



# Jagruti

“कामधे दुरुवैप्रानाम्।  
प्राणिनाम् आतिनाशनम्॥”

Vol. 66 No. 12 Mumbai November-2022

## HIGHEST EVER SINGLE DAY SALE

AT KHADI FLAGSHIP  
SHOWROOM, NEW DELHI



Chairman, KVIC meets  
Hon'ble Minister for  
Home Affairs Shri Amit  
Shah.



CELEBRATING  
**Khadi  
Fest-22**  
02 - 31 October, 2022



Vol.66 No.12 Mumbai, November-2022

# Jagruti



A Monthly Journal of KVIC on Rural Industrialisation

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21-23



# Khadi India



## Khadi Fest-2022 inaugurated

More than 70 stalls including PMEGP units associated with KVIC  
Showcasing their products at Khadi Fest – 2022

Union MSME Minister Urged to promote  
Khadi in order to make Khadi a global brand

**Mumbai, 3 October 2022 :** Union Minister for Micro, Small and Medium Enterprises Shri Narayan Rane inaugurated the Khadi Fest – 2022 Exhibition in Mumbai today. The Khadi Fest – 2022 has been organized by the Khadi and Village Industries Commission on the occasion of Gandhi Jayanti and will be available till 1 November, 2022.

Khadi and Village Industries Commission has been organizing Khadi Fest every year to mark the birth anniversary of the Father of the Nation

M a h a t m a  
G a n d h i .

However, this time the exhibition has been organized after a gap of two years.

After inaugurating the exhibition MSME Minister Shri Narayan Rane said such exhibitions organized KVIC facilitate Khadi and Village Industries Sellers to reach markets. “It is the result of such steps, that in year 2021-22, KVIC





registered record exports of more than Rs.257.02 crore”, he said.

Shri Rane said “During the freedom struggle Mahatma Gandhi had started the Quit India Movement from Wardha and launched a campaign to make the country and society self-reliant”. He added that Our Prime Minister has also taken various initiatives to make an Aatma Nirbhar Bharat and we should all support him in his initiative.

Reiterating Prime Minister Shri Narendra Modi's mantra of 'Employment from Khadi', the MSME Minister appealed to citizens to visit the Khadi Exhibition in Mumbai and buy

extensively. He said “Mumbai is the hub of economic activity; if people of Mumbai promote Khadi, Khadi can be established as a global brand”.

On this occasion, Shri Manoj Kumar Goel Chairman, Khadi and Village Industries Commission said that KVIC is an organization committed to fulfill Gandhiji's dream of 'Antyodaya' (rise of the last person). “Prime Minister Shri Narendra Modi stresses on 'Har Haath Ko Kaam'; through its various schemes and programs, KVIC has promoted self-employment in the country”, he said.







In the Khadi Fest 2022 Exhibition, Prime Minister's Employment Generation Programme units from various parts of the Country affiliated to Khadi and Village Industries Commission are showcasing their products. Around 70 stalls of dry fruits, tea, coffee, beauty herbal and ayurvedic products, khadi silk, Pashmina, Madhubani fabric, honey products, hand paper products, home decor products, bamboo products, carpets, aloe vera products, leather products etc. have been put up.





## KVIC registers the **highest ever** single-day sale of **Rs 1.34 crore** at the CP outlet, New Delhi



*On 06 October, 2022 New Delhi : This year on 2nd October, CP Outlet of Khadi India has once again set a new record of Khadi sales in a single day. It is noteworthy that the Prime Minister Shri Narendra Modi has appealed on several occasions from national and international forums to buy Khadi and Village Industries products and has mentioned about promoting this sector, which was during the year 2014 at stagnation pace.*

After the new Government took over, there has been tremendous growth in sale of Khadi. It is also significant to mention that, since October 2016, the one-day sales at khadi India's flagship outlet in Connaught Place, New Delhi has

crossed Rs 1.00 crore marks on several occasions. This has been constantly mentioned by the Prime Minister in his radio talk "Mann ki Baat".

Prime Ministers' message of adopting Khadi and



strengthening the poor spinners and weavers financially has reached every nook and corner of the country through the radio broadcast program "Mann Ki Baat", the impact of this was seen in this Gandhi Jayanti i.e. 2nd October 2022 sale.

In a single day, the Khadi India Showroom at Connaught Place, New Delhi marked sale of Rs. 1.34 crores and broke its own previous record of Rs. 1.01 crore set on October 2, 2021. Earlier, the highest single day sale of Khadi stood at Rs 1.29 crore that was recorded on 30th October 2021.

It was for economic, cultural and social reasons and not merely political that Gandhi ji established the Khadi Movement. Taking ahead the same vision of Mahatma, our Prime Minister has endeavoured to promote the Khadi and other village Industries products among masses.

It is also the popularity of our Prime Minister and the respect of the people for him, on whose one call, people of India stand in full support to Khadi.

The call of help to the poor artisans to light lamps on Diwali is substantiated in reality.

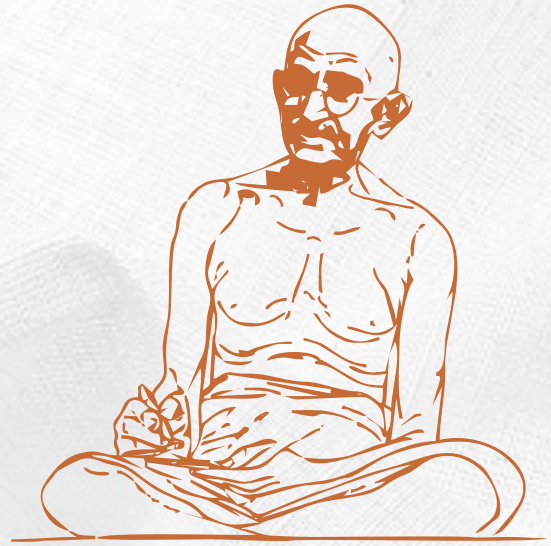
Currently Prime Minister Shri Narendra Modi's appeal to buy Khadi in "Mann ki Baat" on 25th September, 2022, before 2nd October, has played a great role in achieving this benchmark record sale said Chairman, KVIC.

Commenting on this, KVIC Chairman Shri Manoj Kumar attributed the increase in the sales of Khadi to the continuous backing of the Prime Minister. He said that due to the appeal of Prime Minister, a large number of people, especially the youth, have been inclined to buy Khadi.





## KVIC commemorates Gandhi Jayanti Announces discounts on all products



2nd October 2022 Delhi: On the occasion of Gandhi Jayanti Chairman, Khadi & Village Industries Commission, Shri Manoj Kumar paid homage to Mahatma Gandhi at Rajghat. He visited Khadi Bhawan India's flagship store in central Delhi's Connaught Place wherein KVIC has announced its much awaited discount from 2nd October onwards on all products (20% on Khadi and 10% on Village Industries products) at all Departmental Sales outlets. On the occasion of Gandhi Jayanti, the showroom records





KVIC set up Khadi Exhibition at Parliament Annexe, New Delhi from 2<sup>nd</sup> October to 5<sup>th</sup> October 2022 which was inaugurated by Speaker of Lok Sabha Shri Om Birla in presence of Cabinet Minister Shri Piyush Goyal and Chairman KVIC. The exhibition also showcased live demonstration of Charkha Spinning. Khadi Exhibition offers products of Khadi and Village Industries for sale.



Khadi & Village Industries Commission also set up a display cum sale stall for the common public at Qutub Minar, New Delhi.





Khadi is brightening crores of homes in the country. Khadi is lighting the lamp of business and employment remote areas of the country. While addressing the “Rozgar Mela” in Gurugram through Video Conferencing, Honorable Prime Minister Shri Narendra Modi gave credit to Khadi for increasing employment through mothers and sisters.



Oct 22 :Shri Manoj Kumar, Chairman, KVIC met Hon'ble Minister for Home Affairs Shri Amit Shah. During this courtesy meeting some ideas were exchanged on KVI Sector. Hon;ble MoH assured that the KVI sector will be taken care and will be first priority on pertaing consumer consumption. Shri Manoj Kumar,





Our nation needs to be self-sufficient to realize the India of Mahatma Gandhiji's dream

: Shri Narayan Rane

Hon'ble Minister, MSME

**Sevagram Industrial Area will be modernized in the next 2.5 years**

**Sevagram Ashram and Wardha district to get a new identity as a tourist hub**

On 02 OCT 2022 :Mumbai :Union Minister for MSME Narayan Rane asserted that our nation needs to be self-sufficient to realize the India of Mahatma Gandhiji's dream and there is no alternative to industrialization to achieve this goal. He was addressing the inauguration function of Sevagram Industrial Area Festival organized by Mahatma Gandhi Institute of Rural Industrialization in Wardha, on the occasion of Mahatma Gandhi's birth anniversary. Union Minister of State for MSME, Bhanu Pratap Singh Verma, Secretary B. B. Swain, Joint



Secretary of the Ministry and Development Commissioner Shailesh Kumar Singh also attended the function.



The Union minister said that it was from this Sevagram Ashram of Wardha that Mahatma Gandhi had appealed all to go back to the village, by which he meant the complete development of villages. Sevagram Industrial Zone is created to generate employment through agriculture and village industry. Rane said, the MSME Ministry has formed a committee to modernize this industrial sector and this sector will be modernized



in the next 2.5 years.

He said that it is necessary to convince the world about the importance of khadi and a large industrial sector can be created for the same. He said that there is also a huge opportunity for tourism business in the country. Accordingly, more efforts are needed to give a new identity to Sevagram Ashram and Wardha district as a tourist center and the Union government is committed to this. Stating that many large-scale development works are going on in various places in the country, he said that the citizens should come forward and take advantage of this development.

Speaking on the occasion, Union Minister of State for MSME, Bhanu Pratap Singh Verma said that MSME have greatly contributed to the progress of the nation. He said that the MSME Idea fund launched on March 10, 2022 is getting great



response and so far 287 ideas and 1196 trademarks have been registered. He informed that a technology center will be set up at Butibori MIDC in Nagpur and local youth will benefit hugely from it.

B.B.Swain, Secretary, MSME informed that the workshop organized today is based on the contribution of village industries in the creation of a self-reliant India. He said that the speakers from various national level organizations will

guide this workshop.

Earlier, Shri Rane visited the Sevagram Ashram in Wardha and paid tributes to the statues of Mahatma Gandhi and Kasturba Gandhi by placing floral wreaths. He also started a cleanliness campaign, visited a Covid – 19 vaccination camp and participated in a tree plantation programme.





## Beekeeping plays an crucial role in the livelihood of rural communities reiterates Chairman, KVIC



**On 8th October 2023, Chairman, KVIC Shri Manoj Kumar visited Banas Dairy of Gujarat, the largest Dairy of Asia, which is gaining momentum in Bee-farming.**

Chairman, KVIC interacted with the local beekeepers/farmers of banas areas and distributed 200 bee boxes to trained beekeepers. Speaking on the occasion, Shri Manoj Kumar, Chairman, Khadi and Village Industries Commission said that beekeeping has been practiced in India for many generations. Beekeeping plays an important role in the livelihood of rural communities by income generation, medicinal and edible use of honey and other beehive products, complementing agricultural activities through cross-pollination, and contributing immensely to





forest and agricultural conservation efforts.

Expressing happiness, he said that in this Banas Dairy of Palanpur itself, on December 10, 2016, Honorable Prime Minister announced Sweet Revolution, the Khadi and Village Industries Commission got the responsibility of taking the campaign forward. Honey Mission is also an important scheme in many employment-oriented activities of Khadi and Village Industries Commission, under which Khadi and Village Industries Commission not only



motivates people for honey production but also provides necessary equipment and training.

A four-day event from 20th- 23rd October 2022, at NSIC Okhla, New Delhi

## Center of Excellence for Khadi (CoEK) to showcase design directions for khadi at the fourth edition of India Craft Week

On: 19 OCTOBER 2022, Delhi : Khadi is a versatile fabric in terms of textures, weight and fabric content. Prime Minister has emphasised the role of khadi in transforming the nation through fashion for the youth. In our efforts to showcase the versatility of Khadi to a broader audience, the Centre of Excellence for Khadi (CoEK) is showcasing design directions for khadi at the fourth edition of India Craft Week, a four-day event from 20th- 23rd October 2022, at NSIC Okhla, New Delhi, stall D-1.

The Centre of Excellence for Khadi is a centre for experimentation, innovation and design by the Ministry of MSME to support the Khadi and Village Industries Commission (KVIC) in association with the National Institute of Fashion Technology. The Centre is working towards making Khadi fashionable and youthful. The Centre has Delhi as the hub and Bengaluru, Gandhinagar, Kolkata and Shillong as spoke centers.

Khadi Samvaad- The way forward, will showcase four stories as design directions for the Khadi Institutions. The four themes will bring out the diverse characteristics of Khadi in terms of colour palette, prints, weave structures and surface techniques to add value to the hand spun handwoven fabric. Neel Raag explores the natural blue colourant 'Indigo', which resonates with different emotions. The theme Abhruk is inspired by the frescos of the havelis of Shekhawati region of Rajasthan. Srishti, meaning universe, captures the journey of Khadi from white to coloured. Kashish is a mineral-based natural colourant, the beauty of its charcoal hues is complimented with natural hues of turmeric yellow and madder red. It is envisaged that these design directions will enable the Khadi Institutions to create trendy and fashionable textiles to attract the youth. The thematic display will also showcase the explorations carried out by CoEK in home and apparel segments.





The hard work carried out by the artistic people of the Kutch district is ultimate. Chairman, KVIC had interaction with artisans. Every handicraft lover must visit this place who want to explore the **real art of India**



**Chairman, KVIC inaugurated the Girls Hostel of Paschim Kutch School run by Khadi Sansthan Paschim Khadi Village Industries Association.**







Chairman, KVIC Had one To one talk with the artisans of “Sirmaur” and Launched Sirmaur Honey



Shri Manoj Kumar, Chairman, KVIC visited first of its kind National level SFURTI Cluster organized from 1st to 15th October at Delhi Haat, INA. Various range of Indian handicraft items made of wood, metal, german silver, meenakari, iron, created by our artisans are drawing Attracted visitors.





During the Hindi Pakhwada 2022, the participants participating in the competitions held under the official language Hindi ceremony were encouraged by the Honorable Speaker by distribution of prizes.





On 20<sup>th</sup> October Khadi review meeting held at Central Office, KVIC Mumbai. Chairman , KVIC presided over the meeting



On the eve of Diwali Shri Manoj Kumar, Chairman, Khadi and Village Industries Commission Chaired over the Diwali Milan program along with the officers of Delhi office.



## Chairman KVIC distributes Rs. 12.74 Crores as subsidy to 210 PMEGP beneficiaries at Surendernagar, Gujarat



On 19 October 2022: Chairman of Khadi and Village Industries Commission Manoj Goyal distributed subsidy of Rs.12.74 crores to 210 Prime Ministers Employment Generation Programme (PMEGP) beneficiaries during Khadi Karigar Sammelan held in Surendernagar, Gujarat on 18 October 2022. KVIC has mobilised around Rs 40 crores through banks in favour of the beneficiaries at Surendranagar. KVIC has disbursed total subsidy of Rs. 102.84 crore and mobilised approx 306 crore through banks to 3597 beneficiaries across the country this year. At the Khadi Karigar Sammelan organised by Khadi and Village Industries Commission, the KVIC Chairman also distributed Khadi certificates to 8 new Khadi Institutions

which are expected to generate employment for 300 artisans in Gujarat. Furthermore, he also awarded certificates best spinners and weavers to appreciate their work. Speaking on this occasion, the KVIC Chairman said that







role model of development and Independent India and provide **Jyada haath ko paisa (Money to more hands)**". Invoking the Prime Minister, he said "A thread of Khadi can be a source of inspiration to fulfill the pledge of making India a developed nation, to achieve the dream of

around 300 Khadi Institutions are working in Gujarat and around 22,000 Khadi artisans are registered, out of which more than 14,000 artisans belong to the Scheduled Castes and Scheduled Tribes, and availing incentives under 'Market Development Assistance' (MDA) of Government of India. The KVIC Chairman reiterated the clarion call of the Prime Minister of India to buy and promote Khadi this festive season. "Khadi can become

A t m a n i r b h a r B h a r a t " . The KVIC Chairman further said "Mahatma Gandhi turned Khadi into a symbol of the country's self-respect during the freedom struggle."

Khadi and PMEGP scheme beneficiaries were present at the event.









विलेपार्लैत स्थित खादी ग्रामोद्योग भवन में सोमवार को केंद्रीय मंत्री नारायण राणे ने खादी फेस्टिवल 2022 का उद्घाटन किया। (छाया: दीपक सालवी)

रेलवे टैक हबलिंग कार्गो के...

कार... राहुल... कि... सड़क... करने... रुपये... अदाल... में ए... मोटर... महिला... मुख... ने वि... (सी...

## विले पार्लेमां 3 वर्ष पछी आदी प्रदर्शनीनो शुभारंभ करायो

10/02/2022 मुंबई

राष्ट्रपति महात्मा गांधीजी जन्मशतपती निमित्त आदी अनेक विवेक ईकाईयें अभियान (किवाप्रयास) द्वारा तेना विले पार्लेमां छे. रोज परना मुंबई महक आते आदी प्रदर्शनीनो 20 टका सुधी डिस्काउन्ट साथे आरंभ करवामां आव्यो छे. अमएसएमई मंत्री नारायण राणेने हते उद्घाटन किये. आ समये देवाप्रयासिनीना अध्यक्ष मनोज कुमार पक्ष साज्जर छला. आ प्रदर्शन 1वीं नवेम्बर सुधी साखरो. देशना मुद्राप्रणाली खादी संस्थाओं, पीएनईसीपी अेकभो तेमनां उत्पादन प्रदर्शित करी रह्यो छे. आदी सिल्क, पश्मीना, पोलीवस्त्र, सोलार टेक्सटाईल, मधुवनी प्रिंट, सूके...

महान् शिदि-संबंध परंपक मनीने करवायाम लो-पासीनी आरोपे भ्रष्टाचर कावतं माहित उभने की मुझे की छोले छात्रना शनिवां पासीनी...

## 3 वर्ष बाद खादी प्रदर्शनी शुरू

मुंबई. खादी और ग्रामोद्योग आयोग हर वर्ष राष्ट्रपिता महात्मा गांधी की जयंती पर मुंबई में 'खादी फेस्ट' का आयोजन करता आ रहा है. कोरोना महामारी के कारण 3 वर्ष के लंबे इंतजार के बाद इस साल पुनः यह महत्वाकांक्षी प्रदर्शनी आयोग के मुख्यालय परिसर में आयोजित की जा रही है. जिसका शुभारंभ केंद्रीय एमएसएमई मंत्री नारायण राणे ने किया. प्रदर्शनी में खादी एवं ग्रामोद्योगी उत्पादों पर 20 प्रतिशत तक की छूट दी जाएगी. प्रदर्शनी पूरे माह यानी एक, नवंबर, 2022 तक चलेगी. केंद्रीय मंत्री ने खादी आयोग के अध्यक्ष मनोज कुमार से प्रदर्शनी में आई संस्थाओं एवं इकाइयों के प्रतिनिधियों से उनके उत्पादन और बिक्री में आने वाली समस्याओं के बारे में जानकारी ली एवं भविष्य में उनके हितार्थ और भी सकारात्मक कदम उठाने का आश्वासन दिया. प्रदर्शनी में सूती वस्त्र, सोलर वस्त्र एवं खादी वस्त्रों से बने अन्य आकर्षक परिधान के मधुवनी प्रिंट, ड्राय फ्रूट, चाय आदि उत्पाद प्रदर्शित किए गए हैं.

कार... राहुल... कि... सड़क... करने... रुपये... अदाल... में ए... मोटर... महिला... मुख... ने वि... (सी...

## विलेपार्लैत 'खादी फेस्ट 2022' चे उद्घाटन

वृत्त माय २

## खादी जागरूकता कार्यक्रम में छात्रों ने तलाशी भविष्य की राह

■ देवभूमि उत्तराखंड यूनिवर्सिटी में जागरूकता कार्यक्रम आयोजित

शाह दाम्म संवाददाता देहरादून. बेहतर रोजगार कि संभावनाओं के चरंचर खादी एवं ग्रामोद्योग ने देवभूमि उत्तराखंड यूनिवर्सिटी में जागरूकता कार्यक्रम आयोजित किया गया, जिसमें प्रधानमन्त्री रोजगार सृजन कार्यक्रम से संबंधित विभिन्न जानकारीयें छात्रों को प्रदान की गयीं। पांडुचौला स्थित देवभूमि उत्तराखंड यूनिवर्सिटी में खादी एवं ग्रामोद्योग की ओर से चलाये गए जागरूकता कार्यक्रम में...

विश्वविद्यालय के छात्रों ने बहुचर्चकर हिस्सा लिया। इस दौरान फैशन डिजाइन, एग्रीकल्चर और फूड-टेक के छात्रों ने खादी एवं ग्रामोद्योग में सरकार की ओर से चलाये जा रहे विभिन्न प्रशिक्षण कार्यक्रमों के बारे में जानकारी हासिल की। डॉन, स्कूल ऑफ जर्नलिज्म, लिबरल आर्ट्स एंड फैशन डिजाइन प्रोफेसर दीपा आर्या ने फैशन डिजाइन के छात्रों को भविष्य की चुनौतियों से अवगत करते हुए खादी को एक बेहतर विकल्प बताया कार्यक्रम में शरद मधुकर, प्रशिक्षण (केबीआईसी) सहित, अंकिता उनियाल, डॉ. रूपि बडोनी, राखी विरमानी, ज्योति, आदि उपस्थित थे।









*M.K. Gandhi*

I believe that where there is pure and active love for the poor there is God also.  
I see God in every thread that I draw on the spinning wheel.

- Mahatma Gandhi

(*Young India*, 20-5-1926)