



कामये दुखतप्रानाम्।
प्राणिनाम् आतिनाशनम्॥



Jagruti

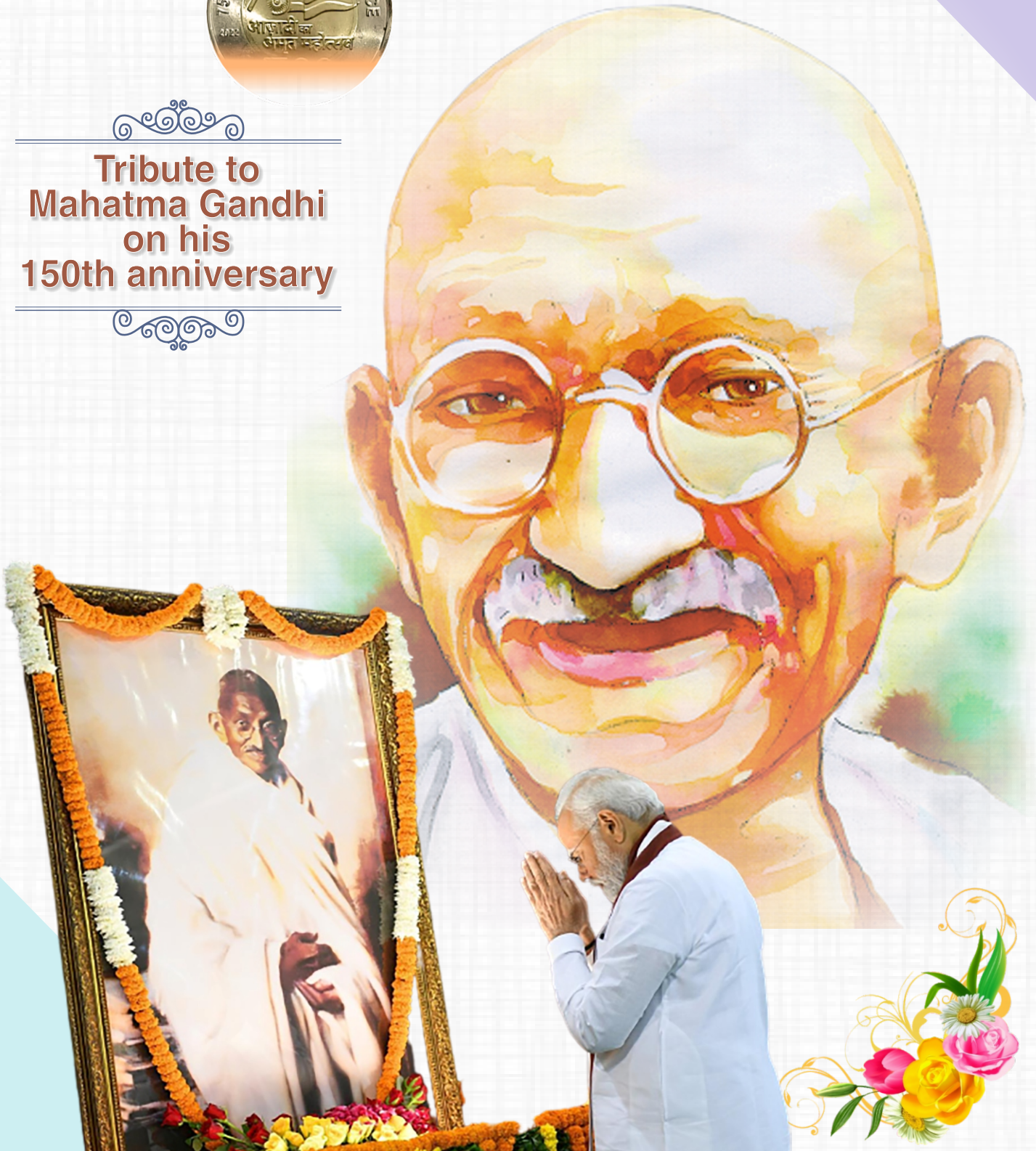
Vol. 66

No. 11

Mumbai October-2022



Tribute to Mahatma Gandhi on his 150th anniversary



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



Vol.66 No.11 Mumbai, October-2022

EDITORIAL BOARD

Chairman
Ms. Preeti Verma

Editor
M.Rajan Babu

Associate Editor
Sanjeev Poswal

Sr. Sub Editor
Usha Misra

Sub Editor
Shiv Dayal Kushwaha

Sr. Artist
Sanjay Somade

Artist
C.S.Punwatkar
Dilip Palkar

E-Published By:

Directorate of Publicity Film & P.E.P. for
Khadi and Village Industries Commission

Tel.: 2671 9465, 2671 6323

E-mail: editorialpublicitykVIC@gmail.com

Website: www.kVIC.gov.in

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

Jagruti



A Monthly Journal of KVIC on Rural Industrialisation

INSIDE

News Update

3 to 23

- Special Cleanliness Drive by KVIC
- On PM's 72nd birthday, KVIC Launches 72 PMEGP units to empower artisans.....
- Shri Manoj Kumar, Chairman, KVIC met Shri Sunil Sethi, President, Fashion Designing Council of India.
- Committed to Promote Khadi Chairman, KVIC visits Khadi Institutions at Gujarat.....
- Chairman, KVIC distributes 200 Electric Potter Wheels and 12 Hydra Pulpar machines to artisans at PMTC
- Khadi India organised an Exhibition and a Fashion Show 'Aheli Khadi' at NIFT Gandhinagar.....
- KVIC initiates Cleanliness campaign.....
- CoEK presents Aavartan, a two-day event on 16th & 17th September, 2022 in Bengaluru.....
- KVIC organises Hindi Competitions in schools for the promotion of Hindi.....
- Chairman KVIC Shri Manoj Kumar presides over 57th Annual General Body meeting of Shri Mahila Grih dyog Lijjat Papad in Sanmukhanand Hall in Mumbai on 22th September, 2022

Press Coverage

24-27





**Shri Manoj Kumar,
Hon'ble Chairman, KVIC
visited the Kashmir Valley.**

**During this visit Shri Manoj Kumar called on
Hon'ble Lieutenant Governor Shri Manoj
Sinha at Rajbagh on 20.09.2022 where he
apprised about various initiatives taken by
KVIC for the people of J&K in the form of
various schemes
implemented by
KVIC.**

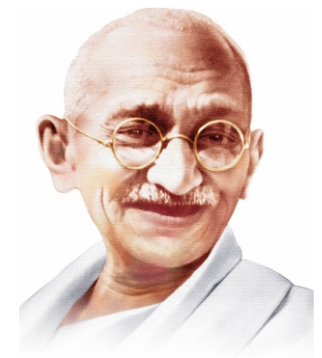




Special Cleanliness Drive by KVIC



**SWACHHTA
SPECIAL
Campaign 2.0**





Speacial Cleanliness Drive at Juhu Beach , Mumbai





Celebrating the birth anniversary of Hon'ble Prime Minister Shri Narendra Modi, KVIC has conducted a special cleanliness drive

at Juhu beach in Mumbai on 17th September, 2022 under the Swachh Bharat Mission, a cleanliness campaign.

Shri Narayan Rane, Hon'ble Minister, Micro, Small and Medium Enterprises led this drive along with the Chairman, KVIC Shri Manoj Kumar.

A large Number of local officials including senior officers, employees of Central Office, Khadi and Village Industries Commission and local people participated in this cleanliness drive.





Commenting on the Swachh Sagar Surakshit Sagar Minister said our ministry is working around the year and participating in the

cleanliness drive it is not one day drive but a constant activity should be a habit and practice on regular basis.





On PM's 72nd birthday, KVIC Launches 72 PMEGRP units to empower artisans

Shri Narayan Rane, Minister, MSME in presence of Shri Manoj Kumar Chairman, Khadi and Village Industries Commission (KVIC) inaugurated 72 Units assisted under PMEGRP and Disbursement of Margin Money Subsidy to 720 PMEGRP Beneficiaries on 17th September 2022 at KVIC Office, Mumbai on Prime Minister's birthday.

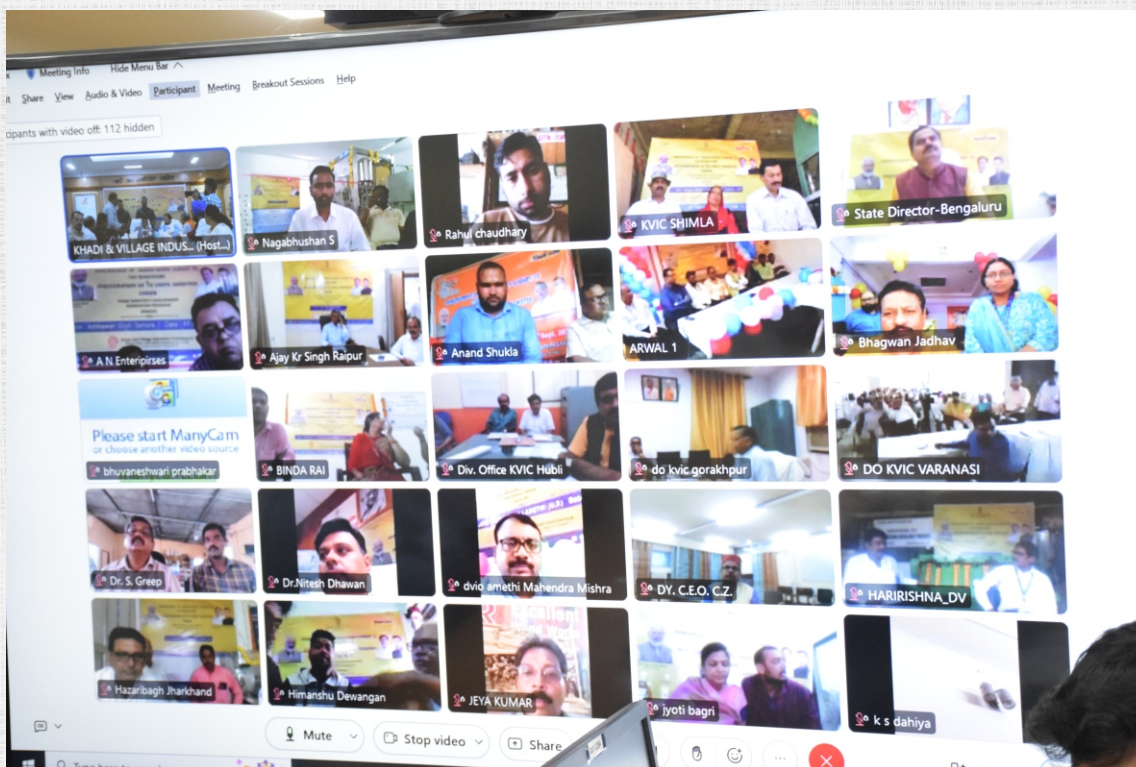


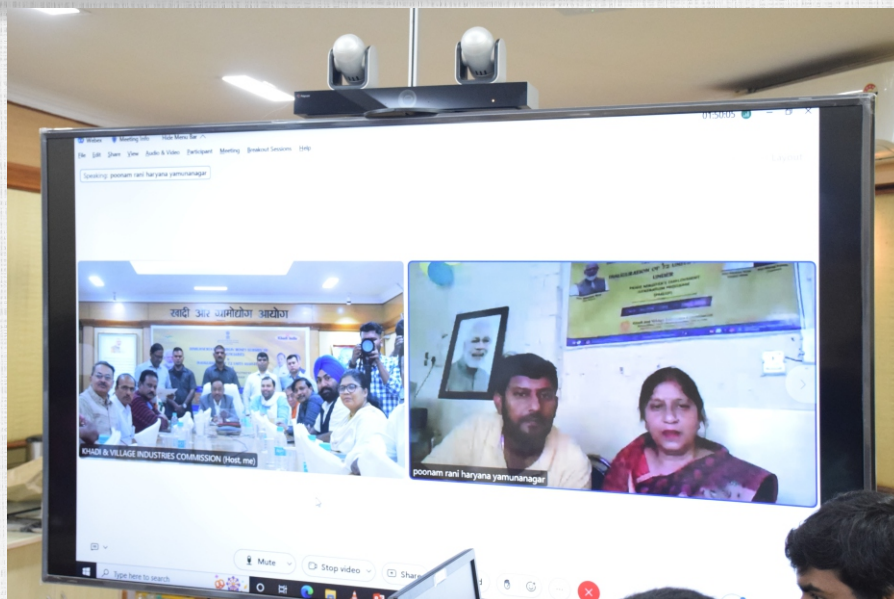
In his inaugural speech Hon'ble Minister said "to build Aatmanirbhar Bharat, make in India is the motto of our Organisation". He

appreciated that KVIC is dedicatedly engaged in this mission of our Hon'ble Prime Minister to create job opportunity and increase the

production. Giving thrust on good quality, he emphasized on increasing export. He also urged to follow the mantra of punctuality, sincerity and discipline for self-reliant and Aatmanirbhar Bharat.

On this





25105 projects and generated employment for 200840 people and released 802.19 crore mm upto 2022-2023 as on 15.09.2022 and expected performance of 720 projects, 5760 employment and 27.43 crore of MM.

KVIC Chairman ascribed this quantum jump in employment creation to the Hon'ble Prime Minister's push for local manufacturing to achieve self-

occasion Hon'ble Prime Minister had online live Conversation with the new Entrepreneurs of the Prime Minister's Employment Generation Programme (PMEGP) which is a flagship scheme of the Ministry of MSME. from Sindhudurg, Maharashtra, Himachal, Jammu and Karnataka.

reliance. "This big thrust to local manufacturing and self-employment by involving a large number of youths, women and migrants prompted to take up self-employment activities under PMEGP could me made possible by constant push to KVIC Schemes and Programmes by Hoh'ble PM on various platforms.

This is a credit linked subsidy scheme for generation of employment opportunities through establishment of micro enterprises in rural as well as urban areas of the Country. KVIC is the nodal Agency at the national level to implement the scheme designated by Ministry of MSME, Government of India – with the active participation of banks, State Khadi & Village Industries Boards, District Industries Centers (DICs) and Coir Board for coir related activities in both rural as well as urban areas of the country. Maximum cost of the project eligible for subsidy under the scheme in the manufacturing sector is Rs. 50.00 lakh, and Rs. 20.00 lakh in the service sector.

Further, a slew of policy decisions taken by the Ministry of MSME and KVIC to expedite the execution of projects under PMEGP helped KVIC achieve its best ever performance," he said.

KVIC, in recent years, has taken a number of initiatives for effective implementation of PMEGP. In 2016, KVIC introduced an online portal for PMEGP. Before 2016, filing of applications was done manually and on an average only 70,000 applications were received annually. But, with the online portal in place, an average of nearly 4 lakh applications are received every year. The online system has brought in greater transparency. PMEGP portal enables the applicants to track their applications without any human intervention.

Under this Scheme KVIC has sanctioned



In another major step, KVIC has also begun geo-tagging of all PMEGP units so as to verify the actual physical status of the units and their performance at any point of time. So far, more than one lakh PMEGP units have been geo-tagged. This also enables any person to locate the PMEGP units using a mobile app.

Further, the Ministry of MSME, based on the inputs provided by KVIC, removed the role of the District Level Task Force Committee in approving the PMEGP projects and authorized state directors of KVIC for approval of projects and directly send it to the financing banks.

KVIC also reduced the timeframe for scrutinizing and forwarding the applications to the banks by its state directors from 90 days to

just 26 days. Further, monthly coordination meetings with the banks were started at different levels which, too, has resulted in timely disbursement of loans to the beneficiaries.





Shri Manoj Kumar, Chairman , KVIC met Shri Sunil Sethi, President, Fashion Designing Council of India.

Chairman, KVIC said that it was a Courtesy call and was very fruitful. There was intense discussion on the growing popularity of fashionable Khadi. It is the result of the efforts of Hon'ble Prime Minister Shri Narendra Modi that now Khadi and fashion are walking hand in hand, he said.



Kirti Mandir, Porbandar 13th September, 22: Hon'ble Chairman paid a visit to Mahatma Gandhi Ji's birthplace Kirti Mandir, Porbandar and spin the Charkha.



Committed to Promote Khadi

Chairman, KVIC visits Khadi Institutions at Gujarat

Shri Manoj Kumar, Chairman Khadi and Village Industries Commission had 'Khadi Samwad' with the Khadi Institutions of Gujarat at Kochrab Ashram of Ahmedabad on 11th September 2022 to make developmental future plans for Khadi Institutions and their artisans in particular.



Chairman, KVIC discussed in detail about the major infrastructure boost and innovative measures being taken up by KVIC to bring khadi back in trend, which also led a solid foundation for realizing the dream of "Aatmanirbhar



Bharat”and “ocal for Local”

Shri Manoj Kumar also distributed the electric potters wheels under Kumhar Sashatikaran Yojana of KVIC to all the trained potters viz: Smt. Prajapati Gitaben; Smt. Prajapati Dimpalben; Smt. Prajapati Kanchanben; Smt. Prajapati Radhaben; Shri Prajapati Kishorbhai; Shri Prajapati Rameshbhai; Shri Prajapati Jagdishbhai.

Later, in a key discussion, Chairman KVIC discussed with Director NID Shri Praveen Nahar

about innovation and transformation in khadi and made a presentation on development of khadi. Chairman KVIC said that the young designers have the responsibility of introducing new designs in Khadi as per market trend at the same time appealing for the youths. “here is a need to assess the popularity of Khadi as compared to other leading players in the Indian fashion industry, he said.

He also urged for intervention of NID for introducing appealing designs in Khadi so that people are tempted to buy Khadi as much they buy other clothing,”

Later, on 12 September 2022 in his ongoing regime as Chairman KVIC, Shri Manoj Kumar also distributed 200 bee boxes to SHGs at





Surendranagar and had Khadi Samwad with the Khadi Institutions.

Apart from its mandate of creating employment and increasing honey production, the Honey Mission did a far greater benefit to the

environment.

He also visited Sarvodaya Vikas Mandal at Jorawarnagar and Udyog Bharti, Khadi Plaza at Gondal and observed the khadi activities in these Institutions.





Chairman, KVIC distributes 200 Electric Potter Wheels and 12 Hydra Pulpar machines to artisans at PMTC Pampore

*South Kashmir, 20.09.2022:
Under the vision of Hon'ble
Prime Minister Shri
Narendra Modi and on-
going Azadi Ka Amrit
Mahotsav, Shri Manoj
Kumar, Hon'ble Chairman,
KVIC distributed 200
electric Potter wheels to the
pottery artisans and 12
Hydra Pulpar Machines to
Paper Machie artisans at*





PMTC Pampore & 40 pedal operated Agarbatti machines to Agarbatti making artisans of Jammu region virtually through Video Conferencing.

Shri Manoj Kumar said that these artisans have undergone training at PMTC Pampore & these improved implements will help them to reduce drudgery in their work and will make them self-reliant. He also said that the schemes of Ministry of MSME, Govt. of India implemented by KVIC are for empowerment of the local artisans and youth and KVIC will strive to work for creating self-employment opportunities in the

State he has given a slogan - "Har Hath Ko Paisa – KVIC ki Scheme Se".

Shri Manoj Kumar also interacted with the artisans and motivated them to work diligently. Inauguration of newly built Gandhi Park at PMTC Pampore was also done by Hon'ble Chairman KVIC. This Gandhi Park is dedicated to Gandhi's life and contains all important milestones of Gandhi Ji's life.

Shri Manoj Kumar also paid his maiden visit to Product cum Marketing cum Training center (PMTc) Pampore, Pulwama, South Kashmir, which since inception has provided trainings in various trades like cutting & Tailoring, Embroidery especially for women folk and courses like Beekeeping for giving boost to the Beekeeping in Kashmir Region.





Khadi India organised an Exhibition and a Fashion Show 'Aheli Khadi' at NIFT Gandhinagar

12 SEP 2022 Delhi : Prime Minister Shri Narendra Modi's pivotal call has been the core objective of Khadi and Village Industries Commission to position Khadi as a Fashion Fabric. It has been a constant effort of the Prime Minister to promote Khadi for all, especially the beacons of our society- the youth.

Prime Minister Shri Narendra Modi's pivotal call has been the core objective of Khadi and Village Industries Commission to position Khadi as a Fashion Fabric. It has been a constant effort of the Prime Minister to promote Khadi for all, especially the beacons of our society- the youth.

With the intention to reach out to young audience and global market, an exhibition and to popularise khadi as a fabric and showcase its use for traditional and contemporary cloths 'Aheli



Khadi' a Fashion Show was organized by Khadi India at the Tana Riri Auditorium, NIFT Gandhinagar on Sunday.

Shri Manoj Kumar, Chairman of KVIC graced the function as chief guest. Eminent designers, fashion industry members, students and khadi institutions graced the fashion show.

Khadi is symbolic of the Swadeshi movement, and has been a front runner in establishing its robustness as a fabric that is both empowering and





modern in its interpretation. Khadi has found favour with the younger generation, as it transcends from being termed as fabric and showcase its use for traditional and contemporary clothing, "Aheli" khadi means pure khadi; was Showcased during the fashion show. Apparel for Yoga as "SWADHA" chic, now accepted as an effective medium of communication designed by NIFT designer was the prominent attraction of the fashion show.



Another attraction of the fashion show was "Aheli"; the fabric showcased at ramp was sourced from the khadi institutions to design for pan generational consumer. NIFT designers designed six distinct collections of apparel and sarees ranging from ethnic, fusion, western and

crafts with an International look to position Khadi as Global.

The show was designed and presented by NIFT students, who walked on the ramp as models.

Shri Manoj Goel, Chairman, KVIC in his key note address said; our effort will be to make



casual look. Hand embroidery, stitch detailing and hand block printing has been used to add value to the exquisite khadi. Home linen collections were designed with Khadi fabrics of different weights and yarns combining Indian

"Khadi Global". The aim of KVIC is to promote and pitch Khadi at a relatable, high design level, it also wishes to encourage use of khadi as an environmentally sustainable fabric to replace non-biodegradable unsustainable product in the domain of home and apparel.



KVIC initiates Cleanliness campaign



29 SEP 2022 Delhi : Prime Minister Shri Narendra Modi gave the message of cleanliness to the Nation on many occasions. While launching the Swachh Bharat Mission at New Delhi, Rajpath, Prime Minister said that "only through a clean India, the country can pay its best tribute to Mahatma Gandhi on his birth anniversary."

On October 2, 2014, the Swachh Bharat Mission was launched as a national movement widely across the country.

To fulfill this dream of Prime Minister, Khadi and Village Industries Commission (KVIC) is engaged with its full capacity and full determination. In this regard, Chairman of the Commission Shri Manoj Kumar initiated cleanliness campaign and reiterated his resolve towards cleanliness at Rajghat, New Delhi.

Earlier on September 17, 2022, on the occasion of Prime Minister's birthday, Chairman KVIC along with the officers and employees of the Central Office of the Commission, under the leadership of Shri Narayan Rane, Union Minister of Micro, Small and Medium Enterprises organized a cleanliness program at Juhu Beach to spread awareness on cleanliness among the people.



Chairman, KVIC Shri Manoj Kumar, distributed equipments to the participants trained under Palmgur training Programme held at Gajanana Naik multi disciplinary training centre, Dahanu.



CoEK presents Aavartan, a two-day event on 16th & 17th September, 2022 in Bengaluru

15 SEP 2022 PIB Delhi : In an endeavor to connect with people, the Centre of Excellence for Khadi presents Aavartan, a two-day event on 16th & 17th September 2022 at the Bangalore International Centre (BIC) Bengaluru.

The Centre of Excellence for Khadi (CoEK) was conceived by the Ministry of MSME to support Khadi and Village Industries Commission (KVIC) in association with the National Institute of Fashion Technology, with the intention to reach out to young audience and global market. The centre has been set up as a hub and spokes model at Delhi as hub; Bengaluru, Gandhinagar, Kolkata and Shillong as spokes.

The event showcased home and apparel collections designed for a pan-generational audience by the in-house designers of CoEK. Khadi Institutions were invited to market their fabrics and sarees. Interactive sessions were planned on khadi and its finer nuances by CoEK team, for which students from the design colleges of Bengaluru were invited on 16th September. The three sessions: Relinking Khadi, Khadi for new Generation and the DNA for Khadi, encouraged conversation on sustainability and legacy of Khadi.

Another initiative of CoEK 'Khadi and Art', is a medium to reach out to the followers of different art forms and to acknowledge how art is intertwined with Khadi. CoEK has collaborated

“The art in Khadi appeals first to the heart and then to the eye”
– M.K Gandhi

with Kalyani Sarada, a young contemporary dancer and choreographer, based in Bengaluru. She presented a specially choreographed piece 'Aavartan' on 17th September 2022 at BIC. Her performance aims to portrayed the unique process of khadi. The performers were the Khadi ensemble designed specially by the team of CoEK.

The event aimed to integrate Khadi with other art forms to take the 'Khadi Spirit' to a broader audience and interpret Khadi with newer meanings. The event focused on connecting Khadi with Youth through the exhibition and the sessions and give Khadi Institutions a platform to showcase their products.



Hindi Fortnight Celebration

KVIC organises various Hindi Competitions in schools for the promotion of Hindi

Mumbai, 27th September 2022: 14th September is celebrated as Hindi Diwas every year across India since 1953 on the recommendation of Rashtrabhasha Prachar Samiti, Wardha to spread Hindi in every region. KVIC started celebrating Hindi Pakhwada enthusiastically from September 14, 2022 in its regional offices spread across the country including its central office in Mumbai.



Hindi Section, KVIC successfully organised the Hindi Fortnight to promote Hindi as official language among school children under the guidance of Ms. Preeta Verma, Chief Executive Officer, KVIC.

Keeping in view the basic objective of celebrating Hindi Pakhwada, Hindi Section, KVIC has organized various hindi copetioan in Vidyanidhi Vidyalaya, Juhu; Gandhi Shikshan Bhawan, Juhu; Seth Anandilal Poddar Government School, Sataacruz; Seth Barfiwala High School, Andheri (W) etc. on 20th, 21st, 22nd and 26th September respectively in which total 600 students participated in the competition.

Khadi and Village Industries Commission provided necessary writing materials to the children for the competitions. The winners of the Hindi competitions were awarded by KVIC by giving them trophies and certificates in the award ceremony.



Chairman KVIC Shri Manoj Kumar presides over 57th Annual General Body meeting of Shri Mahila Grih dyog Lijjat Papad in Sanmukhanand Hall in Mumbai on 22th September, 2022.



Chairman, KVIC Shri Manoj Kumar had a meeting with the senior officials of Central Office, KVIC Mumbai and Delhi Office to review the work and KVI activities being executed by Khadi and Village Industries Commission. Future action plans were also discussed in this meeting. The meeting was held through video conferencing.



Social Media



Khadi India

"The process & spinning yarn in no less than the warship of God."

For more details follow Khadi India @kvicindia | Download the Khadi India App from | kvic.gov.in | khadiindia.gov.in



Khadi India

आप अलग-अलग तरह के कपड़ों से बने कपड़े ले सकते हैं।

लेकिन अगर आप इसमें खादी डालेंगे तो स्थानीय प्रचार के लिए स्वर को गति मिलेगी।

- पी एम नरेंद्र मोदी

For more details follow Khadi India @kvicindia | Download the Khadi India App from | kvic.gov.in | khadiindia.gov.in



Khadi India

Take to spinning to find peace of mind

For more details follow Khadi India @kvicindia | Download the Khadi India App from | kvic.gov.in | khadiindia.gov.in



Khadi India

भारतीय समाज में खादी का इन्तेमाल सभ्यता के आरंभ से ही रहा है। इसने आजादी की लड़ाई में भी महत्वपूर्ण भूमिका निभाई। यही कारण है कि खादी केवल कोई कपड़ा नहीं, बल्कि एक विचार है।

For more details follow Khadi India @kvicindia | Download the Khadi India App from | kvic.gov.in | khadiindia.gov.in



Khadi India

"भारत के खादी उद्योग की बढ़ती ताकत में महिला शक्ति का प्रमुख योगदान"

For more details follow Khadi India @kvicindia | Download the Khadi India App from | kvic.gov.in | khadiindia.gov.in



Khadi India

Khadi Cotton Elaksh
Fender Green
Embroidered Cotton
Top Handwoven

For more details follow Khadi India @kvicindia | Download the Khadi India App from | kvic.gov.in | khadiindia.gov.in



Khadi India

आप में से जो भी विदेश में रह रहे हैं, अपने किसी शिवंदार या मित्र के पास जा रहा हों तो यों भी गिफ्ट के तौर पर खादी का एक प्रोडक्ट साथ ले जाए।

इससे खादी को तो बढ़ावा मिलेगा ही, साथ ही दूसरे देश के नागरिकों में खादी को लेकर जागरूकता भी आएगी।

- पी एम नरेंद्र मोदी जी

For more details follow Khadi India @kvicindia | Download the Khadi India App from | kvic.gov.in | khadiindia.gov.in

Social Media



Khadi Signature
Watches by Titan

Sport the world's smallest iconic Charkha in your timepiece with Signature Khadi Watches by Titan.

For more details follow Khadi India @icvkhadiindia Download the Khadi India App from the Play Store or the App Store. icv.gov.in khadiindia.gov.in



icv.gov.in Khadi India

khadi is the symbol of unity of Indian humanity, of its economic freedom and equality.

icv.gov.in Khadi India



icv.gov.in Khadi India

खादी उत्सव

रेंटिया पर सूत कात कर 7,500 बहनों और बेटियों ने मिलकर रचा इतिहास

— पीएम श्री नरेंद्र मोदी जी

icv.gov.in Khadi India



icv.gov.in Khadi India

Shri Narendra Modi has left no stone unturned to popularize Khadi, where everyone purchases Khadi products, specially on the special day of Gandhi Jayanti.

icv.gov.in Khadi India



icv.gov.in Khadi India

आधुनिक प्रगति के साथ, खादी का कपड़ा फैशन के अनुरूप विभिन्न स्वरूपों में उपलब्ध है।

icv.gov.in Khadi India

बीते वर्षों से हमारे त्योहारों के साथ देश का एक नया संकल्प भी जुड़ गया है। आप सब जानते हैं, ये संकल्प है - 'Vocal for Local' का। अब हम त्योहारों की खुशी में अपने local कारीगरों को, शिल्पकारों को और व्यापारियों को भी शामिल करते हैं। आने वाले 2 अक्टूबर को बापू की जयन्ती के मौके पर हमें इस अभियान को और तेज करने का संकल्प लेना है। खादी, handloom, handicraft ये सारे product के साथ-साथ local सामान जरूर खरीदें।



संजली बाँत
25 सितंबर, 2022



हमने देखा है त्योहारों पर packing और packaging के लिए polythene bags का भी बहुत इस्तेमाल होता रहा है। स्वच्छता के पर्वों पर polythene का नुकसानकारक कचरा, ये भी हमारे पर्वों की भावना के खिलाफ है। इसलिए, हम स्थानीय स्तर पर बने हुए non-plastic bags का ही इस्तेमाल करें। हमारे यहाँ जूट के, सूत के, केले के, ऐसे कितने ही पारंपरिक bag का चलन एक बार फिर से बढ़ रहा है। ये हमारी जिम्मेदारी है कि हम त्योहारों के अवसर पर इनको बढ़ावा दें, और स्वच्छता के साथ अपने और पर्यावरण के स्वास्थ्य का भी ख्याल रखें।

संजली बाँत
25 सितंबर, 2022

Social Media

Khadi India

Khadi can become an inspiration to make India developed and self reliant by 2047

For more details follow Khadi India @kvincindia

Download the Khadi India App from

kvinc.gov.in khadiindia.gov.in

वोकल फॉर लोकल

खादी
फॉर नेशन,
खादी फॉर फेशन

खादी की निर्यात 1,15,415.22 करोड़ रुपये
2020-21 2021-22

खादी संस्थानों की संख्या 2,375 2,933
2016-17 2022-23

For more details follow Khadi India @kvincindia

Download the Khadi India App from

kvinc.gov.in khadiindia.gov.in

खादी डे शेल

महान्या गाँधी जी की 153 वीं जयंती के अवसर पर विशेष पूट

20% एव 10% सभी खादी उत्पादों पर सभी ग्रामीणों उत्पादों पर

2 अक्टूबर, 2022 से शुभारम्भ

For more details follow Khadi India @kvincindia

Download the Khadi India App from

kvinc.gov.in khadiindia.gov.in

Khadi India

हमने देखा है प्लोहरो पर Packing और Packaging के लिए Polythene Bag का भी बहुत इस्तेमाल होता रहा है।

स्वच्छता के पर्वों पर Polythene का नुकसानकारक कचरा, ये भी हमारे पर्वों की भावना के खिलाफ है।

इसलिए हम स्थानीय स्तर पर बने हुए Non - Plastic Bag का ही इस्तेमाल करें।

For more details follow Khadi India @kvincindia

Download the Khadi India App from

kvinc.gov.in khadiindia.gov.in

Khadi India

Khadi Cotton Fresh with Bloomer

Let your infants snuggle into the comfort of natural, eco-friendly Khadi, the national fabric of India.

Khadi India introduces the most natural protection for the tender and sensitive skin of the new-borns with a range of cotton clothing.

For more details follow Khadi India @kvincindia

Download the Khadi India App from

kvinc.gov.in khadiindia.gov.in

Khadi India

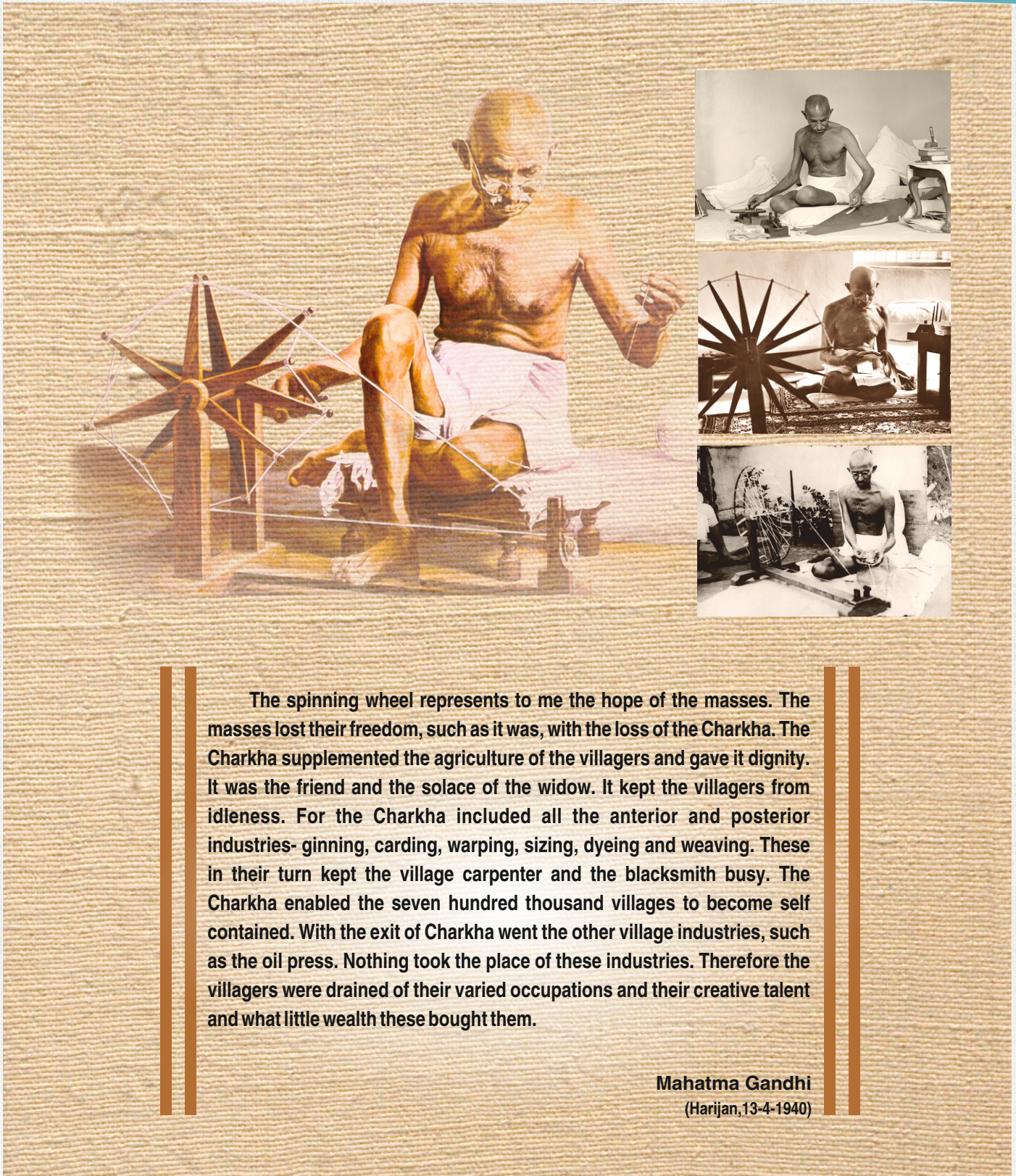
Buy proudly the top quality products, made in rural India by your fellow countrymen !

For more details follow Khadi India @kvincindia

Download the Khadi India App from

kvinc.gov.in khadiindia.gov.in

tribute to Mahatma Gandhi on his 150th birthday



The spinning wheel represents to me the hope of the masses. The masses lost their freedom, such as it was, with the loss of the Charkha. The Charkha supplemented the agriculture of the villagers and gave it dignity. It was the friend and the solace of the widow. It kept the villagers from idleness. For the Charkha included all the anterior and posterior industries- ginning, carding, warping, sizing, dyeing and weaving. These in their turn kept the village carpenter and the blacksmith busy. The Charkha enabled the seven hundred thousand villages to become self contained. With the exit of Charkha went the other village industries, such as the oil press. Nothing took the place of these industries. Therefore the villagers were drained of their varied occupations and their creative talent and what little wealth these bought them.

Mahatma Gandhi
(Harijan, 13-4-1940)