



कामधे दुखतरानाम्।  
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# Jagruti

May, 2021



**MSME Minister Shri Nitin Gadkari Hails  
KVIC's Innovative Project  
RE- HAB to reduce Elephant - Human Conflict**

**Khadi India**

**PROJECT  
RE-HAB**

REDUCING ELEPHANT - HUMAN ATTACKS USING BEES

AN INITIATIVE OF  
KHADI & VILLAGE INDUSTRIES COMMISSION  
GOVT. OF INDIA



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# Jagruti

A Monthly Journal of KVIC on Rural Industrialisation



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- \* Traditional ceramists training to use modern electric potters wheel
- \* Cow dung paint is becoming a possible source of revenue for Farmers

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\* Opinions expressed in articles published in this journal do not necessarily reflect the views of the KVIC or of the Editor.

## MSME Minister Shri Nitin Gadkari Hails KVIC's Innovative Project RE-HAB

The Project is to Reduce  
**Elephant – Human Conflicts**  
Project to be Replicated in All Elephant-affected States

**Hon'ble Minister of MSME, Shri Nitin Gadkari has hailed Khadi and Village Industries Commission's innovative Project RE-HAB, which has significantly reduced elephant's presence at four places in Karnataka's Kodagu district.**

Shri Gadkari said the project has yielded very encouraging results in preventing elephants' movement into human territories in Kodagu. He said Project RE-HAB has huge potential and it will be soon replicated in all states affected by elephant attacks like West Bengal, Jharkhand, Odisha, Chhattisgarh, Assam, Tamil Nadu and Kerala. He also emphasized on participation of the Ministries of Agriculture and Environment and Forest for effective implementation of the project across the country.

Project RE-HAB (Reducing Elephant – Human Attacks using Bees) was launched by KVIC Chairman Shri Vinai Kumar Saxena last month, at four locations on the periphery of Nagarhole

National Park in Kodagu district of Karnataka. It is a unique, cost-effective way of preventing elephant – human conflicts without causing any harm to the animals and the humans. Under this project, bee boxes are used as a fence to prevent elephants from entering human habitation and thus reducing loss of lives and properties. Elephants fear that the honey bees might sting them in their eyes and the inner side of the trunk. Also, the buzz of the bees irritates the elephants the most.

Bee fences have reduced the movement of elephants at these points to a great extent, which has come as a big relief for the local farmers. Night vision cameras installed at these locations have not only shown a sharp decline in the movement of

elephants in human territories but also captured amazing footage of elephants' behaviour on seeing bee boxes. A number of elephants are seen returning to the jungles fearing honey bees. Also, no destruction of crops or properties by elephants has been reported in these areas since the bee boxes have been placed on the passageways of elephants.

KVIC Chairman Shri Saxena said implementing Project RE-HAB in other Indian states will save hundreds of human and elephant lives. "KVIC is set to replicate the project in other states too, where a large tribal and rural population is living under the constant threat of wild elephants. Project RE-HAB will have multi-pronged benefits. This will reduce human-elephant conflicts, increase farmers' income through beekeeping, address climate change, regenerate forest cover and ensure food security for wild animals in their natural habitats," Saxena said.

States like West Bengal, Jharkhand, Odisha, Chhattisgarh, Assam, Tamil Nadu and Kerala are major elephant – human conflict zones where KVIC is planning to implement Project RE-HAB in a phased manner. Approximately 2400 people have been killed in conflicts with wild elephants across the country since 2015.

"Through this project, the locals residing in these areas will be trained for beekeeping and will

be provided bee boxes which will be used to ward off the wild elephants. Honey produced from these boxes will increase their income and at the same time, honey bees will prevent elephants from entering into their areas," Saxena said. "Earlier state governments have taken several measures like digging up trenches, erecting rail fencing and spiked pillars and putting up electric fences and electric wire curtains to keep elephants away from human territories. Not only all these efforts failed but also ended up killing more elephants in the most tragic ways," he added.

### Sequence of Elephants' Movement at four places of Pilot Project

- > 01.03.2021 – 09.03.2021 - Daily movement of elephants but not entering human areas
- > 10.03.2021 – 15.03.2021 – No movement of elephants
- > 16.03.2021 – Elephant movement detected but not entering human area
- > 17.03.2021 – 25.03.2021 – No elephant movement detected
- > 26.03.2021 - Elephant movement detected. Elephant returns quickly on noticing bee box
- > 27.03.2021 – 29.03.2021 – No elephant movement
- > 30.03.2021 – Elephant movement detected. Elephant senses presence of honey bee and returns quickly

## State wise death (from 2014-15 to 2018-19)



State	W.Bengal	Odisha	Jharkhand	Assam	Chhattisgarh	Karnataka
Death	403	397	349	332	289	170

## KVIC BAGS REPEAT ORDER FROM AIR INDIA WORTH RS 4.19 CRORE FOR 1.10 LAKH KHADI AMENITY KITS



**Khadi and Village Industries Commission (KVIC) which has built its brand based on the premium quality and competitive pricing, has bagged repeat order from Air India for supply of 1.10 lakh Khadi amenity kits worth Rs 4.19 crore for its executive and business class international passengers.**

The fresh supply order from the national carrier comes despite a severe jolt to the aviation sector particularly the international operations in the Covid-19 era. Air India has further extended the contract with KVIC till 31<sup>st</sup> December 2021. This is the 6<sup>th</sup> successive order from Air India since 2015, when it had given a trial order for 25,000 amenity

kits to KVIC. The present order will be supplied within 60 days.

The Khadi amenity kit includes premium herbal cosmetic products like Khadi hand sanitizer, Khadi moisturizer lotion, Khadi lemongrass, Khadi handmade soap, khadi lip balm, Khadi rose face wash, essential oils etc. Owing to the premium quality of its herbal products, Khadi amenity kits have been widely acclaimed by international passengers and since 2015, KVIC has been regularly supplying the same to Air India.

KVIC Chairman Shri Vinai Kumar Saxena said the repeat order from Air India is a testimony of Khadi's soaring popularity among the international passengers. "For many successive years, Air India is only using natural and eco-

friendly Khadi products on its flights. While its first class and business class passengers get to use high quality handmade Khadi products; it also creates additional employment for Khadi artisans. The fresh order for 1.10 lakh amenity kits will create nearly 3 lakh man hours for Khadi artisans. This is a perfect example of local products going global," Saxena said, adding this order is a big boon for Khadi and Village Industry artisans in this difficult time of Covid-19. He thanked Air India for its continuous support to Hon'ble Prime Minister's

vision of Aatmanirbhar Bharat.

Air India is one of the biggest and the foremost government agencies that are extensively procuring Khadi products. Apart from sourcing the herbal cosmetics, Air India is also using the natural and eco-friendly Khadi fabric for the specially-designed uniform of its crew on board the VVIP flights that carry the Prime Minister on international tours.



## Major Air India orders to KVIC

- December 2015** – Trial order worth Rs 1.21 crore for supply of 25,000 amenity kits
- March 2016** – Order for supply of 150 silk sarees for female cabin crew and 25 Jodhpuri bandhgala coats, 40 trousers and 40 jackets for the male cabin crew for the Hon'ble Prime Minister's Flight.
- June 2016** – Repeat order worth Rs 8 crore for 1.85 lakh amenity kits
- Sept. 2016** – Order for 5.75 lakh khadi soap cakes worth Rs 45 lakh
- 2017-18** – Order for supply of amenity kits worth Rs 6.53 crore
- 2018-19** – Order for supply of amenity kits worth Rs 7.50 crore
- 2019-20** – Order for supply of amenity kits worth Rs 6.42 crore
- 2020-21** – Order for supply of amenity kits worth Rs 2.42 crore



## KVIC Revives the Dying Art of Pottery for the First Time in Tawang

*In a historic move, Khadi and Village Industries Commission (KVIC) has initiated revival of the heritage art of pottery, which was on the verge of extinction in high mountainous terrains of Tawang in Arunachal Pradesh.*

1st April, 2021 : For the first time ever, KVIC has begun skill development and training of 10 young potters in Tawang under Kumhar Sashaktikaran Yojana, a flagship scheme of KVIC to empower the marginalized potters' community and revive the ancient art of pottery. On completion of training, electric potter wheels and other equipment like blunger machine and pug mills will be given to potters that will create sustainable livelihood for them.

In Tawang, the local Monpas are known to have a rich history of pottery making. However, owing to excessive drudgery involved in pottery and lack of market support, this art declined very rapidly and the traditional potters' community in Tawang was reduced to just one surviving member - Lham Tsering of Yuisum Village, which was a traditional potters' village. The 10 potters undergoing training belong to the same village. Earlier, KVIC had revived the Monpa Handmade Paper industry in Tawang.

The revival of pottery making in Tawang was ideated during the visit of KVIC Chairman Shri Vinai Kumar Saxena to Tawang

in December 2020. On his initiative, young traditional potters were identified and electric potter wheels and other modern equipment were sent to Tawang on priority to begin the training program in a record time of 3 just months. KVIC faced a major challenge due to difficult geographical location and inclement weather in Tawang but a dedicated team of KVIC officials successfully began the training program in coordination with the local district administration.

“It is a historic beginning for the entire

.....Contd on pg. no. 08



North East. Tawang is known for its rich heritage of pottery and by empowering young potters, KVIC aims at restoring the lost glory. Tawang, being a popular tourist destination, will provide local potters a marketing platform for their clay products. KVIC, through its vast resources, will also explore marketing avenues for the potters of Arunachal Pradesh," Saxena said. "The main objective behind the program is to empower the marginalized potters' community by ensuring their financial sustainability and reviving the dying art of pottery, which is the dream of the Hon'ble Prime Minister," he added.

KVIC, under Kumhar Sashaktikarn Yojana, has launched a massive employment drive in several North Eastern states like Tripura, Assam and Manipur. The scheme will soon be launched in Meghalaya. Under Kumhar Sashaktikarn Yojana, KVIC has so far distributed nearly 25,000 electric potter wheels across the country including Leh-Ladakh and J&K. The advanced equipment has

almost eliminated drudgery from pottery and increased their production by manifolds. On an average, the daily production of 150-200 kulhars on a traditional chaak has gone up to nearly 800 kulhars using electric chaak. Also, the average monthly income of potters has gone up by 3 to 4 times using the modern equipment



**30 kg. high quality multi-vegetable honey extracted from 10 bee boxes installed just 2 months ago at Rashtrapati Bhavan. Principal, MDTC, Khadi and Village Industries Commission, New Delhi during the extraction programme of honey displaying the Bee Hives of bee boxes installed at Rashtrapati Bhawan on 26th April, 2021.**

**India's "Sweet Revolution" was launched in 2017.**



## Electric potter wheels distribution programme



Chairman, KVIC Shri Vinai Kumar Saxena distributed 200 electric potter wheels in J&K and Himachal Pradesh to empower the marginalized potter community on 10th April, 2021 through Video Conferencing. Kumhar Sashaktikaran Yojana aims at uplifting Kumhar community by guiding them to self-sustainability & restoring art of pottery



## Traditional ceramists training to use Modern electric potters wheel

**TAWANG, 9 Apr:** The 10-day 'skill upgradation training programme on pottery' under the Kumhar Sashaktikaran Programme, organized by the Northeast zone Khadi & Village Industries Commission (KVIC) in collaboration with the Tawang district administration concluded at the district industries centre here on 9th April, 2021.



Ten traditional ceramists from the district were trained to use modern electric pottery wheel and a blunger machine provided by the KVIC NE zone, based in Guwahati, Assam

During the valedictory function, Tawang District Collector Sang Phuntsok handed over free electric pottery wheels along with one blunger machine to the trainees.

KVIC NE Zone Assistant Director SN Asthana said that the KVIC has been conducting training programmes for skill upgrading of traditional artisans all over India for the last many years. "The KVIC supports the traditional artisans to revive the age-old tradition of village industries by giving skill upgradation training, and provides opportunity to the traditional artisans to increase their income



**Art of pottery has got a new lease of life in the high hills of Tawang in Arunachal Pradesh . KVIC recently promised to revive this heritage art. On 9th April 10 young potters completed 10 days training and given electric potter wheels They have taken up pottery as their livelihood**

and at the same time preserve the tradition," he said.

The DC in his address said, "Earthen pots have been part and parcel of the Monpa tradition and culture. We have been making and using it since time immemorial, but due to easy availability of utensils made of other metals, this tradition was on the verge of extinction." He added that, with the completion of the training programme, the traditional ceramists would continue the age-old tradition.

Phuntsok directed the industry, textile & handloom department to collaborate with the KVIC and provide skill upgrading training on traditional woodcraft, thangka painting "and traditional clay craft of idol-making." (DIPRO)

## Need of the Hour

**Smt. K.P. Lalithamaney,  
Dy. CEO. KVIC  
inaugurated the Covid 19  
test campaign  
at State Office,  
KVIC, Trivandrum.**



## KVIC promises & delivers

After reviving Monpa handmade paper and Pottery art in Tawang, Arunachal, KVIC is now reviving dying Wood Crafts art.

A 20 day training program on Turn Wood craft for 20 Artisans of Tawang started on 21st April, 2021.





**Prakritik Paint**  
(INDIA'S FIRST COW DUNG PAINT)

## Cow dung paint is becoming a possible source of revenue for Farmers



Emulsion Paint Distemper Paint



The aggressive target of increasing farmers' income would necessitate action on many fronts. The Khadi and Village Industries Commission (KVIC) is experimenting with the groundbreaking technology of Khadi Prakritik paint made from cow dung to provide a steady source of additional income for cattle farmers. The eco-friendly, non-toxic, odourless product, which has anti-fungal and anti-bacterial properties, could help a farmer earn an extra Rs. 30,000 per year from a single cow.

Anupama, a young woman in her early twenties who lives in Noida's Sector 135, owns four cows and two buffaloes. She and her family make 'upla,' a dry and round-shaped cake made

from cow dung, and sell the surplus stock after domestic use of upla as cooking fuel to earn Rs 70-100 per day. However, the revenue stream is not consistent due to the volatile market for upla.

Actually, it happens to me. Anupma could learn from a few farmer families on the outskirts

**Aside from the ahimsa theory, the cow's commercial utility has added to its elevated theological status and respect in many cultures. Other than religious considerations, there are other reasons to raise the animal.**

of Jaipur who now earn Rs 5/kg selling raw dung on a regular basis. Cow dung can be used as the primary raw material in the production of white paints such as emulsion and distemper thanks to the KVIC technology. Farmers could earn Rs 1,000 crore by selling raw cow dung, which is currently largely wasted, with a projected possible revenue of Rs 6,000 crore in the next two years.

“We charge Rs. 1 per piece for upla. Anupama claims that one kilogram of dung will yield up to 5 uplas. Given the labor savings and the prospects for steady demand for the material, she believes a steady income at a slightly higher rate from raw dung could be rewarding for her family. According to sources, it takes 150-170 kg of dung to make 500 litres of Prakritik paint.

Since the commodity was unveiled by minister for micro, small and medium enterprises (MSME) Nitin Gadkari in January, KVIC has been sourcing the raw material from a cow shelter (gaushala) in Jaipur, rather than from individual farmers. Small farmers of 4-6 cows use dung as a crop nutrient, lowering crop production costs by reducing the use of chemical fertilizers such as urea and DAP. Dairy farms and other large farmers who currently receive only Rs 300-500 per tractor-load of cow dung can benefit financially from the KVIC commodity.

Though KVIC presently pays only Rs 5/kg for raw cow dung obtained from gaushalas and small farmers, it plans to lift the amount to Rs 10/kg, according to Saxena. KVIC has sold 6,000 litres of Prakritik paint since its launch two months ago, both online and via retail outlets.

The distemper is priced at Rs 160 per litre, while the emulsion is priced at Rs 290 per litre, according to KVIC (white). Though several existing brands' acrylic distemper prices (in a 10 litre pack) are lower (Rs 55-140/litre) than Khadi Prakritik's,

KVIC's emulsion is less costly than synthetic variants (Rs 345-600/litre).

“We've formulated a roadmap for marketing these goods, which encompasses anything from delivering training to small business owners to developing distributor networks. “To popularize the products, we are scaling up operations,” Saxena said.

KVIC's 500-litre-per-day plant in Jaipur is currently the only production facility, although it is scheduled to be upgraded to 1,000-litre-per-day capacity by the end of May. In addition, in April, six more plants with a capacity of 500 litres each will be installed in Odisha, Gujarat, Maharashtra, Uttar Pradesh, and Madhya Pradesh, he added. Leading players in the Rs 60,000 crore domestic paint market, according to KVIC, will consider investing in Prakritik technology in the near future.

A Rs 20 lakh investment is expected to set up a plant with a capacity of 500 litres per day, which will be financed through a government scheme for the MSME industry. Each of these plants could hire 11 workers directly. “To deliver the technology and also the facility to sale across its pan-India network of over 8,600 retail Khadi outlets, KVIC is charging a one-time royalty fee of Rs 1 lakh,” Saxena added, adding that the device will hire up to 3 lakh people in the next two years.

Prakritik is often considered a "safe food" because it contains no plastic or synthetic additives. Heavy metals such as lead, mercury, chromium, arsenic, and cadmium are also absent.





## KVIC on Social Media

### -On Facebook



## KVIC on Social Media

### -On Instagram



### • Special Day posts •

