



## Hon'ble President was honoured by a local Gandhian in Banjul

## Globalising Brand Khadi- The Pride of India organised under the aegis of CII





## EDITORIAL BOARD

Chairman  
Ms. Preeti Verma

---

Editor  
M.Rajan Babu

Sub Editor  
Usha Misra

Jr. Sub Editor  
Shiv Dayal Kushwaha

---

Sr. Artist  
Sanjay S Somade

Artist  
Dilip Palkar  
C S Punwatkar

---

### Published By:

Directorate of Publicity,  
Film, & P.E.P. for  
Khadi and Village Industries Commission,  
Gramodaya, 3, Irla Road,  
Vile Parle (West), Mumbai-400056.  
Tel.: 2671 9465, 2671 6323  
E-mail: [editorialkvic@gmail.com](mailto:editorialkvic@gmail.com),  
Website: [www.kvic.org.in](http://www.kvic.org.in)

---

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

## INSIDE

### News Update

3 to 20

- \* Hon'ble President inaugurates an exhibition on Mahatma Gandhi and Khadi in Banju.....
- \* MSME Minister urges Textile stakeholders to promote Khadi.....
- \* Extravagant Creations of Khadi by three top designers at Lakmé Fashion Week Winter / Festive-2019.....
- \* NewsX-The Sunday Guardian hosts Fashion Conclave, celebrates the Great Indian Fabric. ....
- \* Chairman distributes tool Kit in Sirohi, Rajasthan. ...
- \* Chairman gifts Bamboosa Tulda to Village Head Qutubgarh.....
- \* KVIC celebrates 73<sup>th</sup> Independence Day with patriotic fervor.....
- \* NMC distribution to achieve 100 targets. ....
- \* PMEGP Meets.....
- \* EDP for PMEGP. ....
- \* Khadi kicks off 'Make in India' to curb import of Bamboo round sticks and Raw Agarbatti from China, Vietnam.....

### Article

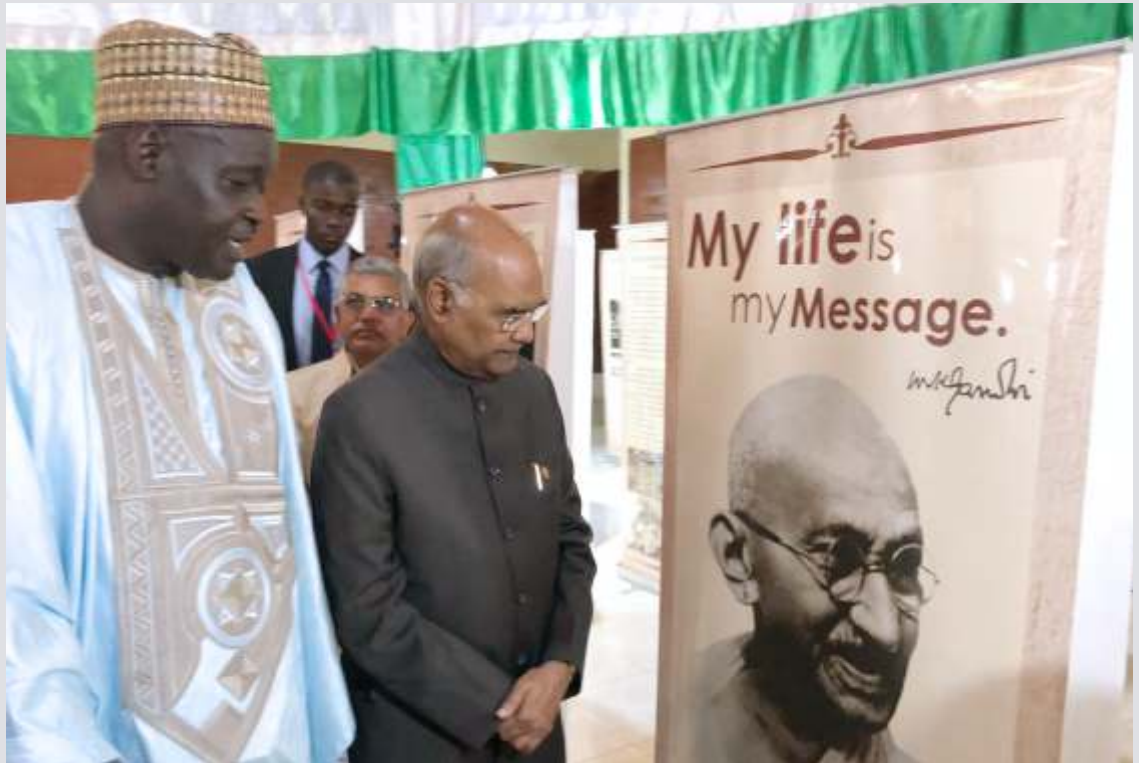
21-22

- \* KVIC'S Honey Mission.....

### Press Coverage

23-29

# Hon'ble President inaugurates an exhibition on Mahatma Gandhi and Khadi in Banjul



Hon'ble President of India Shri Ramnath Kovind inaugurates an exhibition on Mahatma Gandhi and Khadi in Banjul, the Gambia to commemorate Gandhi 150 on 1<sup>st</sup> August. The President was presented a shawl made from local khadi 'Kunta Kinte' by a local Gandhian Mr. Abdoulie M. Touray.





## MSME Minister urges Textile stakeholders to promote Khadi

Mumbai: Union Minister for Micro, Small & Medium Enterprises and Road Transport & Highways Shri Nitin Gadkari on 29th September 2019, said that the MSME and Khadi and Village Industries Commission (KVIC) together had been contributing 29

percent to country's growth and 40 percent to total exports of the country, consequently providing employment to over 11 crore people.

Outlining the Government's mission to generate additional 5 crore new jobs and subsequent policies to achieve it, said Shri Gadkari, while speaking during a talk on "Roadmap for Growth of Khadi Sector" held during the business summit 'Globalizing Brand Khadi – the Pride of India', under the aegis of Confederation of Indian Industry (CII). Appealing the key stakeholders associated with the Khadi Sector, he said: "The time has come to promote Khadi as a brand, with the introduction of technology and innovative methodology in its production for improving its





quality. Khadi has the potential to capture international markets with its unique product features and sustainability. It needs to be exploited and capitalized for growth of Indian artisans.”

Giving stress on naturalness to the products he also shared that village industries such as pottery, bamboo, biofuel and tribal area are also picking up demand with focused initiatives from KVIC. “Our government is committed to build robust policies and framework to facilitate the growth of Khadi and Village Industries Sector,” he added.

Corroborating similar views, the Minister of State for MSME Shri Pratap Chandra Sarangi spoke about ways in which Khadi production can be increased thus meeting the target of generating Rs. 10,000

crore turnover in the coming five years. “If 130 crore people start wearing Khadi, it will provide employment to 150 million persons,” he asserted.

Secretary MSME, Dr. Arun Kumar Panda, in his address, said that the summit is a good platform for all stakeholders associated with sector to give solutions that can impact life of artisans at grass-root level. “The summit is a think tank to overcome the challenges and



difficulties and to build the road ahead for development of the sector,” he said, adding, “Khadi has huge potential for growth in International markets due to its USP of being a premium product which is very niche. International Collaborations will certainly take Khadi Brand to a new high.”

KVIC Chairman Vinai Kumar Saxena said that the total turnover of Khadi has also increased from Rs 889



now being used as a tool to navigate India towards Economic Transformation. Innovations in Khadi are now drawing huge national and international appeal,” he said and expressed his happiness over the rising acceptability of Khadi and Village Industries tremendously.

The Summit concluded with the vote of thanks from Chairman CII, Shri P Nandkumar.



crore to Rs 3215 crore in the four years. “Emerged now as a 'Fabric of Future', Khadi has now become a stylish narrative, now being popularly embraced by the noted designers, thanks to the attention given by Prime Minister Shri Narendra Modi. Due to its unique eco-friendly nature and perfect and vivid fabric qualities, this versatile fashion fabric of India is



# Extravagant Creations of **KHADI** by three top designers at **LAKMÉ FASHION WEEK Winter / Festive-2019**



Bringing the beauty and glory of India's Fabric of Freedom to centre stage at Lakmé Fashion Week Winter/Festive 2019, the grand Khadi showcase by the Khadi and Village Industries Commission (KVIC) on Sustainable Fashion Day had three stunning designers' collections that celebrated 150 years of Mahatma Gandhi.

Shri Vinai Kumar Saxena, Chairman, KVIC reiterated, “Khadi is The fabric of the future. Due to its unique eco-friendly nature and perfect and vivid fabric qualities, Khadi has become a stylish narrative that is now popularly embraced by designers. A versatile fashion fabric, Khadi has been used as a tool to navigate India through its hard-won independence. Even today, past 72 years, the fabric continues to inspire and amaze creative

minds across all International borders. Known as the “Fabric of India”, Khadi has proven to be





together to celebrate 150 years of the birth anniversary of Mahatma Gandhi. We are proud to present KVIC who in collaboration with designers Khanijo, Anuj Bhutani and Pallavi Dhyani will showcase their unique interpretation that is poised to take the sustainable lifestyle conversation to a larger audience.”

a culture in itself, one that truly emits the pride of our country's achievements. Innovations in Khadi are now drawing huge national and international appeal. Young and famous fashion designers are innovating in Khadi and giving Khadi a new twist. Expanding the colour palette, westernizing the cuts, and creating new trends in itself, the Khadi fabric has transcended itself as a sustainable fabric of the Future”

The KVIC show unveiled the collections of three designers who gave their distinct stylish touches to Khadi and ensured



Commenting on the collaboration, Jaspreet Chandok, Vice President and Head of Fashion – IMG Reliance said, “It is an honour to once again partner with The Khadi and Village Industries Commission as we come

that the Fabric of India moved into the new age with fashionable millennial creativity.





## STYLES IN KHADI BY ANUJ BHUTANI

When it comes to fashion Anuj Bhutani is one of the most minimalistic designers in the business. Textiles and sustainability have played a major role in Anuj's collection. The Khadi creations inspired by Chandni Chowk's architecture, colours and people had a marked ethnic touch. The line comprised relaxed salwars, kameezes, dupatta, voluminous kurtas, cool dhotis, saris, scarves and turbans. Hand embroidery played an important part as the garments were etched with the delicate patterns.

The silhouette were a great combination of traditional structure and layered styling that resulted in a more contemporary offering of Khadi.

Keeping to the “classic Anuj Bhutani” trend, the androgynous aspect of the collection was visible and constantly eye-catching.

Lovers of Khadi were thrilled with Anuj Bhutani's offering of the Fabric of India for the coming season, which has all the fashion directions that will be appreciated by men and women.

## KHADI AN EMOTIONAL FASHION GAURAV BY KHANIJO'S LABEL KHANIJO

The 'Khanijo' label by Gaurav Khanijo has given men's wear some adventurous and stylish options each season. One of the very creative designers from the Gen Next Winter/Festive 2016 batch, Gaurav's creativity has been in accordance with the stylish trends that the millennial man longs for.

Working with Khadi for his collection this season, the Khanijo label brought in a mélange of history into the present and then



looked at the future trends. The Khanijo touches were very much there as the garments appeared on the stylish models. When stylish men want to make a fashion statement in Khadi, Gaurav Khanijo's 'Khanijo' label had all the sartorial requirements.

**TIMELESS INNOVATIVE FASHION BY PALLAVI DHYANI**

Pallavi Dhyani's 'Three' label worked on a range that would be a timeless addition in the wardrobes of men and women. Her softly layered collection called “Wave Length” ensured that the ensembles would compliment the personalities of the buyers. Staying true to her design sensibilities, the silhouettes were contemporary with a minimal touch but high on utility. The garments were practical and would be on the top of everyday wardrobe essentials lists.

The brand's USP has always been partial to lots of layering with a few androgynous styles. The colour story for Khadi according to Pallavi was subtle with tones of grey, blue and favourites like white, which were livened up with sudden bursts of fuchsia.

Launching the first men's wear range, the label brought in all the trademark touches that it is noted for. The latest look for Khadi as envisaged by Pallavi Dhyani for her label 'Three' will be a stylish complement to the wardrobes of fashionistas when they select creations from the “Wave Length” collection.





Khadi according to Pallavi was subtle with tones of grey, blue and favourites like white, which were livened up with sudden bursts of fuchsia. Launching the first men's wear range, the label brought in all the trademark touches that it is noted for. The latest look for Khadi as envisaged by Pallavi Dhyani for her label 'Three' will be a stylish complement to the wardrobes of fashionistas when they select creations from the "Wave Length" collection.



## NewsX-The Sunday Guardian hosts Fashion Conclave celebrates the Great Indian Fabric

**N**ewsX-The Sunday Guardian Fashion Conclave celebrates the great Indian fabric and brings together policy makers and stake holders on a platform to discuss Indian fabric, fashion, art & culture.



In an endeavor to propel dialogue among the fashion think tanks, policymakers, fashion icons and emerging talents and bring them to one common platform, NewsX, India's leading English news channel by ITV Network, and The Sunday Guardian, India's Finest Sunday Newspaper hosts first ever Fashion Conclave at Hotel Taj Palace.

India's top fashion designers including Ms Rina Dhaka, Ms Ritu Beri, Mr Shantanu Mehra, Mr Rohit Bal, Mr. Gaurav Gupta and Ms Archana Kochhar attended the event.

The fashion icons discussed about the Indian fabric and the diverse fashion culture across the states, while they also discussed about various opportunities on how the global fashion and luxury brands are racing in large numbers to influx the Indian market and tap into the potential aspirational millennial Indian customer.

In an interesting session on Gandhi, Khadi and Fashion, attended by renowned fashion designer Ms Ritu Beri and Shri Vinai Kumar Saxena, Chairperson, KVIC, discussed about the importance of Khadi in Indian fashion culture, while discussing Shri Saxena said “PM Modi is the real brand ambassador of Khadi, he is the second person after Mahatma Gandhi, who promoted Khadi across the globe.” While Ms Ritu Beri said “**Every Indian should wear Khadi**, my job is to design Khadi in such a way that makes it a fashionable fabric and make it trending amongst the youth.”





There was an interesting session on the fashion takes from the valley with fashion Designer, Mr. Rohit Bal and Ms. Hina Bhatt, Vice Chairperson North Zone Khadi Village Industries. During the session, Ms. Hina Bhatt spoke about the importance of Khadi fabric, she said “Khadi Means Freedom. It is not just a white cloth worn by politicians, it is much more than that. Our fashion designers should take Khaadi to a new height.” While, Mr. Rohit Bal said “Khadi is the fabric of Independent India. It is an emotion. Unfortunately, it has not been marketed enough.”

There was an exclusive discussion with Mr. Satish Mahana, Hon’ble Industries Minister, Uttar Pradesh, speaking about the demand of Khadi, he said “There is a rising demand for Khadi bridal wear. We are planning to open Khadi stores in Lucknow and Western UP.”

The conclave was attended by fashion icons, policymakers, entrepreneurs, corporates and experts who acknowledged the challenges and opportunities and lauded efforts that positively affects the fashion industry and the millions of consumers it serves.

## Chairman, KVIC distributes tool kit in Sirohi, Rajasthan



**S**hri Vinai Kumar Saxena, Chairman distributed tool kit in the tribal dominated area of the Gram Panchayat Chandela District, Sirohi which is declared as Akansha District by NITI Aayog, Government of India district under the Honey Mission and



Leather Empowerment Program on 9-08-2019, Chairman in his address said that under the leather industry, this program has been started

## Chairman gifts Bamboosa Tulda to Village Head, Qutubgarh



Chairman, KVIC gifted saplings of Bamboosa Tulda-special species of Bamboo, apt for agarbatti-making, to the village head of Qutubgarh, Delhi on 12<sup>th</sup> August. KVIC has decided to plant at least 10,000 of this bamboo species across the nation by 2019.



for the first time in Chandela district.

Deputy Chief Executive Officer (UT) Khadi and Village Industries Commission Mumbai and Badrilal Meena, State Director, Jaipur were also present on this occasion.

**KVIC CELEBRATES  
73<sup>TH</sup>  
INDEPENDENCE  
DAY WITH  
PATRIOTIC  
FERVOR**



Mumbai, 15 August. 2019: Khadi and Village Industries Commission on 15<sup>th</sup> August 2019 celebrated the 73<sup>th</sup> Independence Day with patriotic fervor. Ms. Usha Suresh, Financial Advisor, KVIC unfurled the national flag in a solemn flag-hoisting function organised at KVIC, H.Q. Mumbai, while the senior officials and staffs of the KVIC attended the flag-hoisting ceremony. The tricolour was hoisted amid singing of the National Anthem.

Ms. Usha Suresh in her address on 73rd Independence day paid tribute and remembered all the freedom fighters. Speaking on the role of Khadi in getting Independence She reiterated, 'Khadi' has been traditionally associated with the freedom struggle and today is in forefront to provide rural artisans and

youth a steady source of employment by promoting and marketing the products of KVI artisans. She also assured to extend all possible support to the states of

Maharashtra, Karnataka, Kerala and other severe flood affected areas of the country.

Later, Shri Y. K. Baramatikar, Jt. CEO, KVIC spoke on generating employment with remunerative wages to millions of artisans, entrepreneurs and unemployed youth in the country.



*NMC distribution to achieve 100 days targets.*

**At Bhilwara NMC**



**Kumhar Sashaktikaran Mission**  
*When Wheel of Social Justice Reaches last line, faces narrate their jubilation!*

Shri Vinai Kumar Saxena, Chairman, KVIC, under Kumhar Sashaktikaran Mission distributed 40 electric potter wheels among the potters of most backward village in Jalaun district of Bundelkhand on 19<sup>th</sup> August 2019.

**AT JAMESHEDPUR**

**S**hri Saryu Roy, Honble Minister for Food and Supply, Govt. of Jharkhand inaugurated the 25 modern 8 spindle Charkhas on 14th August, 2019 which were given to Khadi Gramodyog Sanstha, Jamshedpur under Sahyog Yojna of KVIC. All the Charkhas are installed in the Campus of Women's College, Jamshedpur.





# PMEGP MEETS

## PMEGP awareness programme at Agartala

An PMEGP awareness programme was held at Bisramgang District Sepahijala on 24th August, 2019 by State office, KVIC, Agartala.



## State Level Bankers' Meet

The 142nd meeting of state level bankers Committee was held on 26-08-2019 at Hotel Marite Jaipur. Achievement against the target in PMEGP program was reviewed in the House, as well as instructions were issued to the bank to issue claims on PMEGP portal of 26-55 crores.



## Awareness camp on PMEGP at Jharkhand



One day awareness camp on PMEGP was held at Jharkhand under the Chairmanship of Dy. Development Commissioner in his Conference Hall on 30.08.2019.

## EDP for PMEGP

Valedictory function of training programme on “EDP for PMEGP beneficiaries” was conducted at Pauri Garhwal (Uttarakhand) on 16.8.2019 to 25.8.2019 by State Bank of India Rural Self Employment Training Institute



An PMEGP awareness camp was organised by S.O. KVIC Agartala on 13.08.19 at Jirania District, West Tripura in association with SOFED, Agartala, an EDP Training Institute, govt. of Tripura.

State Office, Bhopal organised a Khadi Mark workshop on 7th August, 2019 at Hotel Palash, Bhopal.



## Khadi kicks off 'Make in India' to curb import of Bamboo round sticks and Raw Agarbatti from China, Vietnam.

New Delhi: Khadi and village Industries Commission (KVIC) has once again appeared as a torch-bearer of Prime Minister Shri Narendra Modi's call and vision of 'Make in India', it seems. With plantation drive of saplings of special variety of Bamboos having its botanical name "Bamboosa Tulda", KVIC has derived a novel and innovative way to check the wastage of time and money being spent by India's manufacturers of incense sticks in importing raw bamboo sticks and raw Agarbatti from China and Vietnam.

New Delhi M.P. Meenakshi Lekhi and KVIC Chairman Vinai Saxena planted 100 saplings of said Bamboo in NDMC on 26th september2019.

KVIC Chairman Saxena said that taking



cognisance of steep decline in setting up of new agarbatti manufacturing units in the country and multi-dimensional problems of agarbatti industry in India, KVIC conducted an internal research and found that if local farmers start growing high-quality bamboos on their lands, it would end total dependence on import of sticks raw agarbattis from China and Vietnam.

Stating that despite huge employment potential in Bamboo sector, number of agarbatti

projects have been declining and leading to heavy employment loss, Saxena said that since import duty on raw Agarbatti primarily from Vietnam had been reduced from 30% in 2009 to 5% in 2018 due to Indo-ASEAN FTA, import of raw aggarbatti into India had been raised from Rs. 31 crore in 2009 to Rs. 546 crore in 2018. “It is really sad that presently the domestic supply of bamboo is not more than 10 per cent of the entire demand by the industry. Every year, the incense stick industry is importing round bamboo sticks worth around Rs 250 crore. But if Indian farmers can be made aware about the potential of high-quality bamboo i.e Bamboosa Tulda) – which has inter-nodal length of 22-inch (minimum inter-nodal length apt for agarbatti-making must be at least 12 inch), they can add substantially to their income by growing this bamboo suited for the incense stick making industry,” he said, adding, “Our research has indicated that bamboos can generate 516.33 million man-days of work every year. Saxena said that MSME Minister Shri Nitin Gadkari has also shown his concern about heavy imports of these products. Not only that, there has been a huge employment loss also due to India's heavy dependency on imports from China and Vietnam on round bamboo sticks and raw agarbatti.”

The KVIC Chairman further said that this

import rise has led to rise on import dependency of Indian perfumers on raw agarbatti from less than 2% in 2009 to 77-80% in 2016-19. “Due to heavy import dependency, prices available to local PMEGP units went down from Rs. 70/kg in 2009 to Rs. 48 /kg,” he added. Further in the year 2016 total 3256 Agarbatti units were setup under KVIC's PMEGP scheme however in 2017 only 296 and in 2018 only 312 units were setup which has brought down the employment opportunities drastically.

It may be noted here that the bamboo needed for making agarbatti has to have inter-nodal length of at least one foot and prior to KVIC's this initiative, the bamboo growing in India's forests didn't have this feature. As a result, this industry was compelled to import bamboo to the tune of 60,000 to 65,000 tonnes every year worth Rs 800 Crs.

KVIC has planned to plant at least 20,000 Bamboosa Tulda every year, so that dependency on import of bamboos could be checked by 2022. So far KVIC has planted 650 saplings of this specie, specially brought from Assam, in which 400 were planted in Kannuj (UP) , 100 in Varanasi, 100 in Delhi and 50 in Qutubgarh near Delhi. KVIC under its PMEGP scheme will setup Agarbatti units in these places where raw material will be locally available saving numerous transportation cost.

## KVIC'S HONEY MISSION



Assam to tribal belt of Narmada Valley and from hilly valley Jammu & Kashmir to Gangetic plains of Varanasi – it left no breadth and length of the nation in distributing Bee-boxes with live bee-colonies. During this



New Delhi: At a time when there is an active demonstration abroad for saving the Honey-bees for maintaining ecological balance, back home in India, an organisation – working on the principles of Mahatma Gandhi – has distributed more than one lakh Bee-Boxes among the farmers and unemployed youths across the nation in less than two year – which has never been happened in any part of the world so far.

Following the clarion call of 'Sweet Revolution' given by Prime Minister Narendra Modi on December 10, 2016, while introducing Banas Honey project at Deesa in Banaskantha district of Gujarat, the Khadi and Village Industries Commission (KVIC) launched a programme named 'Honey Mission' in August 2017 from the Presidential Edifice at Rashtrapati Bhawan.

After that, the KVIC started identifying the farmers and unemployed youths across the nation and right from dense forest areas of

process, KVIC made and broke many new World records. First, on 21<sup>st</sup> May 2018 on World Honey Bee Day, KVIC made a World Record of distributing maximum number of bee-boxes in a single day by distributing 1,000 bee-boxes among 100 Mishing Asamese tribe in the Kaziranga forest area, beating previous best of 841 in Israel in 2016. Then, on 12<sup>th</sup> June same year, KVIC makes a new World Record of distributing maximum number of bee-boxes, i.e. 2330 bee-boxes in a single day in the Zangalee Army area at Kupwara in Jammu & Kashmir among 233 beneficiaries, in association with Indian Army's Sadbhawna Programme.

KVIC Chairman Vinai Kumar Saxena said that following the Prime Minister's call of 'Sweet Revolution', the KVIC immediately made an

ARTICLE

action plan on this line named 'Honey Mission'. “We have so far distributed 1,01,000 bee-boxes, across the country, which had happened for the very first time in India. We have not only distributed bee-boxes, rather under 'Honey Mission', we have also created more than 10,000 new employment, besides creating around 25,000 additional man days through the fabrication of Bee boxes and Honey Extractors,” he said, adding, “The KVIC has also provided the bee-keepers practical training about examination of honeybee colonies, acquaintance with apicultural equipments, identification and management of bee enemies and diseases, honey extraction and wax purification, and management of bee colonies in spring, summer, monsoon, autumn and winter seasons.

Saxena, who himself monitors the progress of

'Honey Mission' round-the-clock, further said that besides production of healthy honey and wax, bee-keeping would open many job avenues for the unemployed youths and aspiring young entrepreneurs. “Being the nodal agency of Prime Minister Employment Generation Programme (PMEGP), the KVIC would provide loans for setting up units of processing, packaging and labelling units for the honey,” he added.

It may be noted that through 'Honey Mission', so far 246 metric tonnes of honey has been extracted through these Bee-Boxes only, valuing over Rs 4 crore. Besides, if the farmers are to be believed their crops yield has increased up to 30 percent after the implementation of 'Honey Mission'. However, assessment of gains in crops' yield in terms of money, has not been ascertained as yet.



# Gadkari urges textile stakeholders to promote Khadi

**MUMBAI:** Union Minister for Micro, Small & Medium Enterprises and Road Transport & Highways Nitin Gadkari, on Tuesday, said that the MSME and Khadi and Village Industries Commission (KVIC) together had been contributing 29 per cent to country's growth and 40 per cent to total exports of the country, consequently providing employment to over 11 crore people.

Gadkari was speaking during a talk on "Roadmap for Growth of Khadi Sector" held during the business summit 'Globalizing Brand Khadi – the Pride of India' in Mumbai on Tuesday, under the aegis of Confederation of Indian Industry (CII). Outlining the Government's mission to generate additional 5 crore new jobs and subsequent policies to achieve it, Gadkari, while appealing to the key stakeholders associated with the Khadi Sector, said, "The time has come to promote Khadi as a brand, with the introduction of technology and innovative methodology in its production for improving its quality. Khadi has the potential



to capture international markets with its unique product features and sustainability. It needs to be exploited and capitalized for growth of Indian artisans."

Giving stress on naturalness to the products he also shared that village industries such as pottery, bamboo, biofuel and tribal area are also picking up demand with focused initiatives from KVIC.

"Our government is committed to build robust policies and framework to facilitate the growth of Khadi and Village Industries Sector," he added.

Corroborating similar

views, the Minister of State for MSME Pratap Chandra Sarangi spoke about ways in which Khadi production can be increased thus meeting the target of generating Rs. 10,000 crore turnover in the coming five years. "If 130 crore people start wearing Khadi, it will provide employment to 150 million persons," he asserted.

Secretary MSME, Dr Arun Kumar Panda, in his address, said that the summit is a good platform for all stakeholders associated with sector to give solutions that can impact life of artisans at grass-root level.

"The summit is a think tank to overcome the challenges and difficulties and to build the road ahead for development of the sector," he said, adding that khadi has huge potential for growth in International markets due to its USP of being a premium product which is very niche. International Collaborations will certainly take Khadi Brand to a new high.

KVIC Chairman Vinai Kumar Saxena said that the total turnover of Khadi has also increased from Rs 889 crore to Rs 3215 crore in the four years.

"Emerged now as a 'Fabric of Future', Khadi has now become a stylish narrative, now being popularly embraced by the noted designers, thanks to the attention given by Prime Minister Narendra Modi. Due to its unique eco-friendly nature and perfect and vivid fabric qualities, this versatile fashion fabric of India is now being used as a tool to navigate India towards Economic Transformation. Innovations in Khadi are now drawing huge national and international appeal," he said.

MPPOST

## Govt eyes earthen kulhads to create jobs

DNA Correspondent  
correspondent@dnaindia.net

**Mumbai:** If Union Minister for Micro, Small & Medium Enterprises (MSME) Nitin Gadkari plan is implemented, earthen pots will become mandatory in eateries, bus stops and railway stations.

"I have personally written to the railway minister and also to all the state transport ministers to make earthen pots mandatory, rather than paper cups which are used now," Gadkari told a seminar organised by Confederation of Indian Industry. Lalu Prasad had also tried such a move by introducing kulhads at



railway stations.

Gadkari said the earthen pots should be made mandatory at all the state transport bus stops and railway stations, so as to increase the demand for them.

He said that he drinks water from such pots every morning as it is a "natural"

### BACK TO THE ROOTS

- MSME ministry aims to create 5 crore jobs in addition to 11 crore jobs
- Looking to increase the contribution of small businesses in overall exports from 40% to 50%

way of preserving water apart from better taste." "People are already enjoying the kulhads at two railway stations, and we must extend it to others as well," Gadkari said.

The minister said the aim of the ministry is to create five crore jobs in addition to

the present 11 crore jobs; to increase the contribution of small businesses in overall exports from 40% to 50%; and to increase their share in GDP to 50% from 29%.

"MSMEs and Khadi Village Industries Commission contributes to 40% of the total exports of the country. Together they provide employment to around 11 crore people," Gadkari said.

The minister also expressed keen interest in association with key stakeholders associated with the Khadi sector to promote it further as a brand, introduce technology and mechanisation in its production to improve quality.

# CELEBRATING KHADI



Gaurav Khampo with his collection



Anuj Bhutani with his collection



Sunset Vyas and Pallavi Dhesani

**T**he Khadi and Village Industries Commission (KVIC) collaborated with three designers to present a special collection celebrating handspun and handwoven cotton and silk Khadi fabrics at the Lakme Fashion Week.

The event saw models displaying Khadi fabrics and celebrating the Indian art form, which was popularised by Mahatma Gandhi. The star attraction at the fashion show was actor Sunset Vyas, who walked

the ramp for designer Pallavi Dhesani. He looked confident and oozed class. KVIC Chairman, Vinai Kumar Saxena, who interacted with the media was quite happy with the turn of events at the fashion show. He said, "Khadi was given to us by Gandhi

and our Prime Minister (Narendra Modi) is taking it forward. Lakme Fashion Week, designers, and the public have played an important role in it. Khadi is an indigenous fabric and most environment-friendly. The entire collection today will take

the fabric to the next level. Earlier, it used to be associated with the politicians, and now youth (who wants to protect the environment) are also embracing it. In the near future, Khadi will become the most important fabric."

Designers Gaurav Khampo and Pallavi Dhesani also offered their inputs and talked about how the fabric is still relevant. Sunset Vyas, who was quite nervous ahead of his ramp walk said, "I was more nervous because I am not used to walking on

the ramp but on the road. It felt great and loved my outfit. I have a special connection with Khadi because my grandfather, who was a freedom fighter, and my father (my father used to wear Khadi). It is a beautiful fabric and I am happy to be part of the event."

**Khadi was given to us by Gandhi and our Prime Minister (Narendra Modi) is taking it forward**  
**Vinai Kumar Saxena,**  
 KVIC Chairman

## RISE IN IMPORT: FROM ₹31 CR (2009) TO ₹540 CR (2018); SURGE IN CHINESE SHARE: FROM ₹1.7 CR (2011) TO ₹212 CR (2018)

# Govt in Huddle as Fragrance of Chinese Agarbattis Spreads Far and Wide

High-level meeting to chart revival path for indigenous industry

Anubhuti Vishnoi@timesgroup.com

**New Delhi:** Although the country-wide spree in religious fervour has pushed the demand for incense sticks to new highs, cheap imports have sent India's very own agarbatti industry almost up in smoke. ET has learnt that a high level meeting took place in New Delhi which charted a revival path for the indigenous industry.

A proposal to hike import duties on round bamboo sticks or raw agarbatti sticks has been mooted. These reductions in import duty on raw agarbatti under the Indo-ASEAN free trade agreement has led bamboo sticks from China and Vietnam to flood the market through the last few years. Assessments indicate that the domestic agarbatti industry is importing over 100,000 metric tonnes of raw agarbatti sticks annually worth nearly \$100 crore per year. Impurity was brought down from 30% in 2011 and then to 5% in 2018. This led the import of raw agarbatti from China to surge to ₹540 crore in 2018. Imports from China alone has increased from ₹1.7 crore in 2011 to ₹212 crore in 2018.

The duty cut has skewed the trade balance in such a way that though the demand for agarbattis has shot up from 1,245 tonnes per day in 2009 to 1,397 tonnes a day in 2018, the domestic industry has run into the red. While Indian perfumers had about 2% dependency on raw agarbatti imports in 2006, it has surpassed 86% as on date, as per government estimates. Here, small and medium enterprises in India are struggling with the entry of raw agarbatti from China and other countries. "Owners of our units have closed down. While Khadi and Village Industries Commission needs to



### Need of the Hour

**Key to a course correction** is revising import duty. The other proposal on which work has begun is to increase India's bamboo production. KVIC plans a mega-plantation drive for high quality bamboo (hambusa tilda) to achieve self-sufficiency in raw material by 2022.

lets in 2016-17, in 2018 it is only 207 could be set up. This has obviously resulted in decreased employment opportunities in grassroots level," KVIC chairman VK Saxena told ET, adding, "We have taken it up with the government." The government is weighing a two-pronged approach to fight the crisis. Key to a course correction is revising the import duties. The other proposition which work has begun is to increase India's bamboo production. KVIC plans a mega-plantation drive for high quality bamboo (hambusa tilda) to achieve self-sufficiency in raw material by 2022. It has begun with planting of saplings in Karnali, Varanasi and Delhi. It will start up agarbatti-making units near these plantations soon. [anubhuti@timesgroup.com](mailto:anubhuti@timesgroup.com)

## नवभारत

# खादी को बनाओ ब्रांड



### गड़करी का सुझाव

कार्यालय मंत्रालय राज सूबई, महाराष्ट्र, मंगल ३ मई २०१९ उद्योग मामलों के मंत्री नितीन गडकरी ने राष्ट्रपिता महात्मा गांधी की पहचान रही खादी बना ब्रांड बनाने पर जोर दिया है. उन्होंने कहा कि एयरलाइन्स संकालन व खादी एंड विलेज इंडस्ट्रीज कमीशन, खादी के 29 प्रिंशल ग्रोथ के अलावा 40 प्रिंशल निर्यात में अपना योगदान दे रही है.

### 11 करोड़ लोगों को रोजगार

इसके माध्यम से करीब 11 करोड़ लोगों को रोजगार उपलब्ध करवाया जा रहा है. नई तकनीक और उत्पादन के बढ़ते तथेक के बावजूद ये खादी की क्वालिटी में काफी सुधार आया है. अब इंटरनेशनल स्कोड में खादी एक बड़े ब्रांड को हरिसल करने की संभाविल्यता रखता है. जगत है इस दिशा में स्वीडिश और जेजना के साथ काम करने की. गडकरी रोडमैप पर ग्रोथ उभरे खादी सेक्टर विषय पर अप्रैल 2019 में बोल रहे थे. उन्होंने कहा कि खादी इस सेक्टर में और 5 करोड़ रोजगार पैदा करने की संकेत पर काम कर रही है.

### 10,000 करोड़ के टर्न ओवर का टारगेट



एयरलाइन्स मामलों के राज्यमंत्री प्रताप चन्द्र सारंगी ने कहा कि: खादी के क्षेत्र में हम लोगों ने अगले 5 साल में 10 हजार करोड़ के टर्न ओवर की योजना बनाई है. उन्होंने कहा कि यदि देश की 130 करोड़ जनता खादी पहनना शुरू करती है तो 15 करोड़ से ज्यादा लोगों को रोजगार मिल सकता है. इस मौके पर एयरलाइन्स सचिव डॉ. अरुण कुमार पांडा, केमिस्ट्री के निदेशक विभव कुमार सक्सेना व सीआईआई निदेशक व चंद्रशेखर जेठू ने

## जिला स्तरीय बैंकर्स बैठक का आयोजन



### जनमार्ग संवाददाता

**हनुमानगढ़:** जल्ल बहदुर शास्त्री शिक्षा समिति रावलपुर द्वारा हनुमानगढ़ में प्रधानमंत्री रोजगार सृजन कार्यक्रम के अंतर्गत जिला स्तरीय बैंकर्स मीटिंग का आयोजन किया गया। समिति के सचिव भागीरथ राठी ने बताया कि होटल सिंगला में आयोजित इस बैठक में खादी और ग्रामोद्योग आयोग भारत सरकार के महाप्रबंधक सुश्री अक्काशदीप सिंधु, अग्रणी जिला बैंक प्रबंधक

बी.एल.मोना और जिले भर के बैंकों से पधार बैंक प्रबंधक उपस्थित रहे। खादी और ग्रामोद्योग आयोग भारत सरकार के राज्य निदेशक बदीलाल भीषण ने वीडियो कॉन्फ्रेंसिंग कर बैंक प्रबंधकों से बैंक में लॉक आवेदीयों के बारे में निवृत्ताप करने के लिए निर्देशित किया। उन्होंने कहा कि युवा, किसान और महिला वर्ग को कूटार एवं लघु उद्योगों में जोड़ने के लिए आवश्यक जल जल से जल उपलब्ध करवाया जाए ताकि आगे की कार्यवाही पूरी की जा सके। उपस्थित बैंक कर्मियों ने पूरा सहयोग करने का आश्वासन दिया।



# प्रदर्शनी में खादी के उत्पादों पर बीस प्रतिशत छूट



कामयाब कलम रिपोर्टर

**बीकानेर।** खादी ग्रामोद्योग द्वारा खादी उत्पादों की प्रदर्शनी रतन बिहारी पार्क में चल रही है। प्रदर्शनी में खादी के स्पेशल रेडीमेन्ट कुत्ते, जाकेट, लेडिज स्टॉल, शॉल आदि आईटमों पर

20 प्रतिशत छूट पर दिये जा रहे हैं। बीकानेर के आयोजक संस्था के मंत्री झंवरलाल पन्नू ने बताया कि प्रदर्शनी में स्पेशल अम्बर चर्खा का कताई प्रत्यक्ष प्रदर्शन किया जायेगा। उन्होंने बताया कि प्रदर्शनी का समापन 1 सितम्बर को होगा।

# खादी उद्योगाला चलना देण्यासाठी बँकांचे सहकार्य नाही



केंद्रीय गृहम, लघु आणि मध्यम उद्योगधर्मात्मक आणि रतने वाजपुकरांची विविध गवकरी, 'केव्हीआईसी' ने अग्रिम विनय युवा समेता, एमएसएमई सेक्रेटरी डॉ. अरुण कुमार पांडे, राज्यमंत्री प्रतापचंद्र सरणी, एन. संकुमार रे मुंबईत आयोजित 'संस्कृतियुक्त व ब्रँड खादी व फाईव्ह ऑफ इंडिया कमीट' मध्ये उद्घोषित एहिने साक्षात्ता येरलेले आवाकिक. (बाया : बी. एन. सोनी)

**युवासंस्था**

मुंबई, महाराष्ट्र - देशभर उर्ध्वकने खादी वाषाभावाय मुन्वज केली तर १५ कोटी लोकांन जेवनात जिनू वकनी. खादी उद्योगाला आधुनिक संस्थावाची मदत आणि बंधावेंद विद्यमान देण्यासाठी प्रयास केलने वरलेवे बां. तयारी. खादी उद्योगाला बँका उरकरावे कळ नाहींत, पणु अगए वा खासकरून राष्ट्रीय प्रन्वज लघुगु मळु केली पाहिजे, जसे खरेचोन केंद्रीय

**एमएसएमई राज्यमंत्री प्रतापचंद्र सरणी यांचे खडेबोल**

एवएवएवई राज्यमंत्री प्रतापचंद्र सरणी याने आज नरेंद वेडेंद वीधाना मुक्कले. वा कार्याक्रम एवएवएवई आणि रतने वाजपुकरांची विविध पळकरी प्पुषाले की, कुडलीई उरुजोड व कसल सार्वीय वातना देण्यासाठी प्रयास केले जावतिल. खादी उद्योगाची आर्थिक वरं

२०१९ मध्ये ७२ हजार कोटीची उरुचलन सोली वर ही उगाळतात आताची बाधापला पाहिजे. वरेंकेंकडून सहाकरां व होगमात अनेक कारणे जावतिल आणि खादीला बाधापेंद उरुचलने नाही. तयारी, खादी ही राष्ट्रीय दुस अरुचलनेची लोकांन वरणी वाची खादीला लोकप्रियता मिळविण्यासाठी 'डीआयसीए'ने मुंबईत आयोजित केलेल्या 'सोवनावाकियुक्त व ब्रँड खादी व फाईव्ह ऑफ इंडिया कमीट'मध्ये अगली पळकळणे पावली.

# केवीआईसी ने लैकमे फैशन में बेहतरीन कलेक्शन पेश की

मुंबई। लैकमे फैशन वीक-विंटर / फेस्टिव 2019 में भारतीय स्वतन्त्रता के वस्त्र-खादी की सुंदरता और गौरव को रैम्य पर उतार कर, खादी और ग्रामोद्योग आयोग (केवीआईसी) ने सस्टेनेबल फैशन डे पर तीन युवा डिजाइनरों खनीजो, अनुज भूटानी और पल्लवी ध्यानी द्वारा बनाए गए खादी कलेक्शन को प्रदर्शित कर महात्मा गांधीजी की 150वीं जयंती मनायी। खादी और ग्रामोद्योग आयोग के इस शो में 3 युवा डिजाइनरों के संग्रह का अनावरण किया गया, जिन्होंने खादी को अलग तरह से फैशनेबल बनाया और यह सुनिश्चित किया कि फैब्रिक ऑफ इंडिया, फैशनेबल रचनात्मकता के साथ नए युग

में अवतरित हुआ है। खादी और ग्रामोद्योग आयोग के अध्यक्ष विनय कुमार सक्सेना ने कहा, खादी भविष्य का वस्त्र है। अपने अनूठे इको-फ्रेंडली स्वभाव और परिपूर्ण तथा शोख रंग युक्त वस्त्र गुणों के कारण खादी एक स्टाइलिश प्रचलन बन गई है जो अब डिजाइनरों द्वारा लोकप्रिय रूप से अपनायी जा रही है। लंबी और कटिन लड़ाई के बाद मिली स्वतन्त्रता के लिए खादी का उपयोग भारतीयता की पहचान दर्शाने के लिए किया गया। पिछले 72 वर्षों से लेकर अब तक खादी वस्त्र सभी अंतर्राष्ट्रीय सीमाओं को पार कर रचनात्मक सोच को प्रेरित और अर्चभित कर रही है। फैब्रिक ऑफ

इंडिया के नाम से जानी जाने वाली खादी अपने आप में एक संस्कृति साबित हुई है, जो सही मायने में हमारे देश की उपलब्धियों को गौरव पूर्वक दर्शाती है। खादी में नवाचार अब व्यापक राष्ट्रीय और अंतर्राष्ट्रीय स्तर पर ध्यान आकर्षित कर रहा है। युवा और प्रसिद्ध फैशन डिजाइनर खादी में नये-नये प्रयोग कर रहे हैं और खादी के प्रति आकर्षण को एक नया मोड़ दे रहे हैं। वस्त्र में नए रंगों का चयन एवं विस्तार, कटिंग, सिलाई के तरीकों में पश्चिमीकरण को शामिल करना, और अपने आप में नए रुझानों का निर्माण करना, खादी वस्त्र भविष्य में पहने जाने वाले परिधानों के रूप में ढल चुकी है।

# सभी को मिले रोजगार : विनय सक्सेना



स्वलेखक: कुम्हारों को विद्युत चालित चाक विकसित करते हुएका अतिथि व पर्यटन कौशल में गाड़ी।

## ■ खादी दामोदर आयोग ने 60 कुम्हारों को दिव्य विद्युत चालित चाक

हरियाणा सरकार की खादी योजना के अंतर्गत 60 कुम्हारों को विद्युत चालित चाक प्रदान की गई। इस दौरान खादी दामोदर आयोग के अध्यक्ष विनय सक्सेना ने कुम्हारों को विद्युत चालित चाक प्रदान किया।

विनय सक्सेना ने कहा कि भारत सरकार की योजना है कि सभी को रोजगार मिले। इसी उद्देश्य में सरकार ने ग्रामीणों को रोजगार प्रदान करने के लिए विद्युत चालित चाक कार्यक्रम का आयोजन किया। अन्य गांवों में विभिन्न अतिथि कुम्हार कारखानों को विद्युत चालित चाक प्रदान करने के लिए सरकार द्वारा कार्यक्रम के बारे में विचार में आनेवाली है। कार्यक्रम के दौरान

60 कुम्हारों को विद्युत चालित चाक प्रदान की गई। इस दौरान खादी दामोदर आयोग के अध्यक्ष विनय सक्सेना ने कुम्हारों को विद्युत चालित चाक प्रदान किया।

## मर्दन सिंह इण्टर कॉलेज पहुँच कर की खादी ताला

खादी दामोदर आयोग के अध्यक्ष विनय सक्सेना ने कुम्हारों को विद्युत चालित चाक प्रदान किया।

इस दौरान कुम्हारों को खादी दामोदर आयोग के अध्यक्ष विनय सक्सेना ने विद्युत चालित चाक प्रदान किया। खादी दामोदर आयोग के अध्यक्ष विनय सक्सेना ने कुम्हारों को विद्युत चालित चाक प्रदान किया।

### New odour: India imports ₹800cr agarbattis from China

New Delhi: First, it was silk. Now, even agarbattis (incense sticks) that are used in worship are being imported from China. The ₹800 crore worth of agarbattis imported from China are being used in worship, including Chitra and Venkateswara Deo from Kham and Village Industries Commission (VIC) has revealed.

**JOB LOSS**  
Impact of new agarbattis ranged from 50 to 100 jobs lost in 15 villages in Haryana. The loss of jobs is expected to be around 100 in 15 villages in Haryana.

India's dependence on China for agarbattis has increased significantly. The loss of jobs is expected to be around 100 in 15 villages in Haryana. The loss of jobs is expected to be around 100 in 15 villages in Haryana.

### मधुमक्खी पालन जागरूकता शिविर लगाया

मधुमक्खी पालन जागरूकता शिविर लगाया। इस शिविर के दौरान सरपंच पति इन्दीरा सरकार के अंतर्गत राधे नेहरू में खादी कौशल प्रदर्शन, कृषि मंच, सुभाष देवर्षि, विवेक रावरा, और रामोदर अर्णो परत से जुड़े इन्दीरा, नेशनल ऑफिसरी अर्णो रामो के अतिथि में पूरा है। इस खादी संस्था द्वारा राधे के लोगों को मधुमक्खी पालन के लिए जागरूक करने के लिए शिविर लगाया। शिविर में राधे लोगों को मधुमक्खी पालन से संबंधित शिव जागरूकता दी गई। उपस्थित शिव जागरूकता पर नोडल अधिकारी से सवाल-जवाब कर जानकारी प्राप्त की। इस अवसर पर पूरा है। इस संस्था की संस्था के इन्दीरा रावरा से विवेक





खादी और ग्रामोद्योग आयोग के अध्यक्ष विनय सरस्वती व अपनी चाक के साथ बैठे कुम्भकार बंधु। अमर उजाला ब्यूरो

## कुम्हार कला का प्रशिक्षण पाकर पाया चाक और प्रमाण पत्र

खादी और ग्रामोद्योग आयोग के अध्यक्ष ने बढ़ाया हौसला

अमर उजाला ब्यूरो

चाक मिलने से खुश हुए कुम्भकार

कोरिया। छोटी-छोटी चीजों से कारखानों तक के लोगों में बहुत बदलाव आ सकता है। खादी और ग्रामोद्योग आयोग इस दिशा में काम कर रहा है और इसकी योजनाओं का लाभ लाखों लोगों को मिल रहा है। यह खादी खादी और ग्रामोद्योग आयोग के अध्यक्ष विनय सरस्वती ने एक होटल में आयोजित कार्यक्रम में कहा।

पिछले दिनों कुम्हारी कला का प्रचार देने के लिए खादी एवं ग्रामोद्योग आयोग को और से एक कार्यक्रम का आयोजन कोरिया के औद्योगिक आउटप्लस में किया गया था जिसमें कुम्हारी कला में जुड़े 40 लोगों ने विशेष श्रम किया

कोरिया। जिन कुम्भकार बंधुओं को चाक और प्रमाण पत्र मिले हैं वे सभी काफी खुश थे। कोरिया के राष्ट्रीय नगर की रहने वाली महिला कुम्भकार का कहना है कि यह चाक उसके जीवन में बहुत मूल्यवान् वस्तु है क्योंकि अभी तक वह चाकर को प्राप्त कर काम करती थी जिसमें महंगा भी ज्यादा लगती थी और आभार भी काफी कम हो पाती थी। जिससे परिवार अलग पाना मुश्किल था। अब बिजली से चलने वाली चाक में महानत जो बदलेगी, निश्चित रूप से वह ज्यादा काम कर सकेगी और ज्यादा मुनाफा कमा सकेगी।

डा. इन सभी को प्रमाण पत्र व चाक प्रदान किए गए। कोरिया को विशेष संसाधन अणुसंध प्रतिनिधि दंपति का निरक्षण को अणुसंध में आयोजित कार्यक्रम में मुख्य अतिथि आयोग के अध्यक्ष ने बताया कि सहजता का पैदा होना लोगों के अलावा केसर जैसे पालक रूप में भी प्रायोजक

रूप है जिसका प्रायिक व्यवसाय को यह पैदा करके लगाया जायेगा। इसमें पूर्व आयोग के अध्यक्ष गुणवत्ता कार्यक्रम अर्थात् एचके गुणवत्ता राज्य निदेशक एचके शिवा आदि ने भी सम्मेलित किया। इस दौरान एचके गुणवत्ता कार्यक्रम, एचके शिवा ने विशेष श्रम किया।

## प्राइमरी स्कूलों के बच्चे पहनेंगे खादी यूनिफॉर्म

15 जुलाई तक प्रदेश के सभी बच्चों तक पहुंचेंगे दो सेट

15 अक्टूबर को, अमर उजाला

कोरिया के प्राइमरी स्कूलों के सभी बच्चों को खादी यूनिफॉर्म पहनाने का काम शुरू है। खादी और ग्रामोद्योग आयोग के अध्यक्ष विनय सरस्वती ने कहा कि यह खादी यूनिफॉर्म पहनने से बच्चों में खादी कला के प्रति जागरूकता बढ़ेगी और वे अपने परिवार को भी खादी कला के प्रति जागरूक कर सकेंगे। खादी और ग्रामोद्योग आयोग के अध्यक्ष विनय सरस्वती ने कहा कि यह खादी यूनिफॉर्म पहनने से बच्चों में खादी कला के प्रति जागरूकता बढ़ेगी और वे अपने परिवार को भी खादी कला के प्रति जागरूक कर सकेंगे। खादी और ग्रामोद्योग आयोग के अध्यक्ष विनय सरस्वती ने कहा कि यह खादी यूनिफॉर्म पहनने से बच्चों में खादी कला के प्रति जागरूकता बढ़ेगी और वे अपने परिवार को भी खादी कला के प्रति जागरूक कर सकेंगे।

20-08-20

## 2 दैनिक जागरण देहरादून

### 15 प्रशिक्षुओं ने सीखे स्वरोजगार के गुर

विकासनगर: सहसपुर के शंकरपुर स्थित ओरियंटल बैंक ऑफ कामर्स के ग्रामीण स्वरोजगार प्रशिक्षण संस्थान आरसेटी में स्वरोजगार के लिए दस दिवसीय प्रशिक्षण शिविर का शुभारंभ किया गया। शिविर में 15 प्रशिक्षुओं को प्रशिक्षित किया जाएगा।

इस संबंध में जानकारी देते हुए आरसेटी के निदेशक अनिल कुमार गोयल ने बताया कि शिविर में प्रशिक्षुओं को प्रधानमंत्री स्वरोजगार योजना के बारे में विस्तार से जानकारी देने के साथ-साथ उन्हें अपने रोजगार प्रारंभ करने के बारे में जागरूक किया जाएगा। इसके अलावा उन्हें उद्यमिता विकास, बाजार प्रबंधन, समस्या का समाधान, लेखांकन, बुक कीपिंग, बैंकिंग स्कीम, समय प्रबंधन, केशलेस ट्रांजक्शन, वित्तीय प्रबंधन, कार्यशील पुंजी का आंकलन, जीएसटी तथा व्यवसाय से संबंधित कानूनी दस्तावेजों की औपचारिकता आदि की विस्तार से जानकारी दी जाएगी। उन्होंने कहा इस प्रकार के रोजगार करने से वे अपने व अपने परिवार की आजीविका का माध्यम तैयार कर सकते हैं। (संस)

# हवाई अड्डों, रेलवे स्टेशन और मॉल में जल्द मिलेगी कुल्हड़ वाली चाय

गई दिल्ली, इट : देश भर में सभी प्रमुख रेलवे स्टेशन, बस भाड्डों, हवाई अड्डों और मॉल में जल्द ही आपकी कुल्हड़ वाली चाय मिल सकती है। केंद्रीय सूचना परिवहन एवं सूक्ष्म लघु और मध्यम उद्यम संचालन विभाग गूगल ने इस संबंध में एक संघीय पोस्टर बना कर जारी किया है। उसी पोस्टर और सामग्री को रेलवे स्टेशन पर ही पढ़ी मिट्टी से बने कुल्हड़ में चमक दे सकते हैं।

गूगल ने कहा, 'मैंने पोस्टर पोस्ट कर एक बार विचार 100 रेल स्टेशन पर कुल्हड़ को अनिवार्य करने के लिए कहा है। मैंने हवाई अड्डों और बस टर्मिनस की चाय दुकानों पर भी इसे अनिवार्य करने का निर्णय दिया है। हम कुल्हड़ के इतिहास के लिए मॉल को भी प्रभावित करेंगे।'

- गूगल ने रेल बंदी को रोकना, कहर - स्थानीय कुल्हड़ को मिलेगा ब्रांड
- कालज - प्लास्टिक के मितासी का इतिहास बंद होने से पर्यावरण को खे रहत नुकसान होगा कम



गूगल ने कहा कि इससे स्थानीय कुल्हड़ को बाजार मिलेगा। इसके साथ ही ब्रांड और प्लास्टिक से बने मितासी का इतिहास बंद होने से पर्यावरण को खे रहत नुकसान कम होगा।

गूगल ने खादी ग्रामोद्योग आयोग को यह सुझाव भी दिया है। इस प्रकार पर कुल्हड़ के उत्पादन के लिए आवश्यक उपकरण उपलब्ध कराने को भी कहा है। आयोग के चेयरमैन विनय कुमार गजमेरा ने इस बारे में कहा, 'हमने मिलने वाले कुल्हड़ों को कुल्हड़ बनाने के लिए 10,000 इलेक्ट्रिक चाक दिए। इस साल हमने 25 हजार इलेक्ट्रिक चाक बांटने का निर्णय ले लिया है। सरकारें कुल्हड़ उत्पादन को बढ़ावा देने के लिए इलेक्ट्रिक चाक विनिर्माण कर रही हैं।'

2019/8/26 07:29



# मधुमक्खी पालन जागरूकता शिविर लगाया

नेतेवाला(सीमा सन्देश सम्वाददाता)। प्रधानमंत्री हनी मिशन कार्यक्रम के अंतर्गत गांव नेतेवाला में खादी और ग्रामोद्योग आयोग भारत सरकार के मण्डलीय कार्यालय से पहुंचे हनी मिशन, नोडल अधिकारी अजय शर्मा की उपस्थिति में एल.बी.एस खादी संस्था द्वारा गांव के लोगों को मधुमक्खी पालन के लिए जागरूक करने के लिए शिविर लगाया। शिविर में पहुंचे लोगों को मधुमक्खी पालन से संबंधित जानकारी दी गई। उपस्थित ग्रामीणों ने भी इस विषय पर नोडल अधिकारी से सवाल-जवाब कर जानकारी प्राप्त की। इस अवसर पर एल.बी.एस संस्था की तरफ से प्रदीप स्वामी व विनोद

आसन मौजूद रहे। इस शिविर के दौरान सरपंच पति वकील मायल, कृष्ण मायल, सुभाष देवर्ध, सेरेश ताखर, राजेश ताखर, दलीप खान, राय साब स्वामी, साहबराम लुहार, विक्रम भारोता, अमित सहारण, गंगाराम बाजीगर, हरलाल सैन, राजकुमार दुंडाड़ा आदि लोग मौजूद थे।



# वीमेंस कॉलेज में चरखा प्रशिक्षण का शुभारंभ

खादी एवं ग्रामोद्योग आयोग के सहयोग से जम्शेदपुर वीमेंस कॉलेज में उपलब्ध करवा कर एक नए नए सौंदर्य के संकेतों पर छात्राओं के प्रशिक्षण सुचारु रूप से हुआ। कॉलेज परिवार में स्थित छात्रावास में आयोजित कार्यक्रम में मुख्य अतिथि के रूप में खादी अनुसंधान संस्थान की सारंग राज उपस्थित थीं।

श्रीके पर राठी ने कहा कि वर्तमान शिक्षा व्यवस्था संपूर्ण कौशल विकास-मुख्य है। इस अवसर पर खादी और ग्रामोद्योग आयोग के निदेशक जेके गुप्त, निदेशक राग, प्रशासनिक अधिकारी

कुमार, रामेश्वर महोदय, डॉ. रामनिधि, डॉ. विष्णु झा, डॉ. सदानंद, सतीश कुमार तथा छात्राध्यक्ष मौजूद थीं।

विशेष अतिथि अजय शर्मा ने कहा कि जम्शेदपुर वीमेंस कॉलेज में चरखा प्रशिक्षण का शुभारंभ हुआ। इसके लिए आवश्यक सारी व अन्य सामग्री खादी ग्रामोद्योग आयोग के सहयोग से कॉलेज में पहुंच चुकी है। वीमेंस कॉलेज के एक टिकट कार्यालय को लेकर के बाद इस कार्यक्रम को प्रतिष्ठित करवा जाएगा। इस संबंध में जानकारी देने हुए कॉलेज की उपरी प्रशासनिक अधिकारी कुपरा तथा सर्टिफिकेट कोर्स विभागाध्यक्ष



सुभाष श्री कोर्स कॉलेज में चरखा प्रशिक्षण कार्यक्रम शुरू होने के अवसर पर सारंग राज उपस्थित थीं।

