



कामये दृश्यतामाम्।
प्राणिनाम् आतिनाशनम्॥

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Reverence to Mahatma on 151st Gandhi Jayanti

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An Open Letter on Khadi



"India is a culturally rich country with thousands of years old heritage and I have imbibed this through many centuries. I have seen India liberate from the shackles of the British Rule and flourish as a strong independent country.

As a "Gandhian attire", I was put on by lakhs of people. During the freedom struggle, I taught Indians to be self-reliant. I am not just fabric but an ideology. I am the past, the present, and the future. I am originally a feeling of Indianness. I am "KHADI".

The first image that forms before one's eyes on a mention of Khadi, is that of Mahatma Gandhi, the Father of the Nation, spinning "Charkha" with a cotton ball in his hand. He was a superhuman who used me as the most

potent weapon of non-violence in the Swadeshi movement.

With the rapidly changing times, it has been quite a challenge to keep me relevant. The country has embraced modernity. However, this has opened up new avenues for Khadi. Sensing the need for a transformation, in the leadership of our Prime Minister, Shri Narendra Modi, who invoked the youth of the country to revive and revitalize the Khadi industry and the results were astonishing.

The Prime Minister used his radio program "Mann ki Baat" as a medium to propagate his message of Khadi's resurgence and the countrymen did not disappoint him either. Khadi and Village Industries climbed the success ladder year after year. I have made a



prominent place for myself in the entire world. This success story of Khadi found mention in a recent address of Prime Minister Narendra Modi where he gave a clarion call to become “Vocal for Local” and take our local products to the global level. The Prime Minister invoked the people to make India, “Aatmanirbhar” (Self-reliant).

Our country is in the grip of the deadly Corona pandemic. The entire world is devastated and the financial condition of India, too, is badly hit. The means of livelihood are reducing and the youth of the country stares at joblessness. The industrial sector has taken a severe hit due to the financial slowdown.

As extraordinary situations need extraordinary measures, this is the time for every Indian to be self-sufficient, contribute to increasing local production, support the poor through strengthening the cottage and village industries, and make India self-reliant.

I am capable of bringing about a revolutionary change in the country. Khadi is an alternative to the foreign products flooding Indian markets. Khadi is a medium of creating self-employment for farmers, women, and youth of this country. I am committed to channelizing the country's resources and energy in a new direction. Come, let's adopt Khadi for a strong, secure and self-reliant Bharat."

Vinai Kumar Saxena

Chairman,

Khadi and Village Industries Commission



Union Home Minister Empowers 200 Potters in His Constituency by distributing Electric Potter Wheels



As many as 200 families of the marginalized Kumhar community from 20 villages in Gandhinagar and Ahmedabad took a stride towards sustainable self-employment on 30th September, 2020 by associating with Kumhar Sashaktikaran Yojana of Khadi and Village Industries Commission.

Union Home Minister Shri Amit Shah distributed 200 electric potter wheels (chaak) and other pottery equipment to 200 trained artisans at a function held at Village Randheja in his Parliamentary Constituency of Gandhinagar through video conference from New Delhi.

Of the 20 villages identified by KVIC, 15 villages fall under Gandhinagar district while remaining 5 villages belong to Ahmedabad district. The distribution of electric potter wheels will benefit at least 1200 members of the community by increasing their productivity and their income, which is the

dream of Hon'ble Prime Minister Shri Narendra Modi.

Shri Amit Shah lauded the various self-employment schemes of KVIC like Honey Mission, Kumhar Sashaktikaran Yojana, Leather Artisans' Empowerment and Project DigniTEA. While distributing electric chaaks, the Home Minister interacted with four potters,

n a m e l y -
S a i l e s h b h a i
P r a j a p a t i,
B h a r a t b h a i
P r a j a p a t i,
A v n i b e n





Prajapati and Jigneshbhai Prajapati - who have been given 10-days training by KVIC in pottery making and provided with electric chaak and other equipment. These potters thanked the government saying this will enable them earn a better livelihood and become “Aatmanirbhar”.

Shri Amit Shah said the electric chaak will not only help potters to enhance their production but also enable them to make new fancy products that will fetch them good income during the Dussehra and Diwali festivals. He urged every beneficiary to rope in at least 10 other families with Kumhar Sashaktikaran Yojana for the larger benefit of the community.

“Empowerment of the Kumhar (Prajapati) community by improving their socio-economic condition has been the dream of our Hon’ble Prime Minister. KVIC’s Kumhar

Sashaktikaran Yojana is aimed at making potters “Aatmanirbhar” by creating sustainable local employment for them while preserving the heritage art of pottery. It is important that young potters take up the art of pottery and expand it across the country,” Shri Amit Shah said.

He said the government has created proper marketing channels including tie-up with the Indian Railway for selling their products. “Indian Railway has already designated 400 railway stations where only earthenware is being used to sell food and beverages. I will request the Railway Minister to identify more such railway stations so as to provide a bigger marketing platform to our potters,” he said, while also advising the potters to form cooperatives to sell their finished products at railway stations.

KVIC Chairman Shri Vinai Kumar Saxena, who joined Hon’ble Home Minister in

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KVIC creates 1500 employment in 10 cities to celebrate Sewa Diwas

Khadi and Village Industries Commission extended the benefits of various employment generation schemes to nearly 1500 persons in 10 Indian cities to celebrate “Sewa Diwas” on 17th September, 2020 which marks the birthday of Hon'ble Prime Minister Shri Narendra Modi.

From Arunachal Pradesh on the North Eastern Frontier to Bikaner on the Western Border and from Chandigarh and New Delhi in the North to Madurai and Coimbatore down South, KVIC organized 14 programs to expand the ambit of its welfare projects to create local employment.

Hon'ble Minister of State for MSME, Shri Pratap Chandra Sarangi inaugurated a SFURTI Cluster of 500 artisans for making hand-knotted carpets in Prayagraj in Uttar Pradesh. Shri Sarangi lauded the initiatives of KVIC for empowering artisans and said this would help realize the dream of resurgent India. He said Khadi is playing a big role in making India “Aatmanirbhar”.

KVIC Chairman Shri Vinai Kumar Saxena launched six different programs in Varanasi, the Parliamentary constituency of the Hon'ble Prime Minister, that include the first Footwear Training cum Production Center in Varanasi for leather artisans (Mochi) in collaboration with Central Footwear Training Institute (CFTI), Agra. He distributed 6 innovative cycle-mounted Tea/Coffee Selling units under Project DigniTEA





that will enable tea-sellers earn a respectable livelihood while selling tea/coffee hygienically.

He distributed electric potter wheels to 300 Kumhar families under Kumhar Sashaktikaran Yojana and 200 bee boxes to 20 farmers families under Honey Mission. The KVIC Chairman also distributed 6 hand-operated Agarbatti making machines at Sewapuri Block in Varanasi under the Khadi Agarbatti Aatmanirbhar Mission while also launching the plantation of 100 saplings of Bambusa Tulda, a bamboo species used for making Agarbatti sticks. This will lead to local availability of raw material for Agarbatti. Notably, Sewapuri has been identified as one of the “Inspirational Districts” by Niti Aayog and several projects have already been launched at Sewpuri to provide employment to migrant workers.

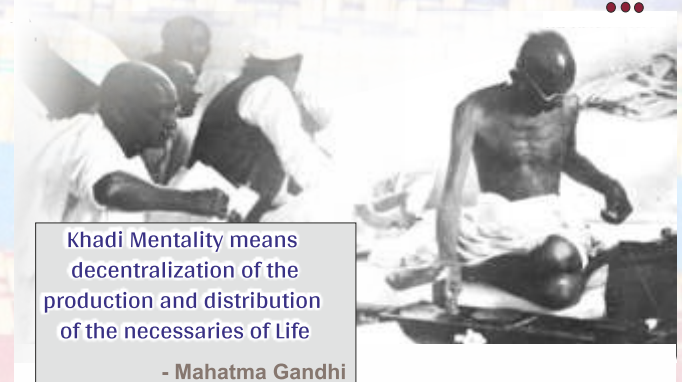
In the scenic village of Chullyu in Arunachal Pradesh, Saxena inaugurated state's first Silk Training cum Production Center that will create local employment to artisans and increase the production of local Silk. KVIC has renovated a dilapidated government school building to develop the Silk Training cum Production Center. Locals said no such job-oriented activity had taken place in Arunachal

Pradesh in the last 50 years.

KVIC Chairman said sustainable development though local employment generation has been the key focus of KVIC which is aligned with the Hon'ble Prime Minister's commitment of “Job to Every Hand” (Har Hath Me Kaam). “It is the inspiration and appeal of the Hon'ble Prime Minister that has taken Khadi to a new height. We are hopeful that he will continue to lead Khadi as its biggest brand ambassador,” Saxena said.

He also distributed 6 cycle-mounted Tea/Coffee Selling units to local unemployed youths each in New Delhi, Jaipur and Chandigarh.

Seeking to empower local artisans, KVIC Chairman distributed New Model Charkha in Rajasthan's Bikaner district and Kovilpatti in Madurai district in Tamil Nadu. Similarly, to provide Khadi artisans with better marketing opportunity, KVIC inaugurated two Khadi Sales Outlets in Barkhedhi in Bhopal and Coimbatore in Tamil Nadu respectively.



Khadi Mentality means decentralization of the production and distribution of the necessities of Life

- Mahatma Gandhi



KVIC Launches Innovative Project DigniTEA



To celebrate Sewa Diwas, which marks the birthday of Hon'ble Prime Minister Shri Narendra Modi, Khadi and Village Industries Commission (KVIC) distributed 6 innovative cycle-mounted Tea/Coffee Selling units under Project DigniTEA in New Delhi on 17th September 2020. The cycle-mounted tea/coffee selling units have been distributed to 6 unemployed local youths by Hon'ble Member of Parliament (Rajya Sabha) Shri Arun Singh, and Hon'ble MP from New Delhi, Smt. Meenakshi Lekhi in presence of KVIC Chairman Shri Vinai Kumar Saxena. These units will enable tea-sellers to earn a respectable livelihood while selling the beverages hygienically.

Each cycle-mounted Tea/Coffee Selling unit costs Rs 18,000 and has the provision for gas stove, gas cylinder, an umbrella, utensils and separate containers to keep tea, sugar, cups and snacks properly. On Thursday, KVIC also distributed 17 such units

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KVIC's Firmness Forces Flipkart, Amazon, Snapdeal to Remove Products with brand name Khadi

On 19 September, 2020: Khadi and Village Industries Commission's (KVIC) firmness has forced e-commerce portals like Amazon, Flipkart, Snapdeal and others to remove over 160 web links selling products in the brand name of "Khadi". The development comes in wake of KVIC serving legal notices to over 1000 firms using the brand name "Khadi India" to sell their products and thus causing damage to its reputation and the loss of work to Khadi artisans.

After KVIC served legal notice, Khadi Global has also discontinued using its website www.khadiglobalstore.com and also removed its social media pages on Twitter, Facebook and Instagram and have sought 10-day time to remove all such contents and product using the brand name "Khadi". KVIC action has also resulted in shutting down a number of stores across the country that were selling fake Khadi products.

These e-commerce portals were selling products like Khadi masks, herbals soaps, shampoos, cosmetics, herbal mehendi, jackets,

kurta and many such products through different sellers using the brand name "Khadi". This created a false impression among online buyers that these commodities were genuine "Khadi" products. A majority of the products that have been removed were being sold by one Ayush E-Traders. This firm has confirmed to KVIC that it has removed 140 links for various products that were being sold as "Vagad's Khadi Products".

There has been a steep rise in violation of Khadi trademark as the popularity of Khadi grew manifold in recent years after the Hon'ble Prime Minister's appeal to buy Khadi products. Exploiting this opportunity, a number of online sellers began selling random products in the name of Khadi. Also hundreds of stores mushroomed in different cities that were selling fake Khadi products. In recent months, particularly during the Covid-19 lockdown, there was a huge proliferation of such fraudulent online sellers. However, to enable online customers to buy genuine Khadi products, KVIC has launched its e-portal selling a range of 300 products online at www.kviconline.gov.in/khadimask.

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Potters' Training Programme at Muzaffarpur

On 11th September 2020, Shri Vinai Kumar Saxena, Chairman Khadi and Village Industries Commission launched 10-days training program for 50 potters at Muzaffarpur in Bihar.

The training programme was a step towards local and sustainable self-employment and rural resurgence while reviving traditional art of pottery.



Electric chaak is a symbol of potters' empowerment & a tool to revive traditional art of pottery.

Electric Chaak distributed to potters' family in East Champaran

to potters' family in Bihar's East Champaran on 23 September, 2020 at Motihari by Shri Radhamohan Singh, Member of Parliament, East Champaran. Chairman, KVIC Shri Vinai Kumar Saxena and Joint Chief Executive officer, KVIC participated in the programme through video conference.



Under Kumhr Sashaktikaran Programme 150 electric pottery wheels were distributed





KVIC's Use of Paper Packaging in Online Sales Earns Public Accolades



On 13 September : Khadi and Village Industries Commission's (KVIC) venture into the E-Commerce industry just two months ago is using handmade paper packaging materials from day one to prevent plastic pollution that is along the Khadi's principle of "Green Chemistry".

(CPCB) to take necessary steps to curb plastic pollution by e-commerce companies.

By using handmade paper packets and carton boxes, KVIC is serving the dual purpose of environmental protection and employment creation. KVIC is using the handmade paper packets manufactured at its Kumarappa National Handmade Paper Institute (KNHPI), Jaipur, which is creating additional employment in manufacturing handmade paper packaging materials.

Chairman Shri Vinai Kumar Saxena said "Khadi fabrics are the world's most eco- friendly wearable and environment protection is a key concern of KVIC while undertaking any activity".

Reacting to several media queries regarding the NGT's recent observation, Saxena said, "Khadi products are natural and use of handmade paper

KVIC is specifically using handmade paper envelopes/packets and handmade carton boxes for packaging of articles except for liquid materials where plastic wraps are nominally used to prevent any leakage during transportation. KVIC, which was using plastic for packing face masks for better hygiene, has also specially designed handmade paper envelopes made of banana fiber which it will start very soon.

This assumes significance in wake of the directions of the National Green Tribunal (NGT) to various E-commerce companies for putting a check on excessive use of plastic in packaging of goods and thus posing grave environmental hazard. The Tribunal has also directed the Central Pollution Control Board

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MoS, MSME Inaugurated hand knotted carpet cluster

Minister of State for MSME, Shri Pratap Chandra Sarangi and Chairman, KVIC Shri Vinai Kumar Saxena, inaugurated hand knotted carpet cluster under SFURTI Scheme through Video Conferencing at Khijirpur Prayagraj (UP) on 16th September 2020.



PMEGP awareness camp in Ratnagiri



PMEGP awareness camp was conducted on 18 September, 2020 at Ambadawe village in Ratnagiri district . Shri S.G. Hedao, Dy. CEO, West Zone; State Director,

Maharashtra; Shri Milind Kamble and Founder Chairman of DCCI were present in the programme .





Chairman, KVIC distributed tools of livelihood in Varanasi

On the occasion of Prime Minister's birthday, which was celebrated as Seva divas by KVIC, Shri Vinai Kumar Saxena, Chairman, KVIC distributed tools of employment as tools of livelihood in Varanasi on 17th September, 2020.

On this occasion, Chairman KVIC inaugurated Footwear training cum production program with technical support of CFTI and also inaugurated Agarbatti training cum production programme through Video Conferencing. He distributed bicycles to tea vendors, electric potters wheel to 300 family, 200 bee boxes to bee keepers and planted 100



bamboo saplings.

During the Video Conference, Hon'ble Chairman motivated the trainees, artisans and other beneficiaries to work hard and become self sustainable so that their social and economic status may rises.

NMC distribution programme at Bikaner



Chairman, Khadi and Village Industries Commission Shri Vinai Kumar Saxena inaugurated Charkha Distribution Programme

at Bikaner through Video Conferencing on 17th September, 2020.

125 New Model Charkhas were distributed on this occasion.





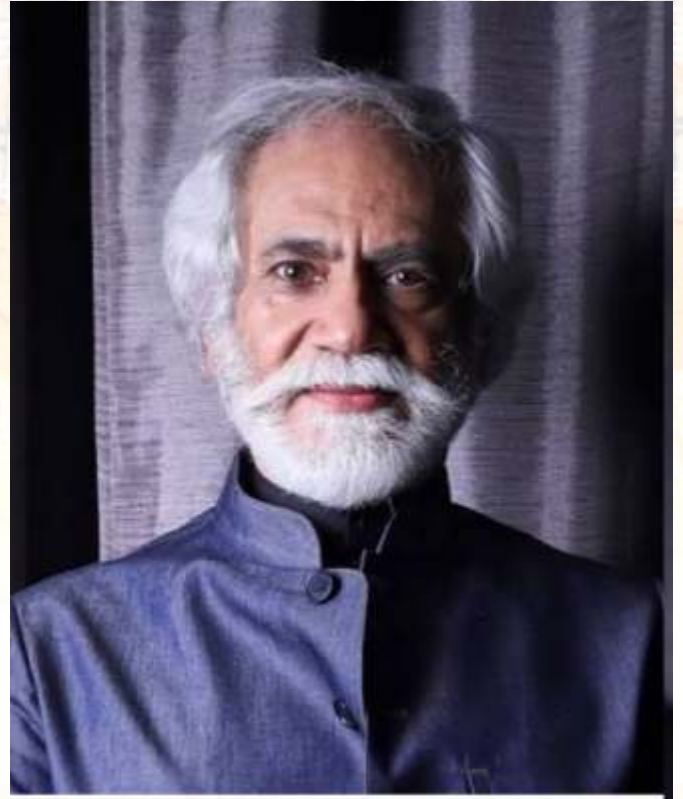
KVIC Appoints Design and Fashion icon Sunil Sethi, as Advisor

The Khadi and Village Industries Commission (KVIC) has appointed Shri Sunil Sethi, a leading personality in the Indian fashion industry, as its advisor. Sethi will advise the Commission on latest design interventions in the readymade garments segment as well as promotion of Khadi in India and abroad.

Mr Sethi's appointment is for a period of one year. Earlier, renowned fashion designer Ms Ritu Beri served as advisor to KVIC whose term expired recently.

Mr Sethi has over four decades of experience in global merchandising, where he has contributed significantly to the growth of Indian handicrafts, design and the textile industry, through many innovative and successful initiatives. As Chairman of the Fashion Design Council of India, which is represented by ४०० designers, Sethi has been working to take Indian fashion industry global.

“Sustainable growth of Khadi in the fashion industry, both locally and internationally, is the key idea behind the appointment. KVIC has already marked its advent on the global platform and from here on we must capitalize on every opportunity. Khadi artisans are capable of producing the finest quality and the most unique fabric in the world and with the newest design



innovations, Khadi can be a favourite of a vast global consumer segment,” KVIC Chairman, Shri Vinai Kumar Saxena said.

Incidentally, this is also aligned with the clarion call of the Hon'ble Prime Minister - Local to Global and Vocal for Local - in the context of Indian manufacturing sector. The development assumes greater significance in wake of the growing buzz around Indian handcrafted products and the consumers increasingly becoming fashion-oriented.

Before being appointed Advisor to the KVIC, Sethi has discharged advisory roles in various government bodies like the HHEC, National Crafts Museum and Hastkala Academy, Ministry of Textile, Ministry of Tourism and Ministry of Culture. He has also served as Member, Board of Governors, at the National Institute of Fashion Technology (NIFT).



Khadi opens outlet in SPG Complex to accelerate Swadeshi push



Chairman, Khadi and Village Industries Commission inaugurated a Khadi India outlet at SPG Complex in Delhi on 26th September 2020. This outlet will cater to over 15,000 family members of SPG officials and empower several Khadi artisans. The initiative is another step towards Swadeshi and self-sustainability.

Khadi and Village Industries Commission has taken another step towards promoting “Swadeshi”; and this time by roping in Special Protection Group (SPG) – country’s premiere security agency protecting the Prime Minister – with the drive. On Saturday, KVIC inaugurated a new Khadi India Sales Outlet within the premises of SPG Residential Complex at Dwarka in Delhi. This outlet will benefit nearly 4000 families of SPG officers and staff residing in two adjacent residential complexes in the area. SPG is the agency responsible for security of the Indian Prime Minister. The Khadi sales outlet was jointly inaugurated by KVIC Chairman Shri Vinai Kumar Saxena and SPG Director Shri Arun Sinha.

The decision to open Khadi sales outlet was

taken in order to provide pure and handmade “swadeshi” goods to the SPG members and their families. To further encourage these families to buy Khadi products, KVIC has decided to offer 20% discount on all products in this outlet. Spread over 125 acres, the SPG Complex in Dwarka Sector 8, is inhabited by nearly 15,000 people. Adjacent to it is another 26-acre residential complex housing over 800 families of SPG staff and hence, a significant footfall of buyers in the local shopping complex where the Khadi outlet is located. The SPG has provided KVIC the shop at a token rent of Rs 1 per month.

KVIC Chairman said through this outlet KVIC will make available the best quality handmade and natural products to the SPG families. “The SPG takes care of the security of the Hon’ble Prime



Minister, who himself is the biggest brand ambassador of Khadi. And with this Khadi sales outlet, KVIC intends to take care of the families of the SPG officials and staff by providing them the best quality consumables,” Saxena said. He added that the Khadi sales outlet would also be a boost for Khadi artisans and only by encouraging local production and strengthening village industries, we could create sustainable livelihood for the people.

The development comes in wake of the Hon’ble Prime Minister’s call for Aatmanirbhar Bharat and Vocal for Local. Earlier, Hon’ble Union Home Minister Shri Amit Shah had ordered the paramilitary forces to sell only “Swadeshi’ goods through its canteens. Recently, KVIC also began



supplying pure kacchi ghani mustard oil to the paramilitary forces following the first ever MoU with ITBP for supply of provisions to the forces. KVIC will sell all Khadi fabric and readymade garments as well as village industry products through this outlet.

NMC Distributed at Dausa

On 7th September 2020, New Model Charkha, were distributed at Bilona kala, in Dausa district of Rajasthan by Shri Vinai Kumar Saxena, Chairman, KVIC through Video Conferencing in presence of Smt.Jaskaur Meena, Member of Parliament (Lok Sabha), Dausa.





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Delhi, thanked the Home Minister for his constant support to KVIC's programs and said he was readily available for every initiative taken for the cause of the poor and the marginalized sections.

Saxena informed that more than 18,000 electric chaaks have been so far distributed across the country benefiting nearly 80,000 people of the community. He said the average income of potters under Kumhar Sashaktikaran Yojana has gone up from nearly Rs 3000 per month to nearly Rs 10,000 per month.

Notably, several regions of Gujarat, particularly Kutch and Saurashtra, are well-

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in different cities like Varanasi, Jaipur and Chandigarh.

Shri Arun Singh lauded this initiative of KVIC saying it was conceived keeping in view the welfare of the poor. The cycles were flagged off by Shri Singh from the office of Smt Lekhi at Mahadev Road. Smt Lekhi also said this KVIC initiative will enable poor to earn their livelihood with dignity.

KVIC, Chairman said the cycle-mounted Tea/Coffee Selling unit is an innovative and cost-effective

known for the traditional pottery art. Since the launch of Kumhar Sashaktikaran Yojana in 2018, the KVIC has trained nearly 800 potters in Gujarat. KVIC



has also distributed them with electric potter wheels and other equipment like blunger machines for mixing of clay. This has eliminated drudgery from the process of pottery making and also resulted in increasing the production by 3-4 times.

way of creating sustainable self-employment and distribution of these units aims at extending the benefit of welfare schemes to the poorest of the poor. "These cycle units are well equipped. It has been designed keeping in mind the logistical requirements and hygiene while selling tea/coffee to public," Saxena said.

100 bamboo saplings of Bambusa Tulda species, Agarbatti's raw material, brought from Assam & planted at Satya Sadan in Delhi's Chanakyapuri have shown excellent growth in 1 year. Healthy sign for Bamboo & Agarbatti industry striding to become Aatmanirbhar





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KVIC Chairman Shri Vinai Kumar Saxena said the KVIC has given violators the option of either stop selling products in the name of Khadi or legal action will be initiated for recovery of heavy damages. “Legal notices have been issued to various firms essentially to safeguard the interest of Khadi artisans. This trademark violation has a direct bearing on the livelihood of our artisans who are making genuine handcrafted products,” Saxena said.

KVIC has put in place a robust online enforcement plan for effective policing of “Khadi India” trademark rights. It has employed a dedicated legal team, a mix of human and technological tools to ensure a systematic and continuous monitoring and takedown of unauthorised products being sold in the name of Khadi.

KVIC is also educating all registered Khadi Institutions engaged in manufacturing Khadi products that simply their registration with KVIC did not authorize them to re authorize any one to use “Khadi” trademarks or “Khadi India” logo unless that firm or company obtains proper licence from KVIC for the same.

Last month, KVIC had issued legal notices to two firms – Khadi Essentials and Khadi Global – for unauthorizedly selling cosmetics and

other products in the name of Khadi. KVIC has also sought damages to the tune of Rs 500 crore from Fabindia which is pending before the Mumbai High Court.

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is the most environmentally conscious way of packaging Khadi products to our customers. Handmade paper packets and boxes are heavier than normal plastic packaging packets and thus costs extra courier charges to KVIC along with the cost of handmade paper. KVIC bears these extra costs on using handmade paper packets to ensure it costs nothing to the environment.”

KVIC won appreciation from its online customers for delivery of goods in paper packets. “I was pleased to receive a consignment from KVIC in a paper carton box. In less than two months, I have placed repeated orders at KVIC E-portal and every time I found almost zero use of plastic,” said Sumit Mathur, a frequent Khadi customer from Jodhpur.

“Using paper packets is an environmentally-conscious effort by Khadi India and deserves appreciation. Khadi makes minimal use of plastic which is a great initiative towards reducing plastic pollution,” said Alka Bhargav, another Khadi customer from Karnataka, which comes second on KVIC's online consumer database after Delhi.



Miscellaneous



Certificate distribution programme of 2nd batch special Training on Hand made paper at KNHPI Jaipur.



Chairman, KVIC Shri Vinai Kumar Saxena inaugurated a renovated Khadi Gramodyog Bhawan of Kshetriya Shree Gandhi Ashram, Damoh, Madhya Pradesh on 17th September 2020 by through video conferencing.



One months training programme on Charkha Mechanism organised at Badmer on 5th September, 2020.

Electric Pottery wheels Distributed to potters at Amethi

On 17th September 2020, State Office KVIC Lucknow distributed electric pottery wheels to trained potters at Gandhi Ashram Village Parsanwa Distt. Amethi (U.P)



MDTC, KVIC, Dahanu distributed beehives to the bee keepers on 17th September 2020.





Hindi Pakhwada Celebrated at Central Office, Mumbai

With a broad view to widen the use of Hindi in office and increase the awareness of employees about official language, its policies and various incentive schemes 'Hindi Fortnight' was observed from 14th to 30th September 2020 at KVIC, Headquarter, Mumbai.



Ms. Preeta Verma, Chief Executive Officer, KVIC inaugurated the Hindi Fortnight on 14th September, 2020. Shri Y.K. Baramatikar, Jt. CEO. KVIC, and Dy. CEOs graced the inaugural function.

In her address CEO, KVIC laid stress on

use of Rajbhasha Hindi in official work and encouraged the officials to participate in the competitions organized during this fortnight.

Thus, the competition took the place through digital and online by following Social

Distancing due to covid-19 pandemic. Online general knowledge competition, Power point presentation, Photo Caption, Hindi poetry, and Expression through video on particular subject were the part of fortnight competition.





Hindi Pakhwada celebrated at State /Divisional Offices, KVIC



Ahmedabad



S.O.Shimla



MDTC Dahanu



S.O.Maharashtra



S.O.Bhopal



S.O. Bangaluru



S.O. Dehradun



S.O Tripura



S.O. J&K



S.O. Jaipur



D.O. Visakhapatnam



D.O.Varanasi



D.O.Madurai

Jam and Jelly training programme at PMTC, Pampore

PMTC, KVIC, Pampore organised a 15 days training programme on Jam and Jelly at South Kashmir district Pulwama on 17th September, 2020. The training programme was inaugurated by Shri S.P Khandelwal State

Director KVIC J&K through Video Conferencing. Shri Anil Kumar Sharma Principal PMTC Pampore was also present on the inauguration of the training programme.





The importance of Agarbatti and Dragon's nefarious designs

An estimated 5 lakh people, mostly women, are associated with the agarbatti industry in India and lakhs of people are engaged with bamboo cultivation in the country. Malicious campaigns, mostly run by China, against the burning of agarbatti will only end up killing the livelihood of these people.



Shri Vinai Kumar Saxena

Chairman, Khadi & Village Industries Commission

The universe, according to Indian mythology, has originated from “panch tatva” (five elements), i.e. Akash, Agni, Vayu, Jal and Prithvi. Agni (fire), the perennial source of energy, is considered the most crucial element. Since time immemorial, our traditions, rituals and cultural beliefs have identified agarbatti (incense sticks), a universally accepted heritage product that transcends beyond the religions as a symbol of fire (Agni) in our diurnal course and religious practices. It finds an equal place across all religions and is lit in temples, churches, mosques, monasteries, gurdwaras and dargahs, and alike across the world. Its key component, bamboo, too has become integral to human existence with this.

Bamboo has been a symbol of sustainability and life in many ways. Bamboo shoots have been used in cooking on auspicious occasions. Lord Krishna's flute is made of it and so he is called “Venugopal”. It can be described as 'Vansh' tree

because it grows in families and hence is synonymous to 'growth'. It has been associated with human life from birth to death in various traditions and burning of agarbatti is also symbolic of sacrifice of self and ego to the divine. In fact, bamboo has had an important position in our lives since ages. Bridges, houses, furniture, artifacts, musical instruments have been built of it and used as a construction material too. The sacred 'mandap' in Hindu marriages is essentially made of it. To top it all, the longevity and resilience of it can be gauged by the fact that it was the only plant which survived the nuclear radiation in the Hiroshima nuclear attack.

Switching over from the age-old rituals and cultural beliefs to the present-day realism, we find that agarbatti and bamboo continue to be the tool of human sustainability as employment generators particularly in India where the economy largely depends on village



industries. Modern science too identifies agarbatti as a “natural healer” and no wonder, it is globally used as a cure in aromatherapy. This is backed by several reports suggesting that it is an air sanitiser, a stress buster and a natural sedative to cure sleep disorder and anxiety.

However, a vicious campaign has surfaced in the country citing “severe health repercussions” from burning of agarbatti which says it contains compounds like diethyl phthalate which causes diseases. The propaganda being spread is that its smoke is more harmful than smoking cigarettes and it is a bigger polluter of indoor air than any other pollutant. The claims are based on some random research by some little-known institute in a foreign country. What essentially makes this research look bogus and devoid of merit is the lack of scientific rationale to substantiate the claims.

What also negates these fictitious stories of agarbatti being cancerous and pollutant is the fact that agarbatti made in India is natural and contains no hazardous substance. Its raw

components include bamboo sticks (31%), charcoal (31%), sawdust (31%) and joss powder (7%), and all of these components are natural and cause no harmful emission when burnt. Even if we assume that some harmful element is fraudulently mixed by some manufacturers, it is unfair to paint the entire industry in a bad light by calling agarbatti injurious to health.

There is much scientific literature about the characteristics of diethyl phthalate, which is widely used in the perfume and cosmetic industries. The World Health Organization's Concise International Chemical Assessment Document 52 (CICAD 52) states that no histopathological abnormality occurs in liver, kidney or other body organs with the exposure to diethyl phthalate. The WHO also does not record any carcinogenic effects of this chemical in laboratory tests. The chemical is more used as a plasticizer in medical equipment and tubings than anywhere else. And if at all some grave caution is to be observed, it is in its use in the



medical industry, rather than in any cottage industry.

Further, even if a minimal quantity of diethyl phthalate is used in agarbatti by some manufacturers during perfuming, the inhalation quantities are negligible. It is a matter of common sense and a fact known in every household that agarbattis are always burnt in ventilated places. Hence, it is just laughable to equate it with smoking a cigarette.

Let's understand this with another example. The adulteration of milk or milk products like ghee is not new. The health hazards of adulterated milk products are also widely known. But this has not prompted prohibition on milk production or closure of the milk processing industry anywhere in India or the world. If at all milk adulteration is noticed, strict action is taken against the adulterator to ensure public health instead of shutting down the industry and killing lakhs of employments.

The agarbatti industry in the UK, which contributes decently to its economy, came under a similar attack in 2015. This prompted a comprehensive investigation by the National Health Service (NHS) of the UK into the claims that its smoke was more injurious than cigarette smoke. The claim was based on research conducted by South China University of Technology.

The investigation by NHS unearthed a nefarious Chinese design to present agarbatti as a public

health hazard. It found that not only the said research was funded by China Tobacco Guangdong Industrial Company but also one of the researchers was strongly associated with the tobacco company. In the laboratory experiment, they used 4 incense sticks and 1 cigarette and tested results on Chinese hamsters. By any scientific reckoning, the use of just 4 incense sticks and 1 cigarette is not scientific rigor of sampling and the conclusions drawn are far from convincing. Further, the intent of this research itself was to absolve the tobacco company of any health related accusation and shift the blame on globally accepted agarbatti. The investigation by NHS categorically stated that it wasn't smoked and so is not drawn directly into the lungs in the way the tobacco smoke is inhaled.

To understand the severity of the ongoing campaign and the impact it will have on India's self-sustainability measures, it is crucial to take a look at the huge potential of the agarbatti industry. The agarbatti requirement in India is approx 5.44 lakh MT per annum. While India produces only 2.66 lakh MT agarbatti per annum, there is a huge deficit of 2.77 lakh MT annually and hence, a huge opportunity to fill this gap by increasing local production and creating more employment. An estimated 5 lakh people, mostly women, are engaged with the agarbatti industry in India and lakhs of people are engaged with bamboo cultivation in many parts of the country. Such malicious campaigns



against the burning of agarbatti will only end up killing the livelihood of these people.

Almost 65% of agarbatti manufacturers in India are small manufacturers who procure their raw material locally and support the country's economy. The remaining 35% big manufacturers imported raw agarbatti as well as its raw materials like bamboo sticks and joss powder from China and Vietnam before the Modi government “restricted” the import of raw agarbatti on 31 July 2019 and increased the import duty on bamboo sticks from 10% to 25% on 9 June this year. The idea was to curb the heavy imports from China and Vietnam. India's import dependency of raw agarbatti reached 80% in 2019. Similarly, import dependency of round bamboo sticks, used in making agarbatti, reached to 62% in which 78% share was of China and 21% of Vietnam, which literally paralysed traditional, age-old local agarbatti industry in India, since 2011 when its import duty was reduced to 10% from 30%.

This import restriction followed by hike in import duty was an important step of the government to protect the domestic agarbatti industry and make India “aatmanirbhar” in agarbatti production. This action resulted in an

enormous loss of export from China and Vietnam to India. While it sustained the local cottage industry and resulted in revival of thousands of closed agarbatti units during the last one year; this act of “self-reliance” ruffled feathers and reactivated the viciously sponsored propaganda machinery in India through clandestine channels and through irresponsible opinion makers in the public domain.

An attack on agarbatti is simply an attack on our cultural heritage and socio-economic fabric. India has had several instances of such economic and socio-cultural wars sponsored on its soil by the foreign masters. We all are aware how “environmental and health concerns” were made a tool by foreign-funded NGOs to stonewall many projects of national importance. Sardar Sarovar project, uranium mining, atomic power projects, tobacco and tea industry, ship breaking yard are just a few of the many projects that were stalled for a long time so that India remained deficient in all these sectors. This sustained campaign is so malicious that it undermines the cultural and heritage values of a product that has stayed amongst us from the Vedic times and has been one of the symbols of our faith and social history. More than all, the campaign undermines the potential of sustainable development, particularly since lakhs of marginal workers are engaged in the agarbatti industry and the implications of a vicious campaign of vested interest could harm the social fabric.





Press Coverage

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2 Wednesday, 2

Big boost to local production; KVIC gets first order for 1200 Quintal Mustard Oil from ITBP

By Chandrashekhar Hendre

The Khadi and Village Industries Commission (KVIC) has received the first order from Indo-Tibetan Border Police (ITBP) for supplying 1200 quintals of kacchi ghani mustard oil worth Ra 1.73 crore. The purchase order comes just weeks after the MoU signed between KVIC and ITBP on July 31, which is aligned with the Hon'ble Prime Minister's call for "Aatmanirbhar Bharat" and "Vocal for Local". The order will be supplied to ITBP within 30 days from the date of order.

Hon'ble Minister for MSME, Shri Nitin Gadkari lauded KVIC's efforts saying this would encourage local production and empower lakhs of people engaged with village industries.

This order will create additional jobs at the Khadi institutions manufacturing high quality kacchi ghani mustard oil. KVIC has instructed Khadi institutions to work in 3 shifts so as to complete the supply within the stipulated period of 30 days. This order will generate lakhs of additional man hours for Khadi artisans and thus encouraging local production.

The development comes in wake of the in-

structions of Hon'ble Home Minister Shri Amit Shah to the paramilitary forces to encourage local products in a bid to support the "Aatmanirbhar Bharat Abhiyan". Shri Amit Shah has made it mandatory to sell only "Swadeshi" products through the CAPF canteens across India. The ITBP is the nodal agency appointed by MHA for the procurement of provisions on behalf of all paramilitary forces.



KVIC Chairman Shri Vinai Kumar Saxena welcomed the purchase order saying this was a major step towards strengthening our village industries and empowering the local artisans. "Only by encouraging local production and strengthening our village

industries, we can overcome financial distress and create sustainable livelihood for our people. At the same time, our jawans at the border will get the best quality mustard oil. We will ensure the supplies are made before time," Saxena said.

The KVIC and ITBP have signed the MoU for a period of one year which will be renewed further. The next products in the pipeline are cotton mats (dari), blankets, bed sheets, pillow covers, pickles, honey, papad and cosmetics, etc. The total value of oil and dari will be approximately Rs 18 crore.

गांधी जयंती तक 1000 उत्पाद मिल सकेंगे खादी के पोर्टल पर



खादी के अलावा अन्य गांधी जयंती के अवसर पर 1000 से अधिक उत्पादों को पोर्टल पर प्रदर्शित किया जाएगा। इनमें कपड़े, खाद्य पदार्थ, जूते, बेल्ट और जीवन उपकरण शामिल हैं।

उत्पत्ति काया कि खादी उत्पादों का पोर्टल खादी को बढ़ावा देना और श्रमिकों को लाभान्वित करना है। पोर्टल पर विभिन्न प्रकार के उत्पादों को बेचने के लिए खादी का उपयोग होगा। यह अर्थव्यवस्था को बढ़ावा देने का एक कदम है। खादी का पोर्टल पर 1000 से अधिक उत्पादों को प्रदर्शित किया जाएगा। इनमें कपड़े, खाद्य पदार्थ, जूते, बेल्ट और जीवन उपकरण शामिल हैं। खादी का पोर्टल खादी को बढ़ावा देने का एक कदम है।

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Khadi masks' popularity soars

KVIC receives repeat order for 10.5 lakh face masks from Red Cross Society

By Chandrashekhar Hendre

Khadi and Village Industries Commission (KVIC) has received a repeat order and the biggest order so far for supply of 10.5 lakh high quality face masks to the Indian Red Cross Society (IRCS). The new purchase order comes less than a month after its previous order for 1.80 lakh face masks out of which KVIC has already supplied 1.60 lakh face masks to the Society.

The new purchase orders worth Rs 9.30 crore have been received recently and the supply will begin this week only. KVIC will complete the

supply of the first order in a couple of days. The face masks will be similar to the ones being supplied as per the first order. The fresh order from IRCS is a result of the



excellent quality and timely supply of masks by KVIC.

Hon'ble Minister for MSME, Shri Nitin Gadkari lauded the efforts of KVIC in creating sustainable

employment in the country through mask-making activities. He said while face masks became the most effective protective gear against the Corona disease, its production created large-scale employment for the artisans.

The development comes as a big push to the local production as it will create nearly 50,000 additional man-days for Khadi artisans. The execution of this order will require over 1 lakh meters of handmade cotton Khadi fabric which will be supplied

Contd. on pg. 6



Press Coverage

NEWS PLUS

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AGARTI

THE IMPORTANCE OF AGARBATTI AND DRAGON'S NEFARIOUS DESIGNS

An estimated 5 lakh people, mostly women, are associated with the agarbatti industry in India and lakhs of people are engaged with bamboo cultivation in the country. Malignant campaigns, mostly run by China, against the burning of agarbatti will only end up killing the livelihood of these people.



Dr. ...

The author is a leading expert in India's traditional handloom and textile industries. He has been instrumental in the revival of the handloom industry in India and has been a vocal proponent of the handloom industry. He has also been a vocal proponent of the handloom industry in India and has been a vocal proponent of the handloom industry in India.

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Khadi ramping up digital presence, to add 1,000 new products by Oct 2

OUR BUREAU

New Delhi, September 9: Khadi and Village Industries Commission (KVIC) on Wednesday said it is ramping up online inventory and aims to add at least 1,000 new products by October 2.

KVIC began selling products online from July 7 with Khadi face masks and has gradually added 380 products so far.

"KVIC is adding at least 10 new products to its online inventory on a daily basis and it has set a target of adding at least 1,000 products by October 2 this year. In less than two months, KVIC has served nearly 4,000 customers," an official statement said.

The product range, which is priced from ₹50-5,000, includes hand-spun and hand-woven fine fabric such as muslin, silk, denim and cotton, Khadi's signature wraat watch, honey, herbal and green tea,

herbal medicines and soaps, papad, kachhi ghusni mustard oil and a range of herbal cosmetics among others.

Minar Kumar Saxena, Chairman, KVIC said, "Earlier, Khadi products were sold only through outlets and hence their visibility was confined to a few States.

However, with KVIC's e-portal, products are now reaching far-flung areas of the country, giving wider marketing spectrum to Khadi institutions which will ultimately increase their production and add to the income of artisans."

He said online sale of Khadi products is a big push to promote products and KVIC aims at empowering the local artisans.

KVIC said it has received online orders from 31 States and Union Territories that include the Andaman and Nicobar Islands, Arunachal Pradesh, Ke-

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KVIC to train 500 persons before Gandhi Jayanti



Srinagar Sept 24 : Khadi and Village Industries Commission, Ministry of MSME, Government of India has started campaigns to provide trainings to 500 persons on various traditional trades of Kashmir before Gandhi Jayanti. In this connection Training Centre namely Production Cells Training Centres on various trades. It is worth mentioning here that PMTC KVIC, Pampore has started these training which include computer training at Choudhary Badgami, Tilla embroidery at Kaniyara Badgami, juteing & tailoring at Karipora Badgami. PMTC, KVIC on 17.09.2020 started 1 days training course on Jam and Jelly at Sarabooza area of south Kashmir district Palswara. PMTC KVIC, Pampore on 21.09.2020 started two training programmes at far flung villages of North Kashmir District Bhandpora. First training program on computer course was started at Aikona Handpora and second training on shawl embroidery was started at Ashirganga Handpora PMTC KVIC, Pampore on 22.09.2020 started four training programmes at far flung villages of centre Kashmir District Badgami. First training program on shawl embroidery course was started at Choudhary Kharabadi Badgami, second training on Kani Shawl weaving was started at Choudhary Badgami. The third training course on shawl weaving and fourth training on carpet weaving was started at Choudhary Kharabadi Badgami PMTC KVIC, Pampore on 24.09.2020 started one month training programme on Tilla Embroidery at Dura area of South Kashmir District Palswara. The training programme was inaugurated by Shri Anil Kumar Sharma Principal PMTC Pampore through video conferencing. The training programmes were inaugurated by Shri S.P. Khandelwal State Director KVIC, J&K via video conferencing and Shri Anil Kumar Sharma Principal/Assistant Director, PMTC, KVIC, Pampore was also present on the occasion. Shri S.N. Shukla Jr, Dy. CEO (NG) addressed the trainees via video conferencing. On the occasion while giving details about the campaign Shri Anil Kumar Sharma Principal/Assistant Director, PMTC, KVIC Pampore stated that as per the instructions of State Director KVIC J&K and other Higher Officers of KVIC, this office has started mission to train 500 persons of Kashmir Region in these traditional trades which are dying and needs revival. He said that State Director desired to revive these traditional trades so that the candidates may be benefited and they can earn their livelihood at their homes. State Director, KVIC, J&K Shri S. P. Khandelwal who addressed the trainees via video conferencing from Jammu stated that He has recently joined as State Director J&K and intends to reach out to the desirable people of J&K U.T. He stated that KVIC has many schemes through which we can provide benefits to the people. Khandelwal said that KVIC is the national Nodal Agency for Prime Minister's Employment Generation programme (PMEGP) under which financial assistance with 35% subsidy is provided and after imparting trainings KVIC will provide handhold support to the trainees under PMEGP. They assured that mission of KVIC will continue in the future also.

mint



In less than two months' time, KVIC has served nearly 4000 customers.

Vocal for local: Khadi's e-market portal gains good traction

2 min read. Updated: 09 Sep 2020, 02:28 PM IST

Staff Writer

The online sale that was launched with just Khadi Face Masks on July 7 this year has evolved into a full-fledged E-market platform with 180 products as on today and many more in the pipeline.



Press Coverage

42 लाख MSME को 1.63 लाख करोड़ रुपये का कर्ज हुआ मंजूर

नई दिल्ली: बैंको ने सुपर, लघु एवं मझोले उद्यमों (MSME) के लिए तीन लाख करोड़ रुपये की आगत प्रथम चरण में योजना (ECLGS) के तहत अब तक 42 लाख इकाइयों को 1.63 लाख करोड़ रुपये का कर्ज मंजूर किया है। वित्त मंत्रालय ने रविवार को यह जानकारी दी। इस योजना के तहत 10 लाख तक 25 लाख MSME को 1.18 लाख करोड़ रुपये का कर्ज वितरित किया जा चका है। कोविड-19 के कारण को रोकने के लिए लघु उद्यमों से MSME इकाइयों की सहायता प्रदान की गई है।

ए. वेंकटरावु विश्व बैंक निवेश संवर्धन ऋण मंडल में घोषित 1 लाख करोड़ रुपये के अल्पनिर्भर मसत अधिवास बैंक के तहत यह कर्ज है। वित्त मंत्रालय ने बताया कि विश्व बैंक समर्थन के तहत 23 वित्त

क्षेत्र के बैंको ने इस योजना के तहत 42,01,576 इकाइयों को 1,63,236.49 करोड़ रुपये का अल्पनिर्भर कर्ज मंजूर किया है। इसमें से 25,01,999 इकाइयों को 1,18,135.64 करोड़ रुपये का कर्ज दिए जा चुका है।

वित्त मंत्रालय द्वारा वार्षिक लघु उद्यमों का प्रवेश प्रदान करने हुए प्रधान ने कहा गया है कि बैंको ने को-वैकल्पिक वित्त कंपनियों (एनबीएफएल), आवास वित्त कंपनियों (एचएलएल) तथा सूक्ष्म वित्त कंपनियों (एमएफआई) के लिए 45,000 करोड़ रुपये की अल्पनिर्भर ऋण राशि योजना 2.0 के तहत 25,055.5 करोड़ रुपये के को-वैकल्पिक ऋण राशि को मंजूर की है। प्रधान ने कहा गया है कि वित्त मंत्रालय ने एक अल्पनिर्भर, 20 से अधिक मिलकर, 2020 के दौरान 37,265 लाख करोड़ रुपये 1,01,306 करोड़ रुपये का ऋण वितरित किया है।

कोरोना काल में हाथ कागज बनाने का सुअवसर-सक्सेना

जयपुर। कुमारप्पा राष्ट्रीय हाथ कागज संस्थान सांगानेर में प्रवासी श्रमिक, उद्यमी, नौकरी करने वाले, विद्यार्थियों को कोरोना काल में नया व्यवसाय करने के इच्छुक अभ्यर्थी जो ऐसे क्षेत्र में नवाचार कार्य करते हुए प्रकृति को संतुष्टि देते हुए ऐसे गैर सरकारी संस्थान के लोगों में हाथ कागज और उसके उत्पाद बनाने का विशेष प्रशिक्षण कार्यक्रम शुरू किया गया। इस कार्यक्रम में समापन पर मुख्य अतिथि विनय कुमार सक्सेना अध्यक्ष खादी एवं ग्रामोद्योग आयोग, भारत सरकार नई दिल्ली द्वारा वीडियो कॉन्फ्रेंसिंग के माध्यम से सम्बोधित करते हुए कहा कि कुमारप्पा राष्ट्रीय हाथ कागज संस्थान में जो भी अभ्यर्थी प्रशिक्षण कर रहे हैं या करेंगे उनको आयोग को हाथ कागज से सम्बन्धित परियोजना से जोड़ा जायेगा एवं प्रधानमंत्री रोजगार सृजन कार्यक्रम के माध्यम से उनको



उद्योग स्थापित करने के हर संभव मदद किया जायेगा। उन्होंने संस्थान को इस तरह के प्रशिक्षण का आयोजन करने पर प्रशंसा की। इस अवसर पर संस्थान के निदेशक बन्नी लाल मोना ने प्रशिक्षणार्थियों को प्रमाण पत्र वितरित किए एवं उन्होंने भी सभी प्रशिक्षणार्थियों को हर संभव मदद खादी और ग्रामोद्योग की गतिविधियों के माध्यम से रोजगार से जोड़ने का आश्वासन दिया। मोना ने बताया कि राजस्थान से करीब 100 करोड़ मूल्य के हाथ कागज का निर्यात हो रहा है। नये प्रशिक्षणार्थी उद्यम स्थापित करेंगे और निर्यात करेंगे तो इससे राज्य में अधिक विदेशी मुद्रा प्राप्त होगी। इस अवसर पर संस्थान के वैज्ञानिक डॉ. अतुल कुमार, ईशा खान, डॉ. साक्षी एवं डॉ. सुनीता चौहान भी उपस्थित थे।

खादी लवर्स के लिए खुशखबरी, खादी पोर्टल पर अब मिलेंगे



खादी एवं ग्रामोद्योग आयोग ने खुदमिदत कल्याण खादी की खादी को अद्यतन तक अपने पोर्टल पर कम से कम एक हजार उत्पाद विक्री के लिए उपलब्ध बनाने का नया नया किया है। केंद्रीय सूक्ष्म, लघु एवं मझोले उद्यमों के माध्यम से खुदमिदत को खादी लवर्स का पोर्टल बना चुकने की बात मानक की खादी के साथ शुरू किया गया था किन्तु पोर्टल के माध्यम से ही विशेष में अपनी उपस्थिति दर्ज की है।

प्रतिदिन कम से कम और एक हजार उत्पाद पोर्टल पर विक्री के लिए लगे ला रहे हैं और दो अद्यतन पर पोर्टल पर उपलब्ध उत्पादों की संख्या 1000 को पार कर चुकी है। इनमें सजा, खादी पोर्टल, अतिथि और सीटों उपलब्ध शामिल हैं। विमलदास पोर्टल पर 100 खादी उत्पाद विक्री के लिए उपलब्ध हैं और बस इन्टरनेट से खादी लवर्स में खरीदी की है।

आयोग के अध्यक्ष विनय कुमार सक्सेना ने सोनभद्र को खादी उत्पादों का जौहर खरीदी को बढ़ावा देने और स्थानीय किसानों को सहायिका बनाने है। पोर्टल से किसानों को अपने उत्पादों को बेचने के लिए बस बाजार उपलब्ध होगा। यह अल्पनिर्भर भाग को विचार में एक कदम है। उन्होंने बताया कि पोर्टल पर उपलब्ध उत्पादों की संख्या 10 हजार से सजा 5000 तक है।

को सक्सेना ने बताया कि पोर्टल पर उन लोगों से भी लोग खादी को खरीद सकते हैं जो खादी उत्पादों की उपलब्धता नहीं हो पा रही है। वे आई.टी. (आई) और वेब साइट पर पोर्टल से मिलेंगे हैं। इनमें अल्पनिर्भर किसानों और लघु, अल्पनिर्भर प्रोडर, किसान, विमलदास प्रोडर और लघु कारखाने शामिल हैं। खादी लवर्स ने 500 हजार और इससे अधिक लघु की खादी को बचाने के लिए खादी को खरीद सकते हैं। वे आई.टी. वेब पोर्टल से भी खरीद सकते हैं।

the pioneer
 Tuesday, 13 September 2020

HOME DELHI INDIA BUSINESS WORLD SPORTS OPINION ANALYSIS STATE EDITIONS E-PAPER ARCHIVE

FEATURES: [Livability](#) [Health](#) [Travel](#) [Show News](#) [BackPack](#) [Special](#) [Arrests](#) **AGENDA - THE**

Khadi's e-market portal gains traction
 Wednesday, 09 September 2020 | New Delhi

Khadi and Village Industry Commission's (KVIC) venture into the online marketing segment has quickly established a pan-India reach enabling the artisans sell their products to the remotest parts of India through the Khadi E-Portal - www.kviconline.gov.in/khadimask/.

The online sale that was launched with just Khadi face masks on July 7 this year has evolved into a full-fledged E-market platform with 100 products as on today and many more in the pipeline.

The product range includes hand-spun and hand-woven fine fabric like Muslin, Silk, Denim and Cotton, Unisex Vichar Vastra by Ritu Beri, Khadi's Signature Wrist Watch, a variety of honey, herbal and Green tea, Herbal Medicines and Soaps, Papad, Kachhi Ghani Mustard Oil and a range of herbal cosmetics among many others. KVIC is adding at least 10 new products to its online inventory on a daily basis and it has set a target of adding at least 1,000 products by October 2 this year, in less than two months' time. KVIC has served nearly 4000 customers.

KVIC Chairman, VK Saxena said the online sale of Khadi products is a big push to "Swadeshi" and aims at empowering the local artisans. "Khadi's E-market portal is providing our artisans an additional platform to sell their goods. This is a concrete step towards building of Atmanirbhar Bharat," Saxena said, adding the product range is priced from Rs 50 to Rs 5000, keeping in view the choice and affordability of all sections of buyers," he said.

KVIC has fixed the minimum order value at Rs999 for free delivery of goods. It has entered into an agreement with the Postal Department for delivery of consignments via Speed Post.

नई जगह अल्पनिर्भर भारत योजना के तहत सेक्टर कामगारों को मिलेगा लाभ, को ज्व-सी कंधावर

पारंपरिक कारीगरी को तकनीक से जोड़ बढ़ाया जाएगा स्वरोजगार

राजस्थान सरकार ने को-वैकल्पिक ऋण मंडल में घोषित 1 लाख करोड़ रुपये के अल्पनिर्भर मसत अधिवास बैंक के तहत यह कर्ज है। वित्त मंत्रालय ने रविवार को यह जानकारी दी। इस योजना के तहत 10 लाख तक 25 लाख MSME को 1.18 लाख करोड़ रुपये का कर्ज वितरित किया जा चका है। कोविड-19 के कारण को रोकने के लिए लघु उद्यमों से MSME इकाइयों की सहायता प्रदान की गई है।

ए. वेंकटरावु विश्व बैंक निवेश संवर्धन ऋण मंडल में घोषित 1 लाख करोड़ रुपये के अल्पनिर्भर मसत अधिवास बैंक के तहत यह कर्ज है। वित्त मंत्रालय ने रविवार को यह जानकारी दी। इस योजना के तहत 10 लाख तक 25 लाख MSME को 1.18 लाख करोड़ रुपये का कर्ज वितरित किया जा चका है। कोविड-19 के कारण को रोकने के लिए लघु उद्यमों से MSME इकाइयों की सहायता प्रदान की गई है।



Press Coverage



खादी के उत्पादों और कारीगरों को बढ़ावा दे रहा है खादी ग्रामोद्योग

चरोरंग जैसे वैश्विक संकट के दौर में भी भारत के खादी संस्कार ने प्रगति को अपने रक्षक बनाए रखी है। खादी और ग्रामोद्योग आयोग (केबीआईसी) के प्रयासों से मास्क उत्पादन के रूप में खादी कारीगरों को सराजितकरण का नया माध्यम मिला है।

दिसंबर में 9 लाख मास्क बनाने के लिए 14 करोड़ रुपये के अतिरिक्त आउटलेट के जरूरतों को ध्यान में रखते हुए खादी और ग्रामोद्योग आयोग (केबीआईसी) ने 11 लाख मास्क बनाने का प्रस्ताव रखा है। इस प्रस्ताव में 3 करोड़ प्रति मास्क का उत्पादन किया जा चुका है। खादी और ग्रामोद्योग आयोग को हाल ही में टॉपब्रान्ड रेडक्रॉस सोसाइटी से 1 लाख 65 हजार मास्क का ऑर्डर मिला है। इससे

20 हजार मीटर खादी के साथ 9000 क्षमताओं का उत्पादन होगा। केबीआईसी अब तक 10 लाख से अधिक फेस मास्क बंध चुका है, जिसमें टॉपब्रान्ड रेडक्रॉस सोसाइटी शामिल है। अकेले जम्मू-कश्मीर सरकार से अब तक 2 लाख मास्क का ऑर्डर मिल चुका है। टॉपब्रान्ड रेडक्रॉस सोसाइटी से प्राप्त ऑर्डर के बारे में केबीआईसी के चेयरमैन डॉ. के. ए. प्रसाद ने कहा कि खादी के मास्क को चोट पहनने पर भरोसा से आसानीसे बनाए जा सकता है और पर्याप्त फिल्टरों को प्रदान कर सकता है।



KVIC organises Bankers Meeting on PMEGP

STATE TIMES NEWS BENGALURU To review implementation of PMEGP (PMEGP) in Khandra Division, Khadi & Village Industries Commission (KVIC) on Thursday organised Bankers Meeting on PMEGP through video conferencing.

The meeting was chaired by S.N. Shukla, Dy. Chief Executive Officer (North Zone), KVIC, Ministry of MSME, Govt. of India, State Director KVIC J&K HP Khadi-Village, And Kumar Sharma, North Office, PMEGP, KVIC, J&K, KVIC, representative of Unionist UTBI, Director Bankers & Customers, Jammu and Lad District Manager, Director B&V, KVIC, KVIC and DMC, J&K Gramin Bank, Regional District Bank, B&V, PMEGP of Jammu and Kashmir Region, Assistant Director And

Director Sharma briefed about the objectives and bank-wise progress of PMEGP for the year 2020-21.

Dr. CEO expressed that the all the stakeholders and will look to better implementation of PMEGP scheme in Jammu and Kashmir Region, thereby achieving the set targets in time and providing better employment opportunities to the youth. The position was reviewed in the meeting and also the facilities to be provided. In the meeting, State Director, KVIC J&K region, invited the banks to look into the areas which have prospect of various loans and eligible persons of choosing of Margid Money (Mudra) as these is expansion of PMEGP up to 30th September 2020.

State Director was instrumental in the PMEGP (PMEGP) to look into the meetings with Director Bankers and Customers of Jammu and Kashmir Region, banks with the Director KVIC, J&K for expansion of PMEGP (PMEGP) to look into the targets of PMEGP (PMEGP).

The meeting will coverage

मधमाशी प्रशिक्षण वर्ग प्रथमच ऑनलाइन पद्धतीने

संस्कृता प्रतिष्ठान

पुणे: कोरोना विरुद्ध संघर्षातून रक्षा करणे आणि आरोग्य राखणे हे उद्देश्य साध्य करणे हे उद्देश्य आहे. यासाठी प्रथमच ऑनलाइन पद्धतीने प्रशिक्षण वर्ग आयोजित करण्यात आला आहे. प्रशिक्षण वर्गात प्रथमच ऑनलाइन पद्धतीने प्रशिक्षण देण्यात येईल.

प्रशिक्षण वर्गात प्रथमच ऑनलाइन पद्धतीने प्रशिक्षण देण्यात येईल. प्रशिक्षण वर्गात प्रथमच ऑनलाइन पद्धतीने प्रशिक्षण देण्यात येईल.

जाहीर सूचना

प्रशिक्षण वर्ग आयोजित होईल. प्रशिक्षण वर्ग आयोजित होईल.

VVSS NIDHI LIMITED

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NOTICE OF THE 3RD ANNUAL GENERAL MEETING

पत्रिका राजस्थान

कोरोना... पधारी ना... म्हार देस

कोरोना की हार तय... क्योंकि हमेशा जलते रहेंगे उम्मीद के दीपक

पत्रिका फोटो स्टोरी

उत्तराखण्ड में कोरोना के संक्रमण को रोकने के लिए लोगों को जागरूक बनाने के लिए पत्रिका की टीम ने एक विशेष प्रयास किया है। उन्होंने लोगों को जागरूक बनाने के लिए पत्रिका की टीम ने एक विशेष प्रयास किया है।



Press Coverage

के.वी.आई.सी.ने आयोजित की बैकर मीट, पी.एम.ई.जी.पी.में मिलेंगे रोजगार के अवसर



श्री. ए. के. शर्मा ने कहा कि पी.एम.ई.जी.पी. का उद्देश्य है कि रोजगार के अवसर मिल सकें। उन्होंने कहा कि बैकर मीट में रोजगार के अवसर मिलेंगे।

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PMTc KVIC Pampore starts four training programmes

■ STATE TIMES NEWS
BUDGAM: Production-cum-Marketing-cum-Training Centre (PMTc), Khasi & Village Industries Commission (KVIC) Pampore on Tuesday started four training programmes in Central Kashmir Budgam. First training programme on shawl embroidery course was started at Chedohera Khasnashib Budgam, second training on Kani Shawl weaving was started at Chedohera Budgam. The third training course on willow works and fourth training



PMTc KVIC Pampore officials interacting with trainee. Anil Kumar Sharma, Principal PMTc Pampore. Besides, staff of PMTc were also present on the occasions.

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KVIC Organises Bankers Meeting on PMEGP

Srinagar, September 10: Scoop News- To review implementation of Prime Minister's Employment Generation Programme (PMEGP) in Kashmir Division, Khasi & Village Industries Commission (KVIC) organised Bankers Meeting on PMEGP on Thursday through Video Conferencing. The meeting was chaired by S.N. Shukla, Dy. Chief Executive Officer (North Zone), KVIC, Srinagar. Other officials present were S. P. Khanshalvi, State Director, KVIC, Jammu and Kashmir Region, Srinagar; Director, KVIC, Jammu and Kashmir Region, Jammu; Director, KVIC, Jammu and Kashmir Region, Baramulla; Director, KVIC, Jammu and Kashmir Region, Budgam; Director, KVIC, Jammu and Kashmir Region, Pulwama; Director, KVIC, Jammu and Kashmir Region, Anantnag; Director, KVIC, Jammu and Kashmir Region, Baramulla; Director, KVIC, Jammu and Kashmir Region, Budgam; Director, KVIC, Jammu and Kashmir Region, Pulwama; Director, KVIC, Jammu and Kashmir Region, Anantnag.

day 11 September 2020 22 Muharran-ul-Haram, 1442 AH

KVIC Organises Bankers Meeting on PMEGP

SRINAGAR
 Srinagar, 10th September 2020: To review implementation of Prime Minister's Employment Generation Programme (PMEGP) in Kashmir Division, Khasi & Village Industries Commission (KVIC) organised Bankers Meeting on PMEGP on Thursday through Video Conferencing.

The meeting was chaired by S.N. Shukla, Dy. Chief Executive Officer (North Zone), KVIC, Ministry of MSME, Govt. of India, S. P. Khanshalvi, State Director, KVIC, Jammu and Kashmir Region, Srinagar; Director, KVIC, Jammu and Kashmir Region, Jammu; Director, KVIC, Jammu and Kashmir Region, Baramulla; Director, KVIC, Jammu and Kashmir Region, Budgam; Director, KVIC, Jammu and Kashmir Region, Pulwama; Director, KVIC, Jammu and Kashmir Region, Anantnag.



Shukla, further emphasised upon the District Officers to complete their targets within the month and asked them to achieve the new assignments, to that aim and more responsibility of youth are entrusted under this scheme.

Dy. CEO expressed that the discussion held during the meeting with all the stakeholders including representatives of various banks, financial institutions and other officials will be treated as a crucial step in the overall process of achieving the targets of PMEGP in the region. He said that the meeting will encourage all the stakeholders and will help in better implementation of PMEGP in the region.

KVIC Organises Bankers Meeting on PMEGP



Srinagar, 10th September 2020

To review implementation of Prime Minister's Employment Generation Programme (PMEGP) in Kashmir Division, Khasi & Village Industries Commission (KVIC) organised Bankers Meeting on PMEGP on Thursday through Video Conferencing. The meeting was chaired by S.N. Shukla, Dy. Chief Executive Officer (North Zone), KVIC, Ministry of MSME, Govt. of India, S. P. Khanshalvi, State Director, KVIC, Jammu and Kashmir Region, Srinagar; Director, KVIC, Jammu and Kashmir Region, Jammu; Director, KVIC, Jammu and Kashmir Region, Baramulla; Director, KVIC, Jammu and Kashmir Region, Budgam; Director, KVIC, Jammu and Kashmir Region, Pulwama; Director, KVIC, Jammu and Kashmir Region, Anantnag.

PMTc KVIC Pampore Started Different kind training programs in Central Kashmir

Budgam: Production-cum-Marketing-cum-Training Centre (PMTc), Khasi & Village Industries Commission (KVIC) Pampore on Tuesday started four training programmes at four different locations in central Kashmir District Budgam. First training program on shawl embroidery course was started at check shera Khasnashib Budgam, second training on Kani Shawl weaving was started at Chedohera Budgam. The third training course on willow works and fourth training on carpet weaving was started at Chedohera Khasnashib Budgam. The training programmes were inaugurated by Shri Anil Kumar Sharma Principal PMTc Pampore. Besides, staff of PMTc were also present on the occasions.





Press Coverage

बैंकों के पास लंबित आवेदनों का शीघ्र से शीघ्र करें निस्तारण : शुक्ला

● वीडियो कॉन्फ्रेंसिंग के माध्यम से बैंक प्रतिनिधियों से किया आवाह

● पीएमईजीपी योजना के आर्थिक विकास में महत्वपूर्ण भूमिका प्रदान करेगी

शिमला, 11 सितंबर (संवेर) : खादी और ग्रामोद्योग आयोग के राज्य कार्यालय के प्रधानमंत्री राजेश सुजन कार्यक्रम के अंतर्गत राज्य की बैंकों के साथ वीडियो कॉन्फ्रेंसिंग के माध्यम से समीक्षा बैठक आयोजित की गई। बैठक की अध्यक्षता सत्य नारायण शुक्ला, उप मुख्य कार्यकारी अधिकारी, खादी और ग्रामोद्योग आयोग, सूक्ष्म एवं लघु उद्योग मंत्रालय, नई दिल्ली ने की। बैठक में राष्ट्रीयकृत बैंकों, क्षेत्रीय ग्रामीण बैंकों, राज्य के सहकारी बैंकों के अधिकारियों, खादी और ग्रामोद्योग आयोग, खादी ग्रामोद्योग बोर्ड एवं उद्योग निदेशालय के अधिकारियों ने भाग लिया। बैठक में पीएमईजीपी

योजना की बैंकवार, जिलेवार व अभिकरणवार समीक्षा की गई और अंकलन किया गया कि वर्तमान में देश में व्याप्त वैश्विक समस्या कोविड-19 के कारण योजना की प्रगति संतोषजनक नहीं पाई गई। शुक्ला ने बताया कि प्रधानमंत्री राजेश सुजन कार्यक्रम योजना, स्वरोजगार व आयु निर्भर भारत के लिए भारत सरकार की एक मुख्य योजना है। वर्तमान में व्याप्त वैश्विक समस्या के दौरान भी यह योजना ग्रामीण एवं शहरी क्षेत्र में छोटे व मझोले उद्योग स्थापित कर रोजगार सृजन कर सकती है। जोकि देश के आर्थिक विकास में महत्व पूर्ण भूमिका प्रदान करेगी। शुक्ला ने बताया कि राज्य के सभी बैंकों के पास पीएमईजीपी ऑनलाइन पोर्टल पर शुक्रवार को योजना के अंतर्गत 570 आवेदन 19.50 करोड़ के निस्तारण के लिए लंबित हैं। उन्होंने सभी बैंक प्रतिनिधियों से आग्रह किया कि बैंकों के पास लंबित आवेदनों का निस्तारण शीघ्र से शीघ्र करें।

हर हाथ को काम देने को उठाया जा रहा कदम

जम्मू, संजयदास, काश्मिराड (खड़ीपुर) : क्षेत्र को ग्राम पंचायत कटघोली व खड़ीपुर में सामान्य सुविधा केंद्र, रेडियो गावर्नेटस यूनिट व खादी भंडार का उद्घाटन शनिवार को हुआ। इस दौरान खादी ग्रामोद्योग विभाग चारणगो के डायरेक्टर टीएस भाटी ने क्षेत्रीय ग्रामीणों और कामगारों को संबोधित करते हुए कहा कि उनका विभाग भारत सरकार की योजना के तहत हर हाथ को काम देने के लक्ष्य को ध्यान में रखे हुए है, और खादी की जन-जन तक पहुंचाने को सुनिश्चित करने में है।



शनिवार को खादी भंडार के उद्घाटन सैके पर मौजूद खादी ग्रामोद्योग चारणगो के डायरेक्टर टीएस भाटी

खादी ग्राम उद्योग भारत सरकार के अध्यक्ष विनय कुमार सम्भोने ने वीडियो कॉन्फ्रेंसिंग से कटघोली व खड़ीपुर में शुरू किए गए कार्यक्रम पर लोगों से उनकी प्रतिक्रियाएं जानी। उन्होंने कहा मौजूद लोगों से यह भी कहा कि भारत सरकार की योजनाओं के अंतर्गत हर हाथ को काम देने के

क्रम में हमारा विभाग भी ग्रामीण अंचल में रहने वाले प्रवासी मजदूरों के साथ-साथ रिटायर्ड कर्माई बुलाई में कुजाल महिलाओं को भी रोजगार देने का काम कर रहा है। संस्थ के महामंत्री राजेश कुमार खदब ने

कहा कि सेवाक्रम पर काम करने वाले कामगार प्रतिदिन एक हजार रुपये से ऊपर भी तो भी भ्रमाई अंशाम

पहुंछ

- सामान्य सुविधा केंद्र व खादी भंडार को उद्घाटन
- सेवाक्रम पर काम कर प्रतिदिन काम सकते हैं एक हजार रुपये

से कर सकेंगे, इसमें उनके घर को एक अतिरिक्त अंग भी मिलेगी और सरकार की योजनाओं के तहत उनका जीवन स्तर भी सुधर सकेगा। चारणगो के सह निदेशक दिनेश कुमार सिंग, केपी मिश्र, अनूप सिंग, प्रकाश कुमार, जेपी श्रीवास्तव, बन्धु सिंग, गुदबू सिंह, सत्येंद्र तिबारी, पवन चावण, सुनील आदि थे।

संवादिका खादी के नि:शुल्क आवाह के लिए संपर्क करें। एम.एम. तिबारी - 98852 497

किरी के बरकावे में न आए तोरिंग में ड्यूरो पाइप ही लगाए

Bankers Review-cum-Monitoring Committee meeting under PMEGP held



Commissioner/Secretary J&C Department, MK Druvodi chairing a meeting.

STATE TIMES NEWS
JAMMU: Bankers Review cum Monitoring Committee meeting under Prime Minister's Employment Generation Programme (PMEGP) was held under the chairmanship of Commissioner/Secretary Industries & Commerce Department.
The meeting was attended by Director Industries & Commerce, Jammu, Director Industries & Commerce, Kashmir, Director Planning Industries & Commerce Department, Secretary/CEO J&K KVIB, Director Khadi & Village Industries Commission and Officers/Bankers from various Banks.
The meeting was focused at reviewing the agency wise and bank wise performance under PMEGP for the year 2019-20 and 2020-21.
During the meeting, it was informed that against the targets for establishment of 1,920 units involving margin money of Rs. 5758.60 lakh, margin money to the tune of Rs. 9908.12

22 दिन तक अडिज कर सकते हैं बैंकों के पास लंबित आवेदनों का जल्द करें निस्तारण

शिमला। खादी और ग्रामोद्योग आयोग के राज्य कार्यालय की ओर से प्रधानमंत्री राजेश सुजन कार्यक्रम के तहत हिमाचल प्रदेश राज्य की बैंकों के साथ वीडियो कॉन्फ्रेंसिंग के माध्यम से समीक्षा बैठक की गई। इसकी अध्यक्षता उप मुख्य कार्यकारी अधिकारी खादी और ग्रामोद्योग आयोग सत्य नारायण शुक्ला ने की। बैठक में पीएमईजीपी योजना की बैंकवार, जिलेवार और अभिकरणवार समीक्षा की गई। इसमें अंकलन किया गया कि वर्तमान में देश में व्याप्त वैश्विक समस्या कोविड-19 के कारण योजना की प्रगति संतोषजनक नहीं पाई गई है, यह स्टेड का विषय है। वर्तमान में व्याप्त वैश्विक समस्या के दौरान भी यह योजना ग्रामीण एवं शहरी क्षेत्र में छोटे व मझोले उद्योग स्थापित कर रोजगार सृजन कर सकती है, जो देश के आर्थिक विकास में महत्वपूर्ण भूमिका प्रदान करेगी। सभी बैंकों के पास पीएमईजीपी ऑनलाइन पोर्टल पर योजना के तहत 570 आवेदन लंबित हैं। उन्होंने सभी बैंक प्रतिनिधियों से आग्रह किया कि बैंकों के पास लंबित आवेदनों का निस्तारण शीघ्र करें।

मेडिकल इमरजेंसी रिक्रूटमेंट

ऋण आवेदनों का जल्द निपटारा करें बैंक

जम्मू संजयदास, शिमला खादी और ग्रामोद्योग आयोग के राज्य कार्यालय में प्रधानमंत्री राजेश सुजन कार्यक्रम के तहत वीडियो कॉन्फ्रेंसिंग के माध्यम से समीक्षा बैठक आयोजित की गई। इसमें बैंक प्रतिनिधियों से आग्रह किया कि लंबित आवेदनों का निस्तारण शीघ्र करें। बैठक को अध्यक्षता सत्य नारायण सुक्ला उप मुख्य कार्यकारी अधिकारी खादी और ग्रामोद्योग आयोग, सूक्ष्म एवं लघु उद्योग मंत्रालय ने की। बैठक में बैंकों के अधिकारियों, खादी और ग्रामोद्योग आयोग, खादी ग्रामोद्योग बोर्ड एवं उद्योग निदेशालय के अधिकारियों ने भाग लिया। बैठक में पीएमईजीपी योजना की बैंकवार, जिलेवार व अभिकरणवार समीक्षा और अंकलन किया गया। शुक्ला ने बताया कि प्रधानमंत्री राजेश सुजन कार्यक्रम योजना, स्वरोजगार व आयु निर्भर भारत के लिए भारत सरकार की एक मुख्य योजना है। वर्तमान में व्याप्त वैश्विक समस्या के दौरान भी यह



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