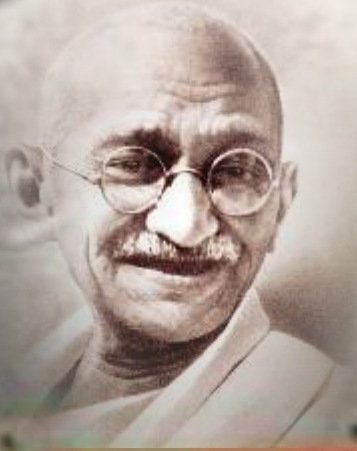




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Azadi Ka
Amrit Mahotsav

Jagruti

Vol. 65 No. 12 Mumbai November 2021



Khadi pays highest tribute to Mahatma Gandhi with world's largest Khadi National Flag displayed at Leh





कामये दुरवतप्रानाम्।
प्राणिनाम् आतिनाशनम्॥

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Khadi pays highest tribute to Mahatma Gandhi with

World's Largest Khadi National Flag displayed at Leh



Pride and patriotism, the collective spirit of Indian-ness and the heritage artisanal craft of Khadi, brought the nation together in saluting the world's largest National Flag, made of Khadi cotton fabric on 2nd October at Leh.

Khadi and Village Industries Commission (KVIC) has prepared the Monumental Khadi National Flag to pay the highest respects to Mahatma Gandhi, who gifted Khadi, the most eco-friendly fabric to the world.

The flag was unveiled by Hon'ble Lieutenant Governor of Ladakh, Shri R.K. Mathur, who said the Monumental National Flag would bind every Indian together with the patriotic spirit. Chairman KVIC Shri Vinai Kumar Saxena, MP, Ladakh, Shri J.T. Namgyal, and Chief of Army Staff, General M.M. Narawane were present on the occasion.

The Monumental National Flag measures 225 feet long, 150 feet wide and weighs (approx.) 1400 KG. Making of the monumental national flag has created nearly 3500 man hours of additional work for Khadi artisans and allied workers. A whopping 4600 meters of hand-spun, hand-woven Khadi cotton bunting has been used in making the flag which covers the total area of 33,750 square feet. The Ashok Chakra in the flag measures a diameter of 30 feet. It took 49 days for 70 Khadi artisans to prepare this flag.

“It was the dream of the Hon'ble Prime Minister to have a Monumental National Flag in

the 75th year of Independence that symbolizes India's integrity in diversity, its resurgence, the sacrifices of our freedom fighters and the craftsmanship of Khadi artisans. This flag is not only fulfilling the Prime Minister's dream but will also be a befitting tribute to Mahatma Gandhi and our great freedom fighters. At the same time, the flag will evoke a sense of patriotism among the countrymen as the flag would be displayed in various geographies across India,” Saxena said.

KVIC has conceptualized and prepared the flag to celebrate “Azadi ka Amrit Mahotsav”, the 75 years of Independence. Since, handling and displaying the National Flag of this dimension required utmost care and precision, KVIC has handed over the flag to the Indian Army. The Army has displayed the flag on a hilltop in the main Leh city. The Army has prepared a frame to display the flag so that it does not touch the ground.

The flag has been divided into 9 equal parts

weighing 100 kg each and each part measures 50 x 75 feet. Nefa has been provided on all four sides that contain 12 mm rope. A total of 12 high quality nylon ropes - i.e. 3 ropes each on top & bottom sides and 3 ropes on left & right sides have been provided with the breaking load capacity of approx. 3000 Kg.

Further, each rope has a loop on both the ends that can collectively hold the weight of the flag. These parts have been stitched together to make the flag and joints have been stitched in such a way that the ropes inside the nefa will remain invisible. The inner lining of nefa is made of chemically coated Khadi bunting that reduces the friction from the ropes and prevents damage to the flag's fabric. Nefa has been provided in the tri-color so as to merge with the colors of the flag.



Khadi gets Trendier with 60 New Designs

KVIC Awards Budding Fashion Designers in

Khadi Fashion Show



The essence of Khadi's simplicity, purity and sustainability was reflected through the Khadi fashion show organized by Khadi and Village Industries Commission (KVIC) at Hotel Ashok in New Delhi on 26th October, 2021.

The fashion show, curated by the Fashion Design Council of India (FDCI) led by ace designer and KVIC Advisor Shri Sunil Sethi, showcased 60 designs by 10 budding fashion designers, who were selected through an All-India Khadi Designers Competition organized by KVIC. Top 3 designers were also awarded on this occasion.

Designer Swatti Kapoor received the 1st prize with a cash reward of Rs 10 lakh for her

creation depicting Khadi as the most ethical and sustainable clothing. The collection was inspired by the 19th Century poem titled "Kubla Khan" by Samuel Taylor Coleridge. She used fine Khadi Muslin fabric in plain and self check with block printing, hand crochet and hand embroidery and other kinds of fabric manipulation.

Designer Dhruv Singh was declared the 2nd runner up with a cash reward of Rs 5 lakh. His collection named 'Anaarbagh' is inspired by a



painting of Krishna dancing in a full moon night with his devotees/lovers, in the month of Kartik. The idea was to give Khadi a bit of a festive look by creating ensembles which gives the feel of couture with comfort and ease to the body. He used plain Khadi cotton fabric and all the ensembles are completely hand embroidered by our karigars from Bengal and Gujarat, using 6 strings of hand twisted pure zari.

Two designers namely, Kaushal Singh and Gaurav Singh bagged the 3rd prize of Rs 2 lakh each. Kaushal used plain weave Khadi and Blue Khadi Denim. The print artwork was created by fine artists, translated into a screen and further printed on the fabric. Designer Gaurav also used Khadi cotton fabric using zero waste design technique and contrast stitch line details.

The All-India Khadi Designers Competition was organized to introduce new design interventions and add a trendy twist to Khadi. The



KVIC received 393 nominations from young fashion designers from across the country. A screening committee comprising Fashion Designers, experts from design institutes and top functionaries of KVIC was constituted to shortlist 10 best designers. The top 3 designers were selected during the show by the jury.

Chairman KVIC, Shri Vinai Kumar Saxena said the creations of these contestants will soon be made available at Khadi India outlets as designer wear. The idea is to attract younger generations towards Khadi with clothing that is comfortable, easy to wear and trendy.

“Khadi has been an instrument of social change in the pre-independence era and has transformed into a tool of resilience, resurgence and self-reliance in modern times. And from being a humble attire of the great freedom fighters, Khadi has evolved into a symbol of fashion and ultimate luxury. This is for the first time KVIC organized a pan-India designer contest and the overwhelming participation was in itself a manifestation of Khadi's popularity among the youth,” Saxena said.



Khadi's flagship CP Outlet records sale of Rs 1.02 crore on Gandhi Jayanti



New Delhi, 4th October 2021: Thanks to the appeal of the Prime Minister and the soaring spirit of Khadi lovers, the Khadi sales figure on Gandhi Jayanti, once again, crossed the Rs. 1 crore mark at Delhi's flagship Khadi India outlet in Connaught Place. On 2nd October, the overall sale of Khadi products was recorded at Rs. 1,01,66,000 (Rs. 1.02 crore) which is significantly high in the pandemic situation after the second wave of Covid-19. Notably, on 2nd October, Khadi and Village Industries Commission (KVIC) also launched its customary annual special festive discount on all Khadi and village industry products.

This is for the 4th consecutive year since 2018, that the Khadi sale at the Connaught Place showroom on 2nd October has crossed Rs 1 crore mark. Last year on 2nd October, the gross sale was recorded over Rs 1.02 crore, while the total sale on 2nd October 2019, stood at Rs 1.27 crore, which is also the highest ever single-day sale of Khadi. In

2018, total sale value on 2nd October was Rs 1.06 crore.

KVIC Chairman Shri Vinai Kumar Saxena attributed the massive sale figures to the frequent appeals of the Prime Minister to buy Khadi and also Khadi's ever-growing acceptance among the masses. "Khadi, the most eco-friendly product in the world, is increasingly becoming popular among people of all sections and age-groups. In the Covid-19 era, there has been a manifold rise in the demand of eco-friendly and herbal products. KVIC is constantly adding new products to cater to the larger consumer base, while maintaining the highest quality standards despite challenges," Saxena said.

Like the previous year, production of Khadi and village industry products in 2021 too, was affected due to lockdown in wake of the second wave of Covid-19. However, Prime Minister Shri Narendra Modi has, on several occasions, appealed to the people to buy Khadi. In his latest episode of "Mann ki Baat" on 26th September, the Prime Minister urged people to buy Khadi during the festive season and break all previous records of Khadi's sale.

MSME Minister calls for concerted efforts to enhance growth of MSME sector

NVCFL secures regulatory approvals and signs the Contribution Agreement

आत्मचिंतन सम्मेलन

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES



Union Minister for MSMEs Shri Narayan Rane has exhorted the officers of MSME Ministry to brace up for enhancing the output of MSME sector. The Minister categorically said that he would like to see a quantum jump in the performance of this sector, for which all segments of the Ministry will have to work in tandem. He called for increased spending by the Ministry for the betterment of the society at large. Shri Rane pointed towards the possibility of quantum jump in India's exports through MSME sector, which can lead to achieving higher GDP.

The Minister was speaking at the signing of the Contribution Agreement by the officials of the NSIC, NVCFL and SVL in New Delhi 12th October, 2021 . He was accompanied by MoS MSME Shri Bhanu Pratap Singh Verma, Secretary, Ministry of MSME Shri B.B. Swain, CMD, NSIC & Chairperson NVCFL Ms. Alka Arora and MD & CEO, SVL Shri K. Suresh.

In line with the vision of Prime Minister Shri Narendra Modi, the Finance Minister had announced creation of a Fund of Funds for Micro,



Small and Medium Enterprises under the Atmanirbhar Bharat package to address severe shortage being faced by MSMEs in securing growth capital. Consequently, NSIC Venture Capital Fund Limited (NVCFL), a 100% subsidiary of National Small Industries Corporation Limited - NSIC, a Mini-Ratna Corporation of Government of India under Ministry of MSMEs was incorporated. Self-Reliant India Fund (SRI Fund) was anchored by NVCFL with the target corpus of Rs 10,006 crore and object of supporting Daughter Funds for onward provision to MSMEs as growth capital, through equity, quasi-equity and debt, as

permitted under the AIF Regulations. The Fund would, inter alia, be invested into by the Ministry of MSME as the Anchor Investor and NSIC as the Sponsor.

SBICAP Ventures Limited (SVL) has been appointed as the Investment Manager and Khaitan & Company has been appointed as the Legal Advisor to NVCFL. The Private Placement Memorandum filed by NVCFL with the Securities and Exchange Board of India to register SRI Fund as a Category II Alternative Investment Fund was registered by SEBI on the 1st September 2021.

SRI Fund shall address the equity funding challenges of the MSME sector and give them a thrust to break their barriers, encourage corporatisation and allow them to grow to their full inherent potential to become global champions. With Government intervention, the Fund would be able to channelize diverse variety of funds into underserved MSMEs and address the growth needs of viable and high growth MSMEs.



Gujarat Gave a Big Boost to Khadi sale on 2nd October; Broke Previous Records

On 14 OCT 2021 New Delhi

Pursuant to the appeal of the Prime Minister, this Gandhi Jayanti saw a massive sale of Khadi products in Gujarat, the land of the Mahatma. On 2nd October this year, the overall sale of Khadi products stood at Rs 3.25 crore across all 311 Khadi India outlets in Gujarat.

Pursuant to the appeal of the Prime Minister, this Gandhi Jayanti saw a massive sale of Khadi products in Gujarat, the land of the Mahatma. On 2nd October this year, the overall sale of Khadi products stood at Rs 3.25 crore across all 311 Khadi India outlets in Gujarat. The sale of Khadi in Gujarat this year has increased by Rs 33.12 lakh, 11.32% as compared to the year 2020, when the gross sale of Khadi in the state on 2nd October stood at Rs 2.92 crore. The sales figure this year is significantly high given the pandemic situation after the second wave of Covid-19, which had severely affected Gujarat just a few months ago.

In order to give special boost to Khadi sales, KVIC set up exhibition cum sales outlets at Ahmedabad, Vadodara, Surat and Rajkot railway stations as

part of the “Azadi ka Amrit Mahotsav” in which Khadi's sale worth Rs 5.14 lakh was recorded. In addition to this, KVIC also organized special Khadi exhibitions at Sabarmati Riverfront, Space Application Centre, ISRO and GST Headquarters in Ahmedabad where Khadi products worth Rs 3.94 lakh, Rs 6.42 lakh and Rs 2.25 lakh respectively were sold.

KVIC Chairman Shri Vinai Kumar Saxena attributed the massive sales to the frequent appeals of the Prime Minister to buy and promote Khadi and also the acceptance of Khadi among the masses in Gujarat. He said, KVIC is constantly adding new products to cater to the larger consumer base, while maintaining the highest quality standards despite challenges.

New online system of MSME/Udyam registration crosses 50 lakh mark

New Delhi, 28 SEP 2021: New online system of MSME/Udyam registration launched by Union MSME Ministry, w.e.f. 1st July, 2020, has stood the test of Time and Technology as more than 50 lakh MSMEs have successfully registered themselves by now. These include over 47 lakh Micro organisations and 2.7 lakh Small Units.

It may be stated that Ministry of MSME had revised the definition of MSMEs and process of registration w.e.f. 1st July, 2020. It also launched a new portal for MSME/Udyam registration

(<https://udyamregistration.gov.in>). Since then, the portal is working smoothly. In a major first, this portal is seamlessly integrated with CBDT and GST networks as also with the GeM. It may be noted that through this integration, now MSME registration is a totally paperless exercise.

Enterprises which are not yet registered, should register themselves to avail the benefits of Ministry of MSME and other Government agencies. The registration is free of cost and should be done only on the Government portal. For any assistance, entrepreneurs can contact nearby DICs or CHAMPIONS' Control Rooms of the Ministry or can write to: <https://champions.gov.in>.

MoS, MSME inaugurates Khadi Exhibition and Khadi Kareegar Sammelan in Varanasi



A state of the art Khadi exhibition displaying the exquisite handcrafted products from 20 Indian states was inaugurated in Varanasi on 17th October, 2021.

Hon'ble Minister of State for MSME, Shri Bhanu Pratap Singh Verma inaugurated the exhibition in presence of Chairman KVIC Shri Vinai Kumar Saxena and local MLAs at Rudrakhsh International Convention Centre in Varanasi. On Sunday, KVIC also organized a “Khadi Kareegar Sammelan” (Khadi artisans' conference) that was attended by over 2000 Khadi artisans, mostly

women, from Varanasi and 12 adjoining districts like Prayagraj, Jaunpur, Mirzapur, Ghazipur, Sonbhadra, etc.

A total of 105 stalls have been set up by Khadi Institutions from states like Uttar Pradesh, Jammu & Kashmir, Punjab, Gujarat, Haryana, Himachal Pradesh, Leh-Ladakh, Rajasthan, Uttarakhand, Bihar, West Bengal and others. A number of Khadi



institutions, PMEGP units and several SFURTI clusters from various states have also set up their stalls.

A range of exquisite Khadi products including the premium high altitude honey from Jammu & Kashmir, a wide variety of Kashmiri and Rajasthani woolen shawls, Muslin fabric from West Bengal, a variety of silk fabric from West Bengal and Bihar, Koti Shawls from Punjab, leather products from Kanpur, terracotta pottery from Rajasthan and Uttar Pradesh, the widely

acclaimed hand-knotted carpets of Mirzapur and Prayagraj are the biggest attractions in the exhibition. This is the second such exhibition organized by KVIC in Varanasi since the Covid-19 lockdown.

Hon'ble MoS Shri Verma lauded KVIC for organizing the Khadi exhibition and “Khadi kareegar Sammelan” saying this aimed at strengthening the artisans. “Varanasi, in the last few years, has emerged as a hub of various Khadi activities. Almost all rural and traditional arts like



spinning, weaving, beekeeping and pottery have been promoted on a large scale in Varanasi that has created self-employment for the artisans and made them aatmanirbhar. This Khadi exhibition will also provide these artisans a big platform to market their products and enhance their income,” he said.

KVIC Chairman Shri Saxena said the state level Khadi exhibition at Varanasi was a manifestation of Khadi artisans' commitment for “Aatmanirbhar Bharat”. “KVIC has set up a large number of Khadi Institutions, PMEGP units and SFURI clusters to strengthen the traditional arts and empower the local artisans. This exhibition is a unique platform where

people in Varanasi and adjoining areas can buy handmade Khadi products from states like J&K, Rajasthan, West Bengal, Punjab, Uttarakhand and others. This will be a big boost for the 'Vocal for Local' initiative and also promote Khadi,” Saxena said.

Notably, Varanasi which is also the Parliamentary Constituency of the Hon'ble Prime Minister, has rolled out a number of activities to promote Khadi and support the artisans. As many as 134 Khadi Institutions are currently working in Varanasi where women comprise nearly 80% of the total workforce

KVIC, Chairman laid the foundation stone for the construction of Khadi Bhawan at Varanasi



Hon'ble Chairman, KVIC laid the foundation stone for the construction of Khadi Bhawan in the premises of Khadi and Village Industries, Divisional Office, Varanasi on 18th October, 2021. The main objective of establishing Khadi Bhawan in the heart of the city is to make available all the unique products of Khadi and Village Industries to the Khadi lovers as well as the tourists coming from different parts of the country and abroad.

MSME Minister launches India Export Initiative and IndiaXports 2021 Portal

Union Minister for MSMEs Shri Narayan Rane virtually inaugurated the India Export Initiative and IndiaXports 2021 Portal of India SME Forum in New Delhi today. He was accompanied by MoS Shri Bhanu Pratap Singh Verma and senior officers of the Ministry.

New Delhi, 29 SEP 2021: Speaking on the occasion, Shri Rane expressed confidence of India driving the export growth with the help of MSMEs and achieving the target of 400 Billion USD by this fiscal and achieving the challenging target of 1 trillion in exports by 2027. He said, to enhance exports and ensure localization it is essential to make the country a global manufacturing powerhouse by improving India's manufacturing base. This can be achieved by scaling up India's competitive advantage or augmenting the competitiveness of MSMEs and make India a preferred destination for manufacturing for the world. The Minister said, to reduce the trade balance and reduce imports, MSME will play an import role and it can be done through increasing their manufacturing capabilities. He added that adopting a holistic approach will make India a global manufacturing and leading export hub.

MoS Shri Bhanu Pratap Singh Verma recalled the time when India had a major share in global trade because of country's powerful trade and exports. He said, MSME exports are going to

play a role of a catalyst in restoring the strength of the Indian economy. With more than 63 million MSMEs spread across the geographical expanse of India, MSMEs have been contributing nearly 40% of overall India's exports, contributing to approx. 6.11% of the country's manufacturing GDP & 24.63% of the GDP from services sector.

IndiaXports aims to orient MSMEs free of cost, with the objective of focussing on the untapped export potential in existing tariff lines and supporting MSMEs in order to grow the number of exporting MSMEs and increase MSME exports by 50% in 2022 and contributing to the PM's dream of the US \$5 Trillion Economy

This initiative features an Info Portal which serves as a knowledge base for exports by Indian MSMEs with the required information related to export potential for all the 456 tariff lines along with the potential markets as well as trends in exports, export procedures and lots more. Apart from an export help desk, Instructor led orientation will also be provided to MSMEs through a series of sessions for specific sectors highlighting the opportunities in specific products in international markets. The initiative targets 1 lakh+ MSMEs desirous of knowing more about exports and hand holding 30,000+ MSMEs to start exporting, doubling the base of active exporters..

KVIC observed Vigilance Awareness Week at its H.Q., KVIC



The 2021 Vigilance Awareness Week was observed from 26 October to 1 November, 2021 with the theme "**Independent India @ 75 : Self Reliance with Integrity**". As per the direction of C.V.C., KVIC observed Vigilance Awareness Week at its H.Q. Mumbai and field Offices. Dr. Sanghamitra, Chief Vigilance Officer, KVIC administrated the Integrity Pledge which was participated by officers and staff of KVIC. She motivated employees to sign the pledge. Addressing the KVIC Officials, CVO, KVIC said, 'Prevention is the better than cure.' She encouraged all KVIC officials to participate collectively in the prevention of corruption and raise public awareness regarding the existence, causes and gravity of threat posed by corruption.

Directorate of Vigilance made presentation on Preventive Vigilance and Conduct Rules. On the occasion an informative audio-visual Short film clips with theme of "Self Reliance with Integrity" on Preventive Vigilance



prepared by Directorate of Publicity with the help of KVIC employee was shown.

CVO, KVIC also informed that a Quiz competition will also be conducted online through Google Form on Vigilance / Disciplinary matters.

KVIC observed Vigilance Awareness Week at its S.O., KVIC



DO Madurai



S.O. Maharashtra



C.B. Kora, Borivali



S.O. Raipur



D.O. Varanasi



S.O. Shimla



MDTC Trichur



S.O. Tripura



S.O. Dehradun

Miscellaneous



Zonal Level PMEGP meeting

Zonal Level PMEGP meeting with bankers and implementing agencies held on 05.10.2021 in Kolkata and organised by Zonal Office, KVIC Kolkata. Where Director MSME, GoI; KVIC Member (EZ); Jt. CEO; KVIC, Dy. CEO (PMEGP), KVIC; Director MSME, GoWB; All the State Directors of KVIC, EZ; Dignitaries from KVIBs, DICs and Controlling heads of Bakers are presented there.

Khadi Exhibition organized at Haridwar



On the eve of Gandhi Jayanti, a special Khadi Exhibition organized at

Haridwar railway station by Mansa Khadi Gramodyog Ashram in the state of Uttarakhand saw the highest ever sale of Khadi worth Rs 51724 on 3 October 2021.

Similarly, Another Khadi Exhibition cum sales organized at Dehradun Railway Station on the eve of Gandhi Jayanti, on 1.10.2021 by Shri Anand Gramodyog Samiti, Dehradun. The sale of Khadi products was recorded of Rs.41000/- in the Khadi Exhibition.



Khadi Mela at Bengaluru

On the occasion of 152 nd Gandhi Jayanti, Dr. Aswath Narayan Foundation in Association with State office, KVIC, Bengaluru conducting Khadi Mela for two days 2.10.2021 to 3.10.2021. The Khadi Mela was inaugurated by Dr. C N Aswath Narayan, Hon'ble Minister for Higher Education, IT & B T, Skill Development, Entrepreneurship and livelihood, Govt. Of Karnataka at Govt. Model school Ground, Malleshwaram, Bengaluru. State Director Dr. E. Mohana Rao and Dy. Director Sri Senthilkumar Ramasamy and staff of State office, Bengaluru participated. Out of 20 stalls, 15 KIs and 5 REGP/ PMEGP units are the participated in the mela. The sales of Khadi and V.I. products is recorded of Rs.6,68,900/-.



S.O., KVIC, Jaipur celebrated Gandhi Jayanti

On 2nd October, 2021, the 152nd birth anniversary of Mahatma Gandhi was celebrated at the State Office, KVIC, Jaipur. On this occasion, Shri Badrilal Meena, State Director garlanded on the statue of Mahatma Gandhi and inspired to everyone to follow the principles of Gandhiji.

Miscellaneous



Public awareness program at Ghatkopar

A public awareness program was organized on 23 October 2021 at Asalfa Village, Ghatkopar West through CB Village Industries Institute, Khadi and Village Industries Commission and Metropolitan Residency Welfare Council, Archana Mahila Seva Sansthan.

EDP on on PMEGP at Chamoli



EDP on on PMEGP and other KVIC schemes at Joshimath, Chamoli

MDTC, KVIC, Dehradun organised a Entrepreneurship Awareness Program on PMEGP and other KVIC schemes in collaboration with Shri Hiralal Panwar village head Tangri Talli and Shri Govind Lal village head Tangri Malli on 29.09.2021 at Training Himanya Saras Bazar Tangri Talli, Development Block- Joshimath, District- Chamoli, Uttarakhand. Shri Rajesh Kumar, OSD, MDTC Shri Sharad Madhukar, Executive MDTC, Dehradun given detailed information about KVIC Schemes and programmes.



Public awareness program at C.B. Kora Institute

An online public awareness program for the students of MD Shah Women's College, Malad was organized by C.B. Kora Institute of Village Industries, KVIC. In which the number of students were also involved. Shri Asad Malik Director / Principal, CBKIVI, Borivali, Shri Umakant Doiphode, Executive, MDTC Borivali and Shri Manish Kumar Shahu, Executive, MDTC Borivali gave information about training and PMEGP.



Director, KVIC observed the products produced by MDTC, Dahanu such as NMC

Charkha, Solar Charkha, AC Blender Machine, Electric Potter Wheel, Bee Box and Paddy Dispenser and Director, KVIC also visited the unit of incense sticks installed by a trainee Miss Siddhi of Dahanu Center.

Miscellaneous



CM, Himachal Pradesh Visits Khadi Show Room

Hon'ble Chief Minister of Himachal Pradesh Shri Jai Ram Thakur visited Khadi Show Room at The Mall Shimla on the occasion of Gandhi Jayanti. Shri Yogesh J. Bhamare welcomed CM alongwith the Secretary of the K.I. and other officers and staff members of State Office Shimla.



Swachhta Pakhwada observed

S.O. Dehradun

State Office, Khadi and Village Industries Commission, Dehradun celebrated Swachhta Pakhwada from 1st October, 2021 to 18th October, 2021 under the Swachh Bharat Abhiyan. Pakhwada was inaugurated on 01.10.2021 by Shri Ram Narayan Dy. Director I/C.



S.O. Varanasi

Divisional Office, KVIC, Varanasi, observed Swachhta Pakhwada and took a pledge for cleanliness.

KVIC Exhibition at Haridwar



An exhibition was organized at Haridwar Railway Station on 1.10.2021 by

Mansa Khadi Village Industries Ashram, Kanhewali, Raisi, Haridwar (Uttarakhand) under the State Office, Khadi and Village Industries Commission, Uttarakhand. The Exhibition was inaugurated by Shri M.K. Singh, Railway Station Superintendent and Shri Ram Narayan, Dy. Director I/c KVIC, Dehradun.

EAP on PMEGP at Rudrprayag



Entrepreneurship awareness program was organized under Prime Minister's Employment Generation Program (PMEGP) on 21.10.2021 at Jakhdhar, Ukhimath, Rudraprayag (Uttarakhand). More than 70 participants were present in the program apart from AGM DIC, Field Officer SBI, Faculty RSETI and 4 Gram Pradhan.

Miscellaneous

Entrepreneurship awareness camp organized at Dehradun



On the auspicious occasion of Gandhi Jayanti, a one-day entrepreneurship awareness camp was organized by MDTC, KVIC, Dehradun, Uttarakhand on 02-10-2021 at Village and Post-Baragaon Development Block- Joshimath District Chamoli.

Exhibition organized at Dehradun



A special exhibition was organized in the office of CGST Audit Commissioner Dehradun. Exhibition was inaugurated by Commissioner Smt. Shahla Khan. On this occasion, she appreciated the Khadi Village Industries products displayed and bought a lot of items for her office as well as personal use. On this occasion Shri S.K. Shukla Joint Commissioner, Shri Alok Mani Sharma, Assistant Commissioner, Shri Praveen Dabral, AWFT, Shri Som Pal, Secretary, Shri Anand Gramodyog Samiti besides other officers were present.



NMC Charkha Displayed at Varanasi

On great occasion of 152nd birth Anniversary of Gandhi Jayanti, Divisional Office KVIC, Varanasi & Airports Authority of India jointly celebrated the Gandhi Jayanti at Lal Bahadur Shastri International, Airport. Varanasi in presence of Airport Director, Smt. Aryan Sanyal, during the programme live demonstration of traditional Charkha and NMC were displayed.

Celebrity visit at Khadi Insitution



Malayalam Cinema Superstar Shri Suresh Gopi visited Payyannur Firkha Khadi Gramodyog Sangh, Payyannur a leading khadi insitution in Kerala to launch new Khadi and VI Products of Sangh.

Awareness camp on KVIC Schemes at Dharavi



C.B. Kora Village Industries Institute, KVIC organized an awareness camp on 14th October, 2021 at Dharavi in collaboration with Industrial Business Guidance Center where Shri Umakant Doiphode, Executive, KVIC, informed about PMEGP scheme and encouraged women participants to set up their enterprises.

EAP at Dehradun



An Entrepreneurship Awareness Program (EAP) organized by MDTC, KVIC, Dehradun on 15 October 2021 at Harrawala, where participants were briefed about the training programs and PMEGP, the flagship program of KVIC.

Self-employment awareness program by KVIC under PMEGP



The Prime Minister's employment generation program was organized by the Khadi and Village Industries Commission in the Block Auditorium

of Naugaon in the block Naugaon of the district. The program was organized with the aim of connecting the youth of rural areas with maximum self-employment.

Hundreds of young women participated in the program. The program was presided over by Assistant Block Development Officer Naugaon Shashi Bhushan Binjola and Rajesh Kumar from Khadi and Village Industries Commission was present.

PRESS COVERAGE

Tezpur Buzz
Suggested for you · 3d ·

World's largest Khadi National Flag- 225 ft long and 150 ft wide, weighing around 1,000 kg installed in Leh, Ladakh.

World's largest Khadi National Flag installed in Leh, Ladakh



on the occasion of 152nd birth anniversary of Mahatma Gandhi

Jhanda Ooncha Rahe Hamara

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Narendra Modi @narendramodi · 23h
This is a unique tribute to respected Bapu, whose passion towards Khadi is widely known.

This festive season, do consider making Khadi and handicraft products a part of your lives and strengthen the resolve to build an Aatmanirbhar Bharat.

Khadi India @kvicindia · Oct 2
#KVIC pays highest tribute to #MahatmaGandhi with world's largest Khadi National Flag (At a height of 225 feet and 150 feet width) displayed in Leh, Ladakh

Jai Hind, Jai Bharat! 🇮🇳

#2ndOctober #जय_जवान_जय_किसान #महात्मा_गांधी #GandhJayanti #RememberingBapu #Khadi #KhadiIndia



1.1K 5.3K 32.1K

INDIAN ARMY INSTALLS WORLD'S LARGEST NATIONAL FLAG MADE OF KHADI IN LADAKH



FLAG WEIGHING 1000 KG CARRIED BY 150 ARMY TROOPS

नवभारत

लेह में लहराया दुनिया का सबसे बड़ा हाथ से बना तिरंगा



1,400 किलो है वजन

तिरंगे की खासियत

मुंबई की कम्पनी ने किया तैयार

जतिवकर ट्रेड की उपाय 6,000 शीट

1. 225 फीट लम्बाई वाली और चौड़ाई 150 फीट है।
2. 4,000 मीटर लम्बी के कपड़े का इस्तेमाल कर तिरंगे को तैयार किया गया है।
3. 37,500 वर्ग फुट के क्षेत्र को कवर करने में है तिरंगा।
4. 70 कार्गोवाहकों को 40 दिनों लम्बे समय को लेकर कम्पनी ने तैयार है।

जतिवकर ट्रेड की उपाय 6,000 शीट (70,000 फीट) है, इसका मुझे का मतलब है कम से कम 7000 है, वे डिजाइन का ड्रॉइंग भी है।

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PRESS COVERAGE



**PRESS
COVERAGE**



सिडबी उत्तराखंड में ₹ 350 करोड़ की फंडिंग करेगा

देहरादून | मुख्य संवाददाता

उत्तराखंड में उद्योगों की स्थापना को सिडबी 350 करोड़ रुपये की मदद देने को तैयार है। साथ ही सिडबी राज्य में औद्योगिकीकरण को बढ़ावा देने में सहयोगी बनने को भी तैयार है।

सिडबी के अध्यक्ष और एमडी शिव सुब्रमण्यम रमण ने सोमवार को सीएम आवास स्थित कैबिनेट ऑफिस में मुख्यमंत्री पुष्कर धामी से मुलाकात की। इस दौरान रमण ने सिडबी से औद्योगिक विकास में सहयोगी बनने की अपेक्षा जताते हुए कहा कि राज्य का वातावरण उद्योगों के अनुकूल है। सरकार का उद्देश्य है कि राज्य में बड़े उद्योगों के साथ एमएसएमई

सेक्टर में अधिक से अधिक उद्योगों को स्थापना हो। सीएम ने कहा कि सिडबी द्वारा दिए गए प्रस्ताव के संबंध में राज्य सरकार के स्तर पर जो भी कार्रवाई की जानी होगी, वह प्राथमिकता के आधार पर की जाएगी।

सिडबी के अध्यक्ष और एमडी ने मुख्यमंत्री को बताया कि केंद्र सरकार के सिडबी क्लस्टर डेवलपमेंट फंड के तहत उत्तराखंड को फंडिंग की जानी है। सिडकुल के माध्यम से सितारगंज प्लास्टिक पार्क, इलेक्ट्रॉनिक मैनुफैक्चरिंग, क्लस्टर काशीपुर खादी माला उत्तराखण्ड तथा अरोमा पार्क उधमसिंह नगर का प्रस्ताव सिडकुल द्वारा तैयार किया गया है।

Gandhi's charkha gets a new spin

While fashion designers are rediscovering the value of slow and sustainable handspun yarn, busy professionals are attracted to its meditative qualities

Sonam Joshi@timesgroup.com

Since 2008, Pune resident Madhav Sabhastwadhe has been spinning the peti charkha for an hour every day, producing enough yarn to clothe his entire family for a year. The retired mechanical engineer picked up the skill from a Gandhian in Belgum, Karnataka and started enjoying it so much that he began taking workshops to teach others. "It taught me about the dignity of labour — when you spin, you realise the effort that goes into making something and start honoring the efforts of others," he says.

The charkha is inextricably tied to Gandhi who made it into a social and political statement. Today this symbol of self-reliance is finding new resonance, both among fashion designers who love its eco-friendly quality as well as spinning enthusiasts who see it as a mindful and spiritual practice.

Sabhastwadhe, who has held 100-plus workshops across India, says that many participants are young IT professionals. "Many are bogged down by the pressures of a fast-paced and market-driven lifestyle and are looking to slow down," he says. "They find spinning soothing and calming." Among his students is Pankaj Sekharia, an associate professor at IIT-B, who spends at least half an hour daily spinning a borrowed charkha. He compares the spindle to another manual machine: the bicycle. "There are similarities in their operation, simplicity, efficiency and their stark relevance in this time of global environmental crisis," he says.

Sabhastwadhe has younger students too, like a nine-year-old Bengaluru girl who learnt spinning and then taught her school classmates on Zooms during the pandemic last year and a 10-year-old in Chennai who started working to the spindle with her grandmother.

Designers Shani Himanshu and Mia Morioka, who founded the Delhi-based



Madhav Sabhastwadhe, Pune
 > Makes yarn to clothe entire family
 > Holds spinning workshops which are popular with IT professionals

label L.L.L. eleven eleven, want to put hand-spun fabric on the fashion map. They've developed a lighter denim using indigenous kala cotton and natural dyes. "Denim isn't an Indian fabric and is made industrially so we tried to replicate it by hand," Shani says. "It has low twisted yarn because of hand spinning which enables it to age beautifully the more you wash it."

The team works with spinners in Gujarat, Andhra, Ladakh and UP. Many of them women who do the spinning at home. Their yarn carries information on the spinner who made it. "The idea was to give recognition to spinners," says Shani, who also takes spinning classes for design students.

There are several kinds of charkhas while the peti charkha is compact and portable, the Amber charkha is semi-mechanised and contains several spindles. There are also solar charkhas used by the Khadi and

Village Industries Commission.

Jalpur-based designer Rameshwari Kaul of Cotton Rack began working with the charkha out of a desire to go back to the basics. "There is nothing more basic than hand-spun, handwoven cotton," she says. Today, the brand works with 19 spinners in Rajasthan, West Bengal, Kashmir and UP, who work on peti and Amber charkhas to produce 10 different fabrics such as a thick, zero-count absorbent khaddar from Rajasthan and a finer 100-count variety from Bengal.

With growing consciousness about sustainable fashion, Bengaluru-based entrepreneur Ravi Kiran, whose brand Metaphor Racha sources hand-spun fabric from artisans in north Karnataka, feels khadi is a fabric of the future. "With the world moving towards renewable energy here is a fabric in our backyard which doesn't require any energy to make," Kiran says.

Others are adapting the charkha to respond to the concerns of the 21st century. Pune-based reCharkha upcycles sin-



Cotton Rack, Jalpur
 > Works with spinners across several states
 > Makes 10 different fabrics including thick and fine khaddar

gle-use plastic into handbags, home décor items, laptop sleeves and other accessories. "I wanted to marry the two concerns of tackling plastic waste and giving livelihood to tribal communities in my childhood home of Dudra Nagar, Haveli," says founder Anita Deshpande. The brand recycles around one tonne of plastic in two months. This is collected from waste pickers and individual donors, washed, sorted, and cut into a strip-like shape that can be used on the charkha, which spins plastic into reels that are converted to fabric on handlooms.

For New York-based Indian designer Shreshtha Kochar, the peti charkha has been a constant companion even as she moved across continents. "It is mobile and I can move houses and countries with it," says Kochar who makes scrupulous and wearable pieces. "In New York, I take the charkha to parks and just spin there."

Kochar learnt how to spin five years ago during a visit to Gujarat and was drawn by the charkha's repetitiveness and "the rhythm that you need your hand and body to have." With inputs from Shreshtha Ganesan Ram

PRESS COVERAGE

www.jagran.com

सिल्क साड़ी व हर्बल उत्पादों का जादू

अपना सख्तपन, कालसी 'खादी' के धने-धगे में अमोघ रूप अभिव्यक्त कर, माता का इमामें धन का अनामिका का अमनन प्राप्त...' ने सिकंदर आज की 100 साल पहले 'खादी गीत' लेखक से लिखी गई थी जब सन 1921 में कराची सिद्ध विद्ययाचारण के लेखक साधुजी ने संपूर्ण साक्षात्कारों को अधीन किया था।

गोधरी के स्वप्न में सौंदर्य लान दिखते थे इस गीत को प्रस्तुत किया था। जब से लेखक अब तक खादी ने 'हो-हो' में धाई का पत्र, मां-बाबू का साकार व बच्चों का पशु दुग्ध का अहसास कराया अर्थ है। इसे और प्रभाव बनाया है प्रथममंथन सेवक सेविका। खादी को बढ़ावा देने के लिए उन्होंने नारा दिया 'खद' के लिए खादी, फैशन के लिए खादी।

इसे का परिणाम है कि खादी एवं ग्रामोद्योग अर्थिक की रक्षा में लगी राज्य सार्विक खादी प्रदर्शनी में लोगों ने चार दिन में लगभग 60 लाख रुपये के खादी उत्पाद की खरीदारी कर डाली।

प्रदर्शनी कार्यालय खादी और ग्रामोद्योग अर्थिक द्वारा सख्तपन अमोघ रूप, विभाग में 17 अक्टूबर से लगी प्रदर्शनी में उनका प्रवेश के अतिरिक्त उपलब्ध, जम्मा पूरा कमोटी, पंजाब, मध्य प्रदेश, राजस्थान, बिहार, पश्चिम बंगाल, महाराष्ट्र एवं हरियाणा की खादी और ग्रामोद्योग संस्थाएं तथा पुरुष/स्त्री/बालक ईश्वरों अपने उत्पाद एवं आकर्षक खादी और प्रदर्शनी उत्पादों के साथ भाग ले ली है। इस प्रदर्शनी में लगभग 100 सुसज्जित स्टालों का निर्माण किया गया है।

उत्साह

- सख्तपन अमोघ रूप में खादी और ग्रामोद्योग अर्थिक की प्रदर्शनी में 60 लाख का कारोबार
- 31 अक्टूबर तक प्रदर्शनी 100 से अधिक स्टालों पर विभिन्न उत्पाद लोगों को मा रहे

खादी प्रेमियों के लिए विभिन्न उत्पाद हैं उपलब्ध

सुई खादी, डी-सी खादी, किक-सूटी, डीसी खादी एवं शीतल सख्तपन (लेडिज एवं जेन्स), जेब क्लर, कुर्ता, जाल, साड़ी, चट्ट, जैकेट, कुर्ता एवं पजामास उपलब्ध। इनमें मुंबई सेवक सेविका, जैकेट, किक वी खादी एवं शीतल सख्तपन इत्यादि खादी उपलब्ध कर रहे हैं। 90 उत्तरी अक्षांश रेखा की भी खादी हैं।

ग्रामोद्योग उत्पाद में श्राद्धों पर छोड़ी छाप

प्रदर्शनी में लगे श्राद्धोद्योग उत्पादों की

गोकार्म के लिए विभिन्न विद्युत् एवं प्रकाश उपकरणों पर प्रकाश डाला। खादी की संस्थाएं, ली ट्राइको, उनके को का प्रयोग का प्रयोग में प्रकाश डाला। इनके कार्यक्रम को अनेक बड़े संस्थाएं का प्रयोग कर प्रयोग कर अनेक कार्यक्रम का अर्थ अर्थोद्योग विद्युत् संस्थाओं को प्रयोग कर

शासन-कर्मचारियों की खबरें

बैरठान, संजयपुर, 26 सितंबर 2021

सिडबी 350 करोड़ से राज्य में बनाएगा एमएसएमई क्लस्टर

भारतीय लघु उद्योग विकास बैंक के प्रबंध निदेशक ने की सीएम धामी से मुलाकात

अमरा उजवाला खन्ना

बैरठान, 26 सितंबर: भारतीय लघु उद्योग विकास बैंक के प्रबंध निदेशक ने की सीएम धामी से मुलाकात कर राज्य में 350 करोड़ से एमएसएमई क्लस्टर का निर्माण करने का फैसला किया।

सीएम धामी ने बैंक के प्रबंध निदेशक के साथ मुलाकात कर राज्य में 350 करोड़ से एमएसएमई क्लस्टर का निर्माण करने का फैसला किया।

भारत के विकास कार्यक्रम के अंतर्गत बैंक के द्वारा राज्य को परियोजनाओं को बनाने में मदद करेगा।

भारत के विकास कार्यक्रम के अंतर्गत बैंक के द्वारा राज्य को परियोजनाओं को बनाने में मदद करेगा।

KHADI GETS A CHIC CONTEMPORARY SPIN

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गौ उत्पादों को लेकर दिया प्रशिक्षण

प्रशिक्षण शिविर में पूर्ण सीएल प्रिक्टिस में किया जा रहा है

अनवर साधुजी सेना

प्रशिक्षण कार्यक्रम में अनेक लोग शामिल हुए। प्रशिक्षण में गाँव के लोग शामिल हुए। प्रशिक्षण में गाँव के लोग शामिल हुए।

प्रशिक्षण में गाँव के लोग शामिल हुए। प्रशिक्षण में गाँव के लोग शामिल हुए।

खादी एवं ग्रामोद्योग अर्थिक के कार्यक्रमों में ली साधु

प्रशिक्षण कार्यक्रम में अनेक लोग शामिल हुए। प्रशिक्षण में गाँव के लोग शामिल हुए।

जागरूकता शिविर का आयोजन

जागरूकता शिविर का आयोजन किया। शिविर में सख्तपन अमोघ रूप का प्रयोग का प्रयोग में प्रकाश डाला।

**PRESS
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अब युवाओं पर चढ़ा 'खादी' का सुरूर



पुणेचे मिह
KVIC/NAA.COM

गांधीनगर पहले खादी को जानने के चरण से जेठा जात था। फिर जगजन और नेता खादी के कर्तव्य-पक्षजमा पहनने लगे हैं, लेकिन अब तो युवाओं पर भी खादी पर चढ़ा पड़ा है। अब खादी सिर्फ खुर में ही नहीं है बल्कि युवा व शिक्षक के परिधानों में भी नजर आने लगे हैं। यदि थियेरे एक दलक में देखा जाए तो खादी की खबर में सात परसेन्ट तक इजाजा हुआ है।

खादी के नए-नए डिजाइन व अकर्कट पैटर्न युवाओं के पसंद बनने जा रहे हैं। जहां युवा खादी के एक दृशक में बढ़ा चलन

खादी प्रमोद्योग अर्थात् पुण्यत के निदेशक डॉ. निरेश कौर ने कहा कि एक दशक में खादी का बंधन करीब साठ फीसदी तक बढ़ा है। खादी अलग-अलग डिजाइन और पैटर्न में होने से अब युवाओं में खादी के जेठे, कुर्ता पायजामा का खबर चलन है।

200 करोड़ के खादी का उत्पादन

उत्पत्ति का कि पैमाने में जहां खादी प्रमोद्योग की 2,285 संस्थाएँ हैं, जर्बि कुलत 227 संस्थाएँ हैं। मुजतत में खादी-प्रमोद्योग में 200 करोड़ उत्पादन होत है। जर्बि देवार में 2,200 करोड़ का उत्पादन होत है। इसकी डिजाइन विभिन्न तरीकों में ही खरीक देतो, केत और एण इंडिया में भी बही है। रेशम में रजिवा, कुर और पाई में खादी का इस्तेमाल हो रह है। साथ ही खादी कुलन मोडर भी का इस्तेमाल होत है। इन्फोर्मे कौमिटे-19 के धरती विभिन्न डेटे लॉ से संग में बने हैं। रेशम में जवानी की खादी, जर्सी और युजन कलक के लिए पर खादी की मांग होत है। पुनः 200 में खादी बनने के जगदी में अरिरी चीन इलाक से जवसा खादी को रोजगार मिले रह है।

कौशिक बोले-भाजपा ही गांधीजी के सपनों को कर रही है साकार

देहरादून विशेष संवाददाता

भारत के प्रसिद्ध अन्धकार भंगनेवाले ने कहा कि राष्ट्रपिता महात्मा गांधी के सपनों को भाजपा साकार कर रही है। पीएम नरेंद्र मोदी की अनुयायियों में जिनका प्रकाश बल्कि अन्धकार भंगनेवाले महात्मा गांधी के सपनों को साकार करने में मदद कर रहे हैं।



संस्कृति और संस्कार से जोड़ती है खादी: कौशिक

संस्कृति और संस्कार को भंगनेवाले ने ही हीम के पर अंशम भाजपा (संकेत) अर्थात् कुन्वर, दण्डकथा विभाजन के अर्थात् विभाजन के अर्थात् कर्तव्य प्रकाश बल्कि अन्धकार भंगनेवाले महात्मा गांधी के सपनों को साकार करने में मदद कर रहे हैं।

संस्कृति और संस्कार से जोड़ती है खादी: कौशिक देहरादून। भाजपा अर्थात् अन्धकार भंगनेवाले ने कहा है कि खादी ही सभ्यता-संस्कृति से जोड़ती है। पीएम मोदी के अन्धकार भंगनेवाले महात्मा गांधी के सपनों को साकार करने में मदद कर रहे हैं।

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कार्यक्रम (पुणेचे मिह)

विशेष तौर पर खादी जैकेट, कुर्ता-पायजामा का खासा क्रेज

स्वदेशी की पहल

इस वर्ष 2 अक्टूबर को खादी उत्पादों की बिक्री 3.25 करोड़ रुपए, जो गत वर्ष थी 2.92 करोड़ रुपए

गुजरात के लोगों को रास आने लगी खादी, खरीदारी में बना रिकॉर्ड

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गांधीनगर गुजरात के लोगों को खादी रास आने लगी है। इसका अंदाजा गांधी जयंती पर होने वाली खरीदारी से लगाया जा सकता है। इस वर्ष खादी की खरीदारी में रिकॉर्ड बना है।

गांधी जयंती पर महात्मा की धूम गुजरात में खादी उत्पादों की बड़े पैमाने पर बिक्री हुई। इस वर्ष 2 अक्टूबर को गांधी जयंती पर गुजरात के सभी 311 खादी इंडिया केन्द्रों पर खादी उत्पादों की बिक्री 3.25 करोड़ रुपए रही। इसमें गत वर्ष की तुलना में 33.12 लाख रुपए की बढ़ोतरी हुई। यह वर्ष 2020 की तुलना में 11.32 प्रतिशत अधिक है, तब राज्य में खादी का सकल बिक्री 2.92 करोड़ रुपए हुई थी। कोविड-19 महामारी की दूसरी लहर के दौरान के बाद भी स्थिति को देखते हुए इस साल बिक्री का आंकड़ा काफी अधिक है।

खादी की बिक्री को विशेष बढ़ावा देने के लिए, केंद्रीय खादी प्रमोद्योग, खादी सूरत और राजकोट रेलवे स्टेशनों पर आजूबाड़ का अणुत मशीनखाने के हिस्से के रूप में प्रदर्शनी और बिक्री केन्द्र स्थापित किए गए, जहां खादी की 5.14 लाख रुपए की बिक्री हुई। केंद्रीय खादी प्रमोद्योग में साक्षरगाँव रिवरफ्रंट, मंगेश एचपीकेशन सेंटर, एससी और ज्योत्सवी मुख्यालयों में विशेष खादी प्रदर्शनीयों का भी आयोजन किया, जहां खादी उत्पादों की इच्छा खरीदारी हुई।

शिक्षा विभाग के अधिकारी व कर्मचारी भी 25 को खरीदेंगे खादी

'खादी कोर नेशन-खादी कोर कैंप' के रूप को साकार करने के लिए 25 अक्टूबर से शिक्षा विभाग के सभी अधिकारी व कर्मचारी सप्ताहिक तौर पर खादी की खरीदारी करेंगे। इनमें क्षेत्र में कार्यरत जनरलमेंटो को रोजगार देने और खादी की खरीदारी को बढ़ावा दिया जा रहा है। इसके जरिए बुनकरों को प्रोत्साहित किया जाएगा। साथ ही निजी संस्थाओं के अधिकारियों और कर्मचारियों को भी खादी की खरीदारी के लिए अनुरोध किया गया।

प्रधानमंत्री की लगातार अपील से बढ़ावा

खादी खरीदने और बढ़ावा देने का बीच प्रधानमंत्री नरेन्द्र मोदी की लगातार अपील के साथ-साथ गुजरात की जनता के खादी को अपनाने को जाता है। केंद्रीय खादी प्रमोद्योग के बाबजूद उच्चतम गुणवत्ता मानकों को बनाए रखते हुए बड़े उपभोक्ता आधार को पूरा करने के लिए लगातार यह उत्पाद जोड़ रहा है।

शिवय कुन्वर सबरीना, अध्यक्ष, खादी प्रमोद्योग आयोग (केंद्रीय खादी)

जैकेट, कुर्ता-पायजामा का खासा क्रेज

विशेष तौर पर खादी जैकेट, और कुर्ता-पायजामा को लेकर खासा क्रेज है। खादी की बढ़ावा देने के लिए घवरीनी लखाई जाती है। खादी के उत्पादों के जरिए लोगों को रोजगार भी मिल रहा है।

डॉ. निरेश धवन, निदेशक, खादी प्रमोद्योग आयोग- गुजरात।

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