



75
Azadi Ka
Amrit Mahotsav

Jagruti

Vol. 65

No. 11

Mumbai

October 2021

**A symbol of
truthfulness,
love and harmony**

**KVIC remembers the
Mahatma on
his birth anniversary**



A Monthly Journal of KVIC on Rural Industrialisation
KHADI AND VILLAGE INDUSTRIES COMMISSION, MUMBAI



कर्मणे बुद्धतमानाम्।
प्राणिनाम् आतिथिश्चनम्।

Vol.65 No.11 Mumbai, October-2021

Jagruti

A Monthly Journal of KVIC on Rural Industrialisation

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Khadi and Village Industries Commission
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Excerpts from PM's address on Khadi in Mann Ki Baat

on 26th September, 2021



Friends,

Bapu had connected cleanliness with independence; the same way he had made khadi the identity of freedom. Today in the 75th year of freedom when we are celebrating the Amrit Mahotsav of Independence, we can say with satisfaction today that our young generation today is giving khadi the place of pride that khadi had during freedom struggle.

Today the production of khadi and handloom has increased multiple times and its demand too has increased. You too know that there were many such occasions when business of more than a crore rupees had been transacted in the khadi showroom in Delhi. I too would like to remind you again that on the 2nd of October, on revered Bapu's birth anniversary, let us together aim for another new record. In your city wherever khadi is sold, handloom is sold, handicraft is sold and now that the festival of Diwali is there.., for the festive season, every khadi, handloom, cottage industry purchase of yours should strengthen the campaign for 'Vocal for Local', it should break all old records.



“

जैसे बापू ने स्वच्छता को स्वाधीनता से जोड़ा था, वैसे ही खादी को आजादी की पहचान बना दिया था। आज आजादी के 75वें साल में हम जब आजादी के अमृत महोत्सव को मना रहे हैं, आज हम संतोष से कह सकते हैं कि आजादी के आंदोलन में जो गौरव खादी को था, आज हमारी युवा पीढ़ी खादी को वो गौरव दे रही है। आज खादी और हैंडलूम का उत्पादन कई गुना बढ़ा है और उसकी मांग भी बढ़ी है।

मन्न की बात में प्रधानमंत्री नरेंद्र मोदी, 26 सितम्बर 2021



“

आप भी जानते हैं, ऐसे कई अवसर आये हैं, जब दिल्ली के खादी शोरूम में एक दिन में एक करोड़ रुपए से ज्यादा का कारोबार हुआ है। मैं भी फिर से आपको वाद दिलाना चाहूंगा कि 2 अक्टूबर, पुण्य बापू की जन्म-जयंती पर हम सब फिर से एक बार एक नया record बनाए। आप अपने शहर में जहाँ भी खादी बिकती हो, हैंडलूम बिकता हो, हैंडीक्राफ्ट बिकता हो और दिवाली का त्योहार सामने है, त्योहारों के मौसम के लिए खादी, हैंडलूम, कुटीर उद्योग से जुड़ी, आपकी हर खरीदारी 'Vocal For Local' अभियान को मजबूत करने वाली हो, पुराने सारे record तोड़ने वाली हो।

मन्न की बात में प्रधानमंत्री नरेंद्र मोदी, 26 सितम्बर 2021

Building technology Centres will build a strong Nation

Shri Narayan Rane, MSME Minister

Hon'ble Minister Shri Narayan Rane in the presence of Dr. Arvind Sharma, Member of Parliament, Shri B.B. Swain Secretary (MSME), Devendra Kumar Singh, Ms Preeta Verma CEO, KVIC and other senior dignitaries inaugurated Technology Center at Rohtak, Haryana digitally from KVIC's Mumbai Office.





The Centre is developed over 20 acres and will train more than 8400 trainees annually, said the Minister. He added that for the population of 135 crores, the Nation needs more and more technology centres which needs to be speedily constructed.

The technology developed in these Centres by MSME will give a good impetus to the Aatmanirbhar Bharat during these tough times in pandemic and condense poverty in Nation. As a result the Nation will rise as a Super Power. The new technology of these Centres should reach out to more and more no. of people for building a nation of entrepreneurs which will make them financially stronger resulting in enhancement

Earlier, Hon'ble Minister also interacted with the representative of Maharashtra, PMEGP institutions and appreciated their efforts.



On Prime Minister's birthday, KVIC launches series of schemes to empower artisans in Varanasi **Bamboo samplings plantation and convention centre inauguration by MoH, MSME**



Khadi and Village Industries Commission (KVIC) launched a unique scheme called SPIN (Strengthening the Potential of India) and set up a pottery cluster under SFURTI Scheme in Varanasi to empower over 1100 people of the marginalized potters' community on the occasion of "Sewa Diwas", the birthday of Prime Minister Shri Narendra Modi. On this occasion, 780 electric potter wheels were sanctioned to the participants of SPIN Scheme. Further, in Gujarat, KVIC distributed 50 charkha to women artisans at Kevadia to engage them with self-employment and sustainable livelihood. Chairman KVIC Shri Vinai Kumar Saxena was present on the occasion.

Union Minister of State for MSME Shri Bhanu Pratap Singh Verma launched the SPIN Scheme in which 780 potters from Uttar Pradesh, Bihar, Rajasthan

and Jharkhand have registered for financial assistance from the bank to begin their own business. Out of these, 110 artisans are from Varanasi. Incidentally, empowering the potters' community and preserving the dying art of pottery is the dream of the Prime Minister.

Unlike Kumhar Sashaktikaran Yojana, which is a subsidy-based program, SPIN Scheme enables the registered potters to get a direct loan from the banks under Pradhan Mantri Shishu Mudra Yojana. Under the SPIN Scheme, KVIC is acting as a facilitator for financial aid to potters through RBL bank and also providing training to the artisans, opting for this scheme. Under this scheme, there will be no financial burden on the exchequer and the loan will be repaid by the potter in easy installments. The SPIN scheme, thus, aims at infusing self-sustainability in the

Indian pottery sector.

Shri Verma also inaugurated “Kashi Pottery Cluster” at Village Bhatti in Varanasi. This is the first pottery cluster in Varanasi district set up by KVIC under the SFURTI Scheme. The cluster, set up over an area of 7100 square feet at the cost of Rs 2.50 crore, has provided direct employment to 340 pottery artisans who have been trained by KVIC. The cluster is equipped with modern equipment like furnaces, electric potter wheels, blunger machines, pug mills and other modern equipment for higher production of clay pottery.

Chairman KVIC, Shri Saxena said sustainable development by creating local self-employment is the key objective of KVIC which is aligned with the Prime Minister’s commitment of “Job to Every Hand” (Har Hath Me Kaam). “The SPIN Scheme and Kashi Pottery Cluster will play a major role in empowering the potters’ community, which is the dream of the Prime Minister. Apart from pottery, KVIC will also explore strengthening other traditional arts under the SPIN Scheme,” Saxena said.

In addition to this, KVIC distributed tool sets to 80 carpentry artisans in Varanasi and also planted 2000 bamboo saplings at Sewapuri Ashram in Varanasi.

Salient Features of SPIN Scheme

- It is a no-subsidy program
- KVIC facilitates potters to get bank loans under Pradhan Mantri Shishu Mudra Yojana
- No financial burden on the exchequer
- Beneficiaries can repay the loans in easy installments.



KVIC Rehabilitates Nine Covid-Affected Women in Goa with Self-Employment



7th September, 2021: In a unique initiative that will have far-reaching benefits, Khadi and Village Industries Commission (KVIC) has paved the way for sustainable self-employment for nine women in Goa who were under acute distress due to loss of their loved ones due to Covid-19 pandemic.

Amid grief, despair and livelihood crisis, KVIC has provided these women, who lost the bread-winners for their families, with financial assistance to set up their own manufacturing units under its flagship scheme Prime Minister's Employment Generation Program (PMEGP). This is for the first time in the country that a government agency is creating livelihood support for the vulnerable people affected by the pandemic.

KVIC Chairman Shri Vinai Kumar Saxena, on Monday, distributed cheques worth Rs 1.48 crore to these nine women who will start their own manufacturing units like garment stitching, automotive repair, bakery and cake shops, beauty parlour, herbal and ayurvedic medicines and cashew processing units soon. Each of these beneficiaries have been provided loans up to Rs 25 lakh by the Central Bank of India, under the PMEGP Scheme. Also, each of these new units will create employment for at least 8 persons.

KVIC Chairman said these self-employment initiatives would not only financially sustain these families but also create employment for others. "During the Covid pandemic, KVIC gave a big thrust to local manufacturing and self-employment to sustain families in distress. A

large number of youths, women and distressed people from the weaker sections of society were prompted to take up self-employment activities under PMEGP. As a result, these new entrepreneurs will not only sustained themselves

financially but they will also support many other families



Contd.. on pg No..09

Chairman, KVIC launched the first ever bamboo plantation drive in Goa

KVIC Chairman, Shri Vinai Kumar Saxena on 7th September, 2021 launched the first ever bamboo plantation drive in Goa by planting 550 bamboo saplings. The plantation has been done jointly with Goa Biodiversity Board. These bamboo saplings, in three years, will provide raw material for various bamboo-based industries like agarbatti, furniture and handicrafts apart from ensuring ecology protection, enhanced rural income, robust village industry, skill development & higher productivity



Contd.. from pg. No..08

by employing them at their new manufacturing units,” Saxena said.

These beneficiaries also expressed gratitude and thanked KVIC for the handholding they needed at this hour of

crisis. “My family was under severe financial crisis after the Covid-pandemic hit us severely. But KVIC came to our rescue in the most difficult times and in just a few months, I am starting my own manufacturing unit,” said Sushmita Shekhar Padval, a beneficiary.

Beneficiary details

Name	Activity	Loan Amount	Place
Sushita Shekhar Padval	Garment Stitching	Rs 7,70,000	Assagao
Paulina Fernandez	Auto Repair	Rs 9,50,000	Pernem
Radhika Ravikant Kanolkar	Flour Mill	Rs 25,00,000	Pernem
Dipeksha Parab	Cake Shop	Rs 9,50,000	Bicholim
Jerinama Maxin	Beauty Parlor, Herbal & Ayurvedic medicine	Rs 9,60,000	Bapsoro
Mallesh Naik	Snacks/ Food Industry	Rs, 25,00,000	Bapsoro
Deelip Krishna Amonkar	Confectionary Shop	Rs 10,00,000	Verna
Darshana Ramesh Naik	Cashew Processing Unit	Rs 24,95,000	Taleigao
Sidhesh Prakash Popkar	Cashew Processing Unit	Rs 24,99,130	Chodan

KVIC Set up Odisha's First Silk Yarn Production Centre to Boost Local Silk Industry & Create Employment



For hundreds of years, Odisha has been known for its exquisite Silk, particularly the Tussar variety, which provides livelihood to thousands of tribal people, particularly women. But the Silk weavers in the state were totally dependent on states like West Bengal, Jharkhand and Karnataka for the Silk yarn, which increased the cost of the Silk fabric.

However, Khadi and Village Industries Commission (KVIC) has taken a historic initiative to set up Odisha's first ever Tussar Silk Yarn Production Centre at Choudwar in Cuttack district. This silk yarn production centre will ensure local availability of Tussar Silk yarn, create local employment and reduce the silk production cost. Tussar silk is one of the finest varieties of Silk that is distinguished by its coarseness and porous weave that

give it a rugged and rustic appearance. The silk yarn production centre was inaugurated by KVIC Chairman Shri Vinai Kumar Saxena on Friday.

The development assumes great significance as Silk comprises nearly 75% of the total Khadi fabric production in Odisha. This silk yarn production centre will create direct employment for 50 artisans including 34 women,

Contd. on pg. no11

Zonal level Review Meeting on PMEGP held at Guwahati



On 23rd September 2021: A PMEGP Zonal level Review Meeting was organised in Guwahati, Assam. Shri Duyu Tamo, Hon'ble Member NEZ, Ms. Ashima Gupta, IRS, FA, Shri Rajan Babu, Dy. CEO, Dr. Sukamal Deb, Dy. CEO I/C.KVIC, Commissioner Industry & Commerce, Assam, GM-SBI, Shri Anil Kumar, Under Secretary, MSME, all seniors officials of Banks, KVIB, KVIC of North East Zone participated.



Ms. Ashima Gupta, FA, KVIC, visited Gram Swaraj parishad, Rangia, Assam a Centre of Excellence, in Khadi institution on 24th September 2021.



Contd. from pg. no10

besides providing livelihood support to over 300 tribal farmers engaged in cocoon farming. This will also create indirect employment for weavers and reelers in the state. Every kilo of raw silk produced, creates employment for



11 artisans out of which 6 are women.

“Silk is the timeless heritage of India which is integral to our culture and tradition. It is also a key component of the Indian textile industry, particularly Khadi. With commissioning of this silk yarn production centre, Silk yarn will be produced locally and thus reducing the cost of Silk production. This will give a major boost to the sale of the famous Tussar Silk of Odisha and strengthen the traditional craft of Silk,” Saxena said.

Set up at a cost of Rs 75 lakh, the silk yarn production centre is capable of producing 200 KG of silk yarn worth Rs 94 lakh annually. The production capacity of this unit will be gradually increased to meet the increasing demand. This silk yarn production centre is equipped with advanced machinery like silk reeling machine, re-reeling machine, spinning machine and others.

Hindi Pakhawada celebration at KVIC



Being one of the most diverse nations in the world, India is a place where numerous traditions, customs, religions and languages flourish. And among all the languages, Hindi is considered the major as well as the widely spoken in India.

Khadi and Village industries Commission celebrated Hindi fortnight from 14th September to 30th September, 2021. The inaugural function was chaired by Financial Advisor, Ms. Ashima Gupta on 14th September, 2021. CVO, KVIC Dr. Sanghmitra and Jt. CEO, Shri Y.K. Baramatikar also accompanied her on the occasion.

Various Hindi competition were organised during the Hindi fortnight and the prize distribution function of Hindi fortnight was organized on the occasion of Gandhi Jayanti on 02.10.2021, in which the Chief Executive Officer Ms. Preeta Verma and other senior officers of the Commission were present.

Prizes and certificates were distributed to the winning students of Barfiwala School and other officials of KVIC participated in competition.

The Chief Vigilance Officer said that we should do maximum work in the office in Hindi. She said that all of us should make efforts to achieve the targets set by the Government of India.

Earlier, on inaugural programme Financial Advisor, KVIC while wishing all the officers and employees

present on the occasion on Hindi Diwas, stressed to do maximum work in Hindi.

On this occasion, Assistant Director, Official Language, KVIC read out the message of Hon'ble Home Minister, Government of India and Chief Executive Officer, Khadi and Village Industries Commission on Hindi Diwas.

At the end of the inaugural Programme, Joint Chief Executive Officer / Rajbhasha Adhikari thanked all the officers and employees present.



Hindi Day and Fortnight Calibration at State and Divisional Offices of KVIC



Entrepreneurship Awareness Programmes

S.O. Khadi and Village Industries Commission Dehradun organized a one day entrepreneurship awareness camp on 22nd September 2021 at Prime Minister's Skill



Center, Raipur, Bhagwanpur, District Haridwar. KVIC in collaboration with National Institute of Entrepreneurship and Small Business.

Assistant Director Shri J. S. Malik informed the detail on the PMEGP scheme to the participants. 59 entrepreneurs participated in the programme.



A one-day awareness camp on Schemes and Programme being run by KVIC organized by the State Office Dehradun on 21Sept. 2021 at Gram Sabha Christian Nagar Lamachaur. 90 local people participated in the programme.

State Office, Khadi and Village Industries Commission, Dehradun (Uttarakhand) organized a one-day awareness camp as sponsor under the Prime Minister's Employment Generation Program on 23rd September, 2021, National Institute of Entrepreneurship and Small Business Development in Bhimtal District-Nainital. (Nisbud), Dehradun, 65 men and women participated. In the program.

Entrepreneurship awareness program organized at Shivaji Nagar, Rishikesh by M D T C , Dehradun on 19.09.20210 in which 110



women participated for setting up own unit. Detailed information about PMEGP scheme were shared by Shri B.S. Kandari, Assistant Director.



Entrepreneurship Awareness Programme organised at Sahaspur Block Dehradun Uttarakhand. More than 50 women SHGs participated.

State Office, Khadi and Village Industries Commission, Dehradun (Uttarakhand) organized an Entrepreneurship Awareness Programme under Prime Minister Employment Generation (PMEGP) at Sahaspur Block Dehradun through National Institute for Entrepreneurship and Small Business Development (NIESBUD). Dr. Alka Pandey, DVIO Uttarakhand Khadi and Village Industries Board, Shri Abhishek Vyas, LDM, Sri Singh, Financial Literacy Counsellor were present in this occasion and more than 50 women SHGs participated.



Pottery Wheels distributed

30 Pottery Wheel were distributed to the potters at Bhagwatipara on 26th September 2021 at Dist. Kamrup Rural in association with Anusuchit Jati Sanrankshan aur Seva Samiti & KVIC Guwahati by Dr. Sukamal Deb, Dy



CEO, NEZ & Shri S. Ashthana, A. D. KVIC Guwahati.



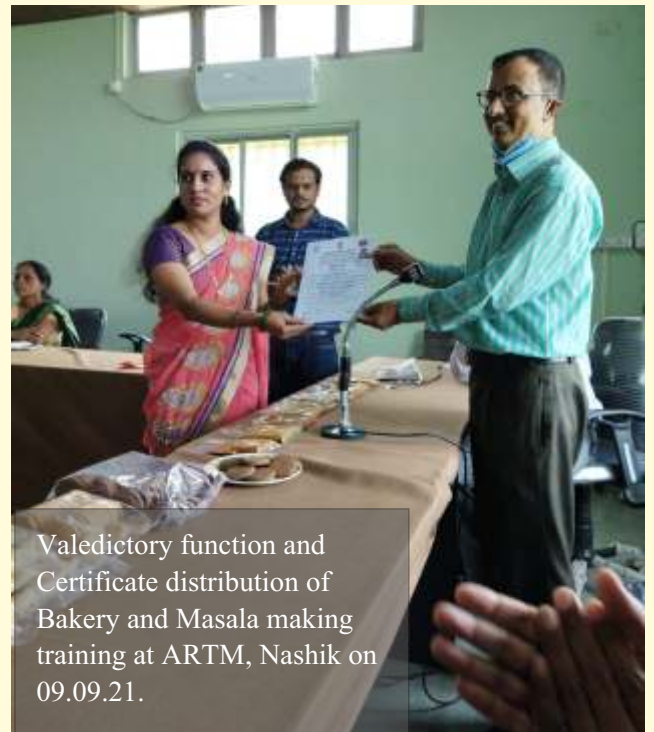
One month computers' training program started on 17.09.21 by Divisional Director KVIC Meerut at MDTC Panjokhara

Pottery wheel distribution program organised on 17.09.21 in the presence of Divisional Director KVIC Meerut, Principal MDTC and DO, KVIC Meerut & MDTC staff



Pottery training program under MBI at karimganj by Shri Ashthana ji, Assistant Director KVIC Guwahati

300 Bee Boxes distributed under Honey Mission at Sikaridanga Dist. Udalguri (Assam) to 30 Women of 3 SHG on Seva Diwas, Birthday of Hon'ble PM.



Valedictory function and Certificate distribution of Bakery and Masala making training at ARTM, Nashik on 09.09.21.



On 01st September, 2021, a public awareness program was at Dr. Ambedkar College, Wada. 160 students online and offline were present in the training center. Principal Mr. Asad Malik, Umakant Doifode-Executive, giving information to the students of PMEGP and various small /



micro training organized in CB Kora Institute. The Principal of the college, Mrs. Jayashree Iyer, and the other officials of KVIC were present in this programme.



2nd September 2021 : Entrepreneurship Awareness Programme organized with Regional Family welfare Association, at Group Centre, Central Reserve Police Force, Haldwani by Multi Disciplinary Training center, Haldwani of Sate Office Khadi and Village Industries Commission, Dehradun (Uttarakhand)

Shri Inderjeet, Principal, MDTC Haldwani, Shri Harish Chand, Sr. Executive & Shri Gaurav Jauhri, Executive attended EAP. During the program, information on training and PMEGP were given to family of CRPF personnel present there.

Mrs. Anita Rai, President, CWWA, CRPF, Haldwani, and Shri Arjit Shankar, Assistant Commandant, CRPF were also present

Entrepreneurship awareness program was organized by Multipurpose Training Centre, Khadi and Village Industries Commission, Dehradun on 25-09-2021 in district Chamoli, Uttarakhand.



CB Kora Institute of Village Industries, KVIC on behalf of Industrial Business Guidance Society on 07th September, 2022 organized Small and Village Industries business guidance camps for women in Dharavi. Information about the various training and PMEGP scheme were



shared by Executive Umakant Doifode, Executive, CB Kora Kendra, KVIC.

PRESS COVERAGE



Minister Narayan Rane digitally inaugurates Rohtak Technology Centre from Mumbai

Says for the population of 135 crores, more technology centres need to be speedily constructed

By Chandrashekhar Hendve

Minister Narayan Rane in the presence of Dr. Arvind Sharma, Member of Parliament, B.B. Swain, Secretary (MSME), Devendra Kumar Singh, Ms Preeti Verma CEO, KVIC and other senior dignitaries inaugurated Technology Centre at Rohtak, Haryana digitally from KVIC's Mumbai Office. The Centre is developed over 20 acres and will train more than 8400 trainees annually, said the Minister. He added that for the population of 135 crores, the Nation needs more and more technology centres which need to be speedily constructed.

The technology developed in these Centres by MSME will give a good impetus to the Aatma nirbhar Bharat during these tough times in pandemic and will go a long way in making India a Super Power, he said.

"The new technology of these Centres should reach out to more and more number of people for building a nation of entrepreneurs which will



make them financially stronger resulting in enhancement in GDP," stressed Rane.

Earlier, the Hon'ble Minister also interacted with the representative of Maharashtra, PMEGP institutions and appreciated their efforts.

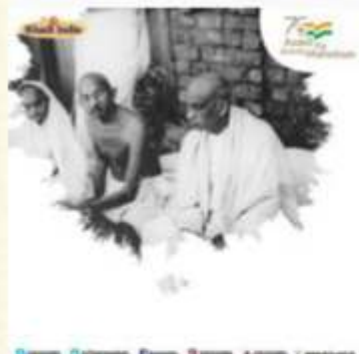
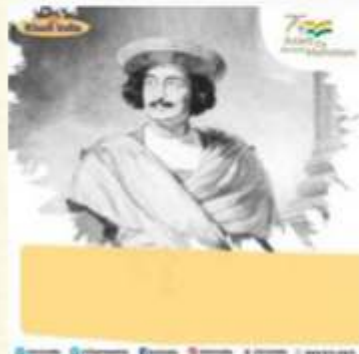
खादी एवं ग्रामोद्योग का होगा स्थायी विकास : यूजी ब्रह्म

गुवाहाटी: असम खादी एवं ग्रामोद्योग के स्थाई विकास के लिए राज्य सरकार प्रयासरत ताकि इस उद्योग के जरिए ग्रामीण इलाके में रहने वाले लोगों को आर्थिक रूप से आत्मनिर्भर बनाया जा सके। चांदमारी स्थित असम खादी एवं ग्रामोद्योग बोर्ड के पदाधिकारियों के साथ हथकरघा, वस्त्र शिल्प और रेशम विभाग मंत्री यूजी ब्रह्म ने बुधवार को बैठक के दौरान उपरोक्त आशय की बातें कहीं। उन्होंने विभाग के अधिकारियों के साथ बैठक के दौरान राज्य

सरकार की ओर से चलाई जा रही परियोजनाओं की समीक्षा की और लोगक हित में जारी योजनाओं को और प्रभारी तरीके से काम करने को कहा। बैठक में असम खादी एवं ग्रामोद्योग की ओर से चल रही योजनाओं पर चर्चा की गई और उसके जरिए इस विभाग का स्थाई विकास कैसे किया जाए उस पर समीक्षा की गई। मंत्री ने कहा कि निकच भविष्य में कई नई योजनाएं शुरू की जाएगी। (कासं)

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• Special Day posts •





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