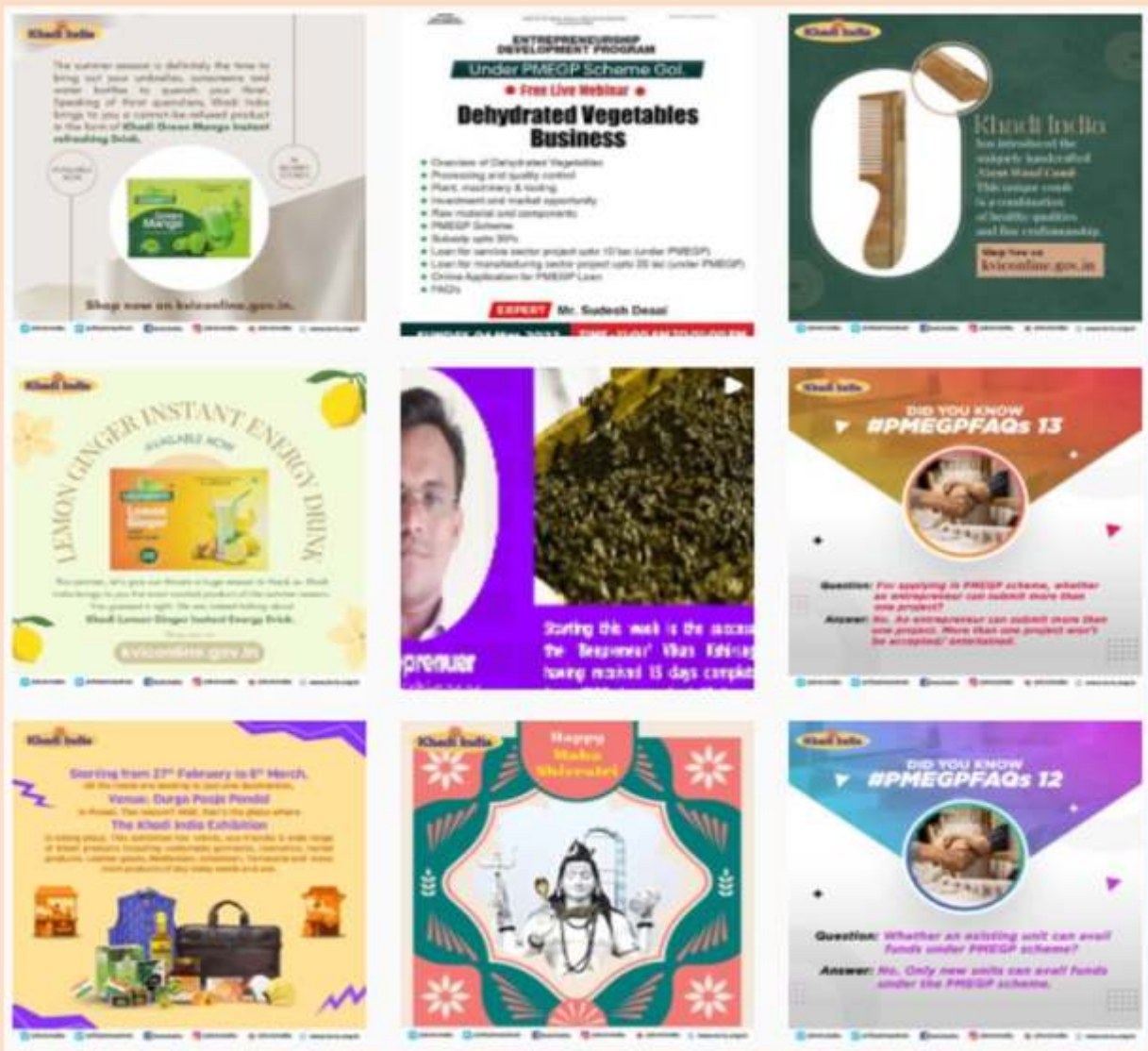


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