



कामये दुखतप्रानाम्।  
प्राणिनाम् आतिनाशनम्॥

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## MINISTER MSME LAUNCHES SILK MASK GIFT BOX

**KVIC  
Celebrates  
74th  
Independence Day**



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## Chairman, KVIC writes' a Letter to Khadi Lovers

Dear Khadi Lovers,

The overwhelming response to Khadi masks is encouraging. KVIC's endeavour is to always deliver products on time but various constraints that are totally beyond our control add up to some delays. We assure you best service at all times.

विनय कुमार सक्सेना  
VINAI KUMAR SAXENA



अध्यक्ष  
CHAIRMAN  
खादी और ग्रामीणोद्योग आयोग  
KHADI & VILLAGE INDUSTRIES COMMISSION  
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय  
Ministry of Micro, Small & Medium Enterprises  
भारत सरकार  
Government of India

No: CS/Covid-19/2020-21  
Date: 30/07/2020

Dear Khadi Lovers

I thank each one of you for the overwhelming response to Khadi Face Masks, the most eco-friendly and affordable product to fight Corona pandemic. We regret the delay in delivery of face masks owing to various factors that were totally beyond our control. However, I am sure you must have received your face masks by now or you will be receiving them soon as we have dispatched all orders till today.

We are working in the extraordinary situation of Covid-19 pandemic with limited workforce. We had maintained a stock of 50,000 face masks at the time of beginning the online sale on July 7. The buyers' response was, however, more than we expected. I would like to mention that like all other Khadi products, the Khadi face mask fabric is handcrafted which requires extra time and labor for our artisans to produce.

I would also mention that the Indian Postal Department is also working against odds to deliver the consignments at your doorsteps. Owing to shortage of manpower and transportation constraints, the department accepts consignments every alternate day, which adds to the delay. But I am pleased to inform you that our team worked overtime to make up for the delay.

While, we sincerely regret the delay, I would like to assure you that the KVIC would never compromise on the quality, which is the true essence of Khadi and the Gandhian principles. I would appreciate your feedback on Masks. Once again, thank you all for buying Khadi products. This is small but meaningful contribution towards empowering our artisans and realizing the Hon'ble Prime Minister's dream of "Aatmanirbhar Bharat".

Stay safe and healthy.

Yours truly

(Vinai Kumar Saxena)

# MSME Minister Approves a New Scheme to Make India Aatmanirbhar in Agarbatti Production



Hon'ble Minister for MSME, Shri Nitin Gadkari has approved a unique employment generation program proposed by Khadi and Village Industries Commission (KVIC) to make India Aatmanirbhar in Agarbatti production.

The programme named as “Khadi Agarbatti Aatmanirbhar Mission” aims at creating employment for unemployed and migrant workers in different parts of the country while increasing domestic Agarbatti production substantially. The proposal was submitted to the Ministry of MSME for approval last month. The pilot project will be launched soon and on full-fledged implementation of the project, thousands of jobs will be created in the Agarbatti industry.

The scheme designed by KVIC on PPP mode is unique in the sense that in a very less investment, it will create sustainable employment and help private Agarbatti manufacturers to scale up Agarbatti production without any capital investment by them. Under the scheme, KVIC will provide Automatic Agarbatti making machines and powder mixing

machines to the artisans through the successful private Agarbatti manufacturers who will sign the agreement as business partners. KVIC has decided to procure only locally made machines by Indian manufacturers which also aims at encouraging local production.

KVIC will provide 25% subsidy on the cost of the machines and will recover the remaining 75% of the cost from the artisans in easy installments every month. The business



partner will provide the raw material to the artisans for making Agarbatti and will pay them wages on job work basis. Cost of artisans' training will be shared between KVIC and the private business partner wherein KVIC will bear 75% of the cost while 25% will be paid by the business partner.

Each automatic Agarbatti making machine makes approximately 80 kg Agarbatti per day which will provide direct employment to 4 persons. One powder mixing machine, to be given on a set on 5 Agarbatti making machines, will provide employment to 2 persons.

The current job work rate for Agarbatti making is Rs 15 per kg. At this rate, 4 artisans working on one Automatic Agarbatti machine will earn minimum Rs 1200 per day by making 80 kg of Agarbatti. Hence every artisan will earn at least Rs 300 per day. Similarly, on powder mixing machine, each artisan will get a fixed amount of Rs 250 per day.

As per the scheme, the wages to the artisans will be provided by the business partners on weekly basis directly in their accounts through DBT only. Supply of raw material to the artisans, logistics, quality control and marketing of the final product will be the sole responsibility of the business partner. After recovery of the 75% cost, the ownership of the machines will automatically be transferred to the artisans.

A two-party agreement to this effect will be signed between KVIC and the Private



Agarbatti manufacturer for successful running of the project on PPP Mode.

The scheme has been designed in wake of the two major decisions – import restriction on Raw Agarbatti and increase in import duty on Bamboo sticks - taken by the Ministry of Commerce and Ministry of Finance respectively on the initiative of Shri Gadkari.

KVIC Chairman Shri Vinai Kumar Saxena said the two decisions of the Central Government created a huge employment opportunity in the Agarbatti industry. “In order to encash the huge employment generation opportunity, the KVIC designed a programme namely “Khadi Agarbatti Aatmanirbhar Mission” and submitted to the Ministry of MSME for approval,” Saxena said.

The programme aims at handholding artisans and supporting the local Agarbatti industry. The current consumption of Agarbatti in the country is approximately 1490 MT per day; however, India's per day production of Agarbatti is just 760 MT. There is a huge gap between the demand and the supply and hence, immense scope for job creation.



# Removal of Bottleneck Accelerates Implementation of PMEGP Projects

*Thanks to the decision of the Ministry of MSME of eliminating the role of district collectors in approving the PMEGP projects, the approval of projects during the first five months of this financial year, i.e. from April 1, 2020 to August 18, 2020, increased by a whopping 44%.*

At a time when country's economy took a severe jolt due to Covid-19 lockdown, the flagship Prime Minister Employment Generation Program (PMEGP) implemented by Khadi and Village Industries Commission (KVIC) progressed at a much rapid pace. Thanks to the decision of the Ministry of MSME of eliminating the role of district collectors in approving the PMEGP projects, the approval of projects during the first five months of this financial year, i.e. from April 1, 2020 to August 18, 2020, increased by a whopping 44%.

Khadi and Village Industries Commission (KVIC), has approved and forwarded 1.03 lakh project applications to the financing banks as compared to 71,556 projects during the corresponding period last year and thus registering a jump of 44%.

PMEGP is the flagship employment generation program of the Central government and KVIC is the nodal agency for implementing the scheme. The Ministry on April 28, this year amended the guidelines to do away with the role of District Level Task Force Committee

(DLTFC) in approving the PMEGP projects. The role of DLTFC, headed by the District Collectors, was seen as a bottleneck in timely and swift execution of projects under PMEGP and KVIC was demanding eliminating the role of District Collectors it was often noticed that this important scheme was accorded the least priority.

As per the amended guidelines, KVIC, the nodal agency for implementing PMEGP scheme, was entrusted the task of clearing the applications from prospective entrepreneurs and forward it to the Banks for taking credit decisions. As of now, the proposals were scrutinized by the DLTFC that often led to inordinate delays in sanctioning of the projects.

During the period from April to August in 2020, financing banks sanctioned 11,191 projects and Rs 345.43 crore margin money was disbursed to applicants as compared to Rs 276.09 crore margin money disbursed for 9161 projects in the first five months of previous year, i.e. 2019. The number of sanctioned projects by banks thus increased by 22% while the

disbursement of margin money by KVIC increased by 24% as compared to previous year.

The faster implementation of PMEGP projects this year assumes greater significance as the entire country was under lockdown for most part of these five months. The higher number of projects also signifies the government's resolve to create self-employment and sustainable livelihood for the people by promoting local manufacturing.

KVIC Chairman Shri Vinai Kumar

Saxena said the massive jump in approval of PMEGP projects is a result of the Hon'ble Prime Minister's call for "Minimum Government, Maximum Governance". "Discontinuing the role of District Collectors has ensured swift implementation of the projects. However, the banks must also expedite the process of sanctioning funds so as to benefit maximum number of applicants. Timely disbursal of funds is crucial for execution of projects and creating employment in the country," Saxena said.

### Comparison of PMEGP Performance from 1<sup>st</sup> April to 18<sup>th</sup> August in 2019 and 2020

Particulars	1 <sup>st</sup> April to 18 <sup>th</sup> August 2019		1 <sup>st</sup> April to 18 <sup>th</sup> August 2020		Growth %	
	No. of Projects sanctioned by banks	Margin Money disbursed by KVIC	No. of Projects sanctioned by banks	Margin Money disbursed by KVIC	No. of Projects sanctioned by banks	Margin Money disbursed by KVIC
No. of applications received	168848		178003		5%	
No of Applications forwarded to financing banks	71556		103003		44%	
	9161	Rs 276.09 crore	11,191	Rs 345.43 crore	22%	24%

## MSME Minister launched Khadi's Gift Box of Silk Mask

**You can now gift your families and friends an attractive gift box of exclusive Khadi Silk Face Masks. Hon'ble Minister for MSME, Shri Nitin Gadkari launched the Gift Box, developed by Khadi and Village Industries Commission (KVIC) on 1st August, 2020. The gift box consists of four handcrafted silk masks in different colors and prints. The masks are packed in a beautifully crafted handmade paper box in black color with golden embossed printing.**

Shri Gadkari appreciated the gift box saying it is an apt product to celebrate the spirit of festivals while also ensuring safety. He lauded the mask-making initiative of KVIC saying this provided the artisans with sustainable livelihood during the most difficult time of Corona pandemic.

The silk mask gift boxes are priced at just Rs 500 per box and now available at all KVIC outlets in Delhi NCR.

KVIC Chairman Shri Vinai Kumar Saxena said the idea behind launching the gift box is to tap



the foreign market and a large Indian population looking for reasonably priced gift items for their loved ones during the festival season.

The gift boxes will have one printed Silk Mask and three other masks in solid attractive colors. These triple-layered silk masks are skin-friendly, washable, reusable and biodegradable. The Silk Masks have three pleats and come with adjustable ear loops and attractive beads. It has two inner layers of 100% Khadi cotton fabric and one top layer of Silk fabric.







## Honey Mission Propels Self-Employment for Migrant Workers; 700 bee boxes distributed in Western UP



*Khadi and Village Industries Commission (KVIC) has taken a big leap towards “Aatmanirbhar Bharat” by creating local employment for migrant workers through its flagship “Honey Mission” programme.*

On 25th August, 2020, Hon'ble Minister of State for MSME, Shri Pratap Chandra Sarangi distributed 700 bee boxes to 70 migrant workers of Saharanpur and Bulandshahr districts of Uttar Pradesh and thus providing them with livelihood opportunity under Honey Mission.

These migrant workers – 40 from Saharanpur

and 30 from Bulandshahr – had returned to their hometown from states like Karnataka, Maharashtra, Gujarat, facing financial distress due to Covid-19 lockdown. Rising to the call of the Hon'ble Prime Minister for “Aatmanirbhar Bharat”, KVIC identified these workers, imparted them 5-days training on beekeeping



and provided them necessary tool kit and bee boxes to carry out beekeeping activities. The entire western Uttar Pradesh region, with abundance of flora that includes a variety of crops, is ideal for honey production. Bee boxes were distributed at KVIC's training center in Panjokhera.

Speaking on the occasion, Hon'ble Minister Shri Sarangi lauded the initiative and said while roping in these workers with beekeeping will create local employment; it will also contribute to increasing India's honey production which is the core objective of Honey Mission. "It is a great initiative. Creating employment to migrant workers at their doorsteps will make them self-reliant," the Minister said.

KVIC Chairman, Shri Vinai Kumar Saxena who was also present on the occasion, said roping in migrant workers with beekeeping is aligned with Hon'ble Prime Minister Shri Narendra Modi's call for 'self-reliance' by promoting local industries. "Beekeeping will not only increase India's honey production but it will also increase the income of the beekeepers. Further, products

such as bee wax, pollen, propolis, royal jelly, and bee venom are also marketable and hence, a profitable proposition for the locals," he said.

The migrant workers, who were provided with bee boxes and the tool kit, expressed happiness over the government support shared their experiences saying they would no

longer need to leave their home in search of jobs in other states. Ankit Kumar, who returned to his hometown Saharanpur from Karnataka, said he was rendered jobless in the lockdown. However, with KVIC's support, he was now self-employed again. Another migrant worker, Mohit, who worked in Maharashtra, said he would not have to leave his family behind while searching for jobs in other cities and that by engaging with Honey Mission, he will be able to make a better livelihood.

Notably, the Honey Mission launched by KVIC 3 years ago aims at creating employment for farmers, Adivasis, women and unemployed youth by roping them with beekeeping and increasing India's honey production. So far, KVIC has distributed 1.35 lakh bee boxes in states like Jammu & Kashmir, Himachal Pradesh, Punjab, Uttar Pradesh, Bihar, Arunachal Pradesh, Assam and Tripura among others. This has benefited 13,500 people across the country while producing nearly 8500 MT honey.

## Foundation Laid for Joint Office Building of KVIC & TKVIB in Agartala Bamboo and Honey Industry to Benefit

The 8-year old project for a joint office building of Khadi and Village Industries Commission (KVIC) and Tripura Khadi and Village Industries Board (TKVIB) in Tripura is now assuming a concrete shape.

Hon'ble Chief Minister of Tripura, Shri Biplab Kumar Deb and KVIC Chairman Shri Vinai Kumar Saxena on 15th August jointly laid the foundation stone for the office building in Tripura. While the TKVIB has provided land for the building, the KVIC has sanctioned Rs 7.72 crore for the building construction. Out of this, KVIC has already released Rs. 4 crore and the construction will be completed in one year.

Speaking on the occasion, Shri Biplab Kumar Deb lauded the initiatives of the KVIC



and said the joint office building would ensure proper coordination and speedy execution of various projects in the state. “The Tripura Government and KVIC will together work on increasing the production of bamboo sticks for Agarbatti in the state which has reduced from 29,000 MT per year to just 1400 MT per year. There is also a huge potential for other bamboo-based industries given the abundance of bamboo in the state. We plan to increase the production of bamboo bottles and even begin packaging of locally produced honey in bamboo bottles, which is a unique step,” the Chief Minister said.

The KVIC Chairman too emphasized on the huge bamboo potential in the state saying Tripura could lead the country in manufacturing of round bamboo sticks and contributes in making India Aatmanirbhar in Agarbatti





production. “With abundance of raw material, i.e. bamboo available in the state, Tripura can be a leader in making Bamboo sticks. There is a huge opportunity for local manufacturing particularly after a hike in import duty on bamboo sticks,” Saxena said.

He also said Tripura could become the leading producer of high quality Rubber honey in the country which is produced in good quantity in the state. Beekeeping in Tripura was so far an untapped stream and the activity caught pace only after KVIC distributed

3000 bee boxes in the state.

Saxena also assured KVIC's support to the Tripura government and the TKVIB in implementing various projects for creating rural employment. Notably, the proposal for the office building was initiated in the year 2012; however, it was expedited only during the visit of KVIC Chairman to Tripura in December 2019. In just 2 months, i.e. in January 2020, the commission approved the construction of a 3-storey building over 1650 sq ft and Rs. 4 crore was released by the KVIC. The building will have adequate provision for sales outlet, demonstration center and provision to market products of Khadi institutions, PMEGP, SFURTI and KRDP. The work, however, was stalled due to the Covid-19 lockdown.



## **KVIC's Big Push to Khadi and Tourism in Arunachal Pradesh with the first Silk Training cum Production Center**



**The far-flung tribal village of Chullyu in Arunachal Pradesh will soon be bustling with spinning and weaving activities with Khadi and Village Industries Commission (KVIC) set to open the first of its kind Training cum Production Center of Silk in the state. Conceived just six months ago, the center will be soon.**

The KVIC has refurbished and converted a dilapidated school building into the training cum production center. The school building has been provided to KVIC by the education department of Arunachal Pradesh government zero rent.

Machinery like handlooms, Charkha, Silk

reeling machines and warping drums have already arrived and installation of machines are in full swing. The first batch of 25 local artisans of Chullyu village has been selected to begin the training with.

The project was conceived in February this year during the visit of KVIC Chairman Shri Vinai Kumar Saxena to this tribal village Chullyu. Identifying a great potential of silk production and other activities of village industries in the village, he immediately sanctioned setting up of training cum production center for the Eri Silk, which is traditionally worn by local tribals. The work, however, progressed at

**Contd on pg no....26**

## Khadi Masks' Popularity soars; KVIC Receives Repeat Order for 10.5 lakh Face Masks from Red Cross Society

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

The new purchase orders worth Rs 3.30 crore have been received recently and the supply will begin this week only. KVIC will complete the supply of the first order in a couple of days. The face masks will be similar to the ones being supplied as per the first order. The fresh order from IRCS is a result of the excellent quality and timely supply of masks by KVIC.

Hon'ble Minister for MSME, Shri Nitin Gadkari lauded the efforts of KVIC in creating sustainable employment in the country through mask-making activities. He said while face masks became the most effective protective gear against the Corona disease; its production created large-scale employment for the artisans.

The development comes as a big push to the local production as it will create nearly 50,000 additional man days for Khadi artisans. The execution of this order will require over 1 lakh meters of handmade cotton Khadi fabric which will be supplied by various Khadi institutions from different states. This will give an impetus to the spinning and weaving activities and thus create employment for the artisans.

KVIC Chairman, Shri Vinai Kumar Saxena welcomed the new purchase order from IRCS and said, "Charkha is the tool of economic

freedom. Such big orders during these difficult times will ensure that spinning and weaving activities keep going on and bringing economic sustainability to our Khadi artisans.

Notably, this is the biggest order for supply of Khadi face masks received by KVIC so far. Earlier, the Jammu & Kashmir government had purchased 7 lakh masks during the lockdown. KVIC has also received repeat orders from Rashtrapati Bhavan, Prime Minister's Office, Central Government ministries and orders from general public through KVIC's E-portal.

The IRCS masks are made of 100% double-twisted handcrafted cotton fabric in brown colour with red piping. KVIC has especially designed these double-layered cotton masks for the Indian Red Cross Society as per the samples provided by them. The masks have a suitably printed IRCS logo on the left side and the Khadi India tag on the right side. Like other Khadi face masks, the masks made for IRCS are also washable, reusable, skin-friendly and biodegradable



## **KVIC Serves Legal Notices to “Khadi Essentials” & “Khadi Global” for Fraudulently Using Brand Name Khadi**

Khadi and Village Industries Commission (KVIC) has issued legal notices to two firms – Khadi Essentials and Khadi Global – for “unauthorizedly” and “fraudulently” using the brand name “Khadi”. The two firms are engaged in selling a range of cosmetic and beauty products through various e-commerce platforms using the brand name “Khadi” and thus misleading consumers.

In the notices served to Khadi Essentials and Khadi Global in the first week of August, KVIC has asked them to immediately stop selling or promoting its products using the brand name “Khadi” while also cancelling the domain names [www.khadiessentials.com](http://www.khadiessentials.com) and

[www.khadiglobalstore.com](http://www.khadiglobalstore.com) respectively.

The two firms have also been told to discontinue their social media handles

on various platforms like Twitter, Facebook, Instagram and Pinterest.

“The adoption of your mark is being used to sell products online...clearly the adoption of your mark is in bad faith and is aimed at misappropriating the goodwill and reputation of Khadi trademark. Apart from Khadi India, the trademark “Khadi” can only be used by authorized licensee or franchisee holders,” the notices read. “The use of a mark which completely subsumes KVIC's trademark for identical goods will undoubtedly lead to confusion and deception in the market. Use of your mark amounts to misuse and misrepresentation of “Khadi” trademark,” it further said.

The two firms have strictly been told to immediately stop selling products using the brand name of “Khadi” and destroy all product packaging, labels, publicity material, signboards and any other business stationary using the brand names Khadi Essentials and Khadi Global respectively. Failing to comply



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## FICCI and KVIC join hands to Promote Honey Industry in North East

**Agartala, Aug 29, 2020. Shri Vinai Kumar Saxena, Chairman, Khadi and Village Industries Commission, while speaking at the first online National Conference on Honey “Honey Season 2020”, organized by FICCI and KVIC with support from the directorate of Horticulture, Government of Assam, said, KVIC is focussed on promoting the honey Industry. He complimented FICCI on the unique initiative taken up by the industry body to promote the bee keeping and honey industry.**

He further said, North East has huge potential for honey production, particularly mono floral honey with specific properties, like rubber honey in Tripura. He also mentioned that KVIC is working on developing mobile Honey Processing units for the benefit of beekeepers in remote areas. “KVIC has set a world record in distribution of bee boxes in a single day, under the Mission, 1000 bee boxes were distributed to villagers around Kaziranga.” He further added.

Shri Ranjit Barthakur, Chairman, FICCI-Northeast Advisory Council, in his welcome address, highlighted the importance of integrating nature in decision making process. He said “the positive business structure and estimations associated with opportunities and employment shows that there could be an annual savings and revenue of \$15 billion by 2030 – marking 2030, which is benchmark set by international bodies to eradicate poverty and achieve sustainable development worldwide). It is time that industries and companies started

building resiliency with the help of collective leadership, and inspiring companies and governments can learn from the current Corona virus pandemic and integrate nature into their decision-making process”

Dr. Subodh Jindal, President, All India Food Processors Association were also present on the occasion, highlighted on the importance of changing the strategy of bee keeping in India in order to become a global player.

Over 300 participants from across the North East and other states of India participated in the programme. Among others who were present during the conference include Abdul Jalil, Director of Horticulture & Food processing, Govt. of Assam spoke on the initiatives under taken by his department to develop the honey industry in the state, Jawahar Lal Chaudhari, Former, Dy. CEO, KVIC highlighted on the importance of devising insurance policies which covers bee related ailments & diseases, Dr. Sukamal Deb, Dy. CEO, KVIC-Northeast, Anup Dhanuka, MD, Kejriwal Honey, Sagar Kurade, MD, Suman Food consultants, N.K. Lotha, Team Member & Nodal, Nagaland Honey Mission, spoke on the various initiatives & narrated the success story so far since inception. Shri L. Abraham, CEO, Ria foods, Shri Manoj Kumar Das, MD, NERAMAC, S. Bhattacharjee, Chairman, Sub-Committee on Agro-food processing & non-timber forest products, FICCI-Northeast Advisory Council.



A Webinar organised by “Entrepreneurs India TV”

# Minister MSME launched the song “Aatmanirbhar Bharat hoga hamara”

*Union MSME Minister Shri Nitin Gadkari launched a song on Aatmanirbhar Bharat and a daily live programme for entrepreneurs on 23rd August, 2020 under “Mission Aatmanirbhar Bharat”.*

Shri Vinai Kumar Saxena, Chairman, Khadi and Village Industries Commission addressed live show “Gaon se globe tak” and had a panel discussion with top scientist, agri technocrats, IIM management team, top bankers, trade association heads, Vice Chancellor of university, Heads of professional association, social entrepreneurs and team IID.

This Programme was telecast live at YouTube channel “entrepreneurs India Tv”

In his inaugural address Hon’ble Minister opined that for building Aatmanirbhar Bharat converting knowledge into wealth needs to be adopted. In order to build ‘Smart Village’



enterprise should be developed into entrepreneurship. Innovation and Science will lead to success he added. Speaking further he also informed that MSME targets to generate 11 crores jobs in the coming years out this 5 crores will be through Khadi and Village Industries Commission.

Speaking on this occasion Chairman KVIC Said ‘KVIC works on valuation of strengthening villages and it is mandate of KVIC to develop more and more employment in villages.’ He said that Aatmanirbhar does not mean looking inward, but to build Global supply chain. KVIC has taken many strong step like promoting beekeeping, kumhari Sashaktikaran through providing training to the beekeepers, developing Hand made paper through waste plastic, Aggarbatti, leather work, Moringa plantation etc. to develop employment in Villages, he added.



Virtual Inauguration of Aatmanirbhar Bharat Programme & Song | Chief Guest Shri. Nitin Gadkari Ji

## KVIC Celebrated 74th Independence Day with patriotic fervor

**Mumbai, 15 August 2020: Khadi and Village Industries Commission on 15 August 2020 celebrated the 74th Independence Day with patriotic fervor. Ms. Preeta Verma, Chief Executive Officer, KVIC unfurled the national flag in a solemn flag-hoisting function organized at KVIC, H.Q. Mumbai.**





Independence Day paid tribute and remembered all the freedom fighters and also the frontline warriors who relentlessly worked during the Covid-19 Pandemic.

She said that the role of KVIC has been relevant during all times and KVIC has once again proved its relevance during this epidemic by leading from front by helping migrant laborers by distributing them food packets and mask. She added that KVIC achieved a big feat by distributing 9 Lakh free masks through its



Senior officials and staffs of the KVIC attended the flag hoisting ceremony by following the necessary guidelines issued by MHA for safety on Covid 19 epidemic.

Ms. Preeta Verma in her address on 74th

wide network of field offices during Covid-19 Pandemic. The high performing field offices were also honored with gold, silver and bronze shield for their exemplary performance.

Further, to take forward the clarion call of Honorable Prime Minister Shri Narendra Modi to give more impetus to local industries, KVIC has also initiated many more programmes like Aatmanirbhar Bharat and Vocal for Local.



# 74th Independence Day celebrated in State/ Divisional offices



S.O.Ahmedabad



MDTC Borivali



S.O.Jaipur



S.O.Tripura



D.O. Gorakhpur



D.O. Madurai



S.O. Raipur



S.O. Bhopal



DO.Meerut



Sub Office Trichur



KNPI, Jaipur



S.O. Lucknow



MDTC. Trichur



DO.Varanasi.



S.O J&K



S.O. Dehradun



## Chairman, KVIC inaugurated Khadi Bhandar at Sonbhadra

Chairman, KVIC inaugurated a Common Facility Center & Khadi India outlet at Banwasi Sewa Ashram in Sonbhadra district, Uttar Pradesh on 22nd August, 2020 through



Video Conferencing.

In his address, Chairman, KVIC said 'this Infrastructure push by KVIC will increase artisans' productivity leading to higher income. Khadi leads the way to sustainable rural development, he added.



A one months Training programme conducted on Charkha Mechanic by MDTC, Barmer.



## Chairman , KVIC distributed 500 bee boxes to 50 migrant workers



Champaran on 30th August, 2020. land where Gandhi ji started Satyagrah a century ago. This will again teach the lesson of self dependence.

Chairman , KVIC Shri Vinai Kumar Saxena distributed 500 bee boxes to 50 migrant workers & roped them with Honey Mission in Bihar's East



## Valedictory session special training programme on Hand made paper and product making

Handmade Paper Institute, Jaipur.

Shri B.L. Meena, Director S.O. Jaipur distributed certificates to the participants after completion of there training.



Chairman, Khadi And Village Industries Commission addressed valedictory session of first batch of special Training programme on Hand made paper and product making through video conferencing at Kumarappa National



## Chairman, KVIC inaugurated Khadi Bhandar and CFC Unit



Kashimabad in Ghazipur District. These Khadi Bhandars are run by Gram Seva Ashram .

In his address, Chairman appreciated artisans and inspired them to be more active to upgrade their social status and daily income. He assured to provide all possible support to the Gram Seva Ashram.



On 29th August, 2020 through Video Conferencing, Chairman, KVIC inaugurated Khadi Bhandar, CFC and Garment Unit at Kadipur and another Khadi Bhandar at

## A 5 days Bee keeping training under Aatmanirbhar Bharat by D.O. Varanasi



Divisional Office, KVIC, Varanasi. This is 2nd batch of training on bee keeping, 30 migrants unemployed people participated in this training.

Dy. Director/ In-charge, KVIC, Varanasi inaugurated the programme and imparted the knowledge among the candidates about importance of Sweet-Kranti (Honey Mission) in detail and motivated the participants .

A 5 days Bee keeping training started on 4th August 2020 under Aatma Nirbhar Bharat Abhiyan at Jhunsi in Prayagraj district by



## Innovations and initiatives

# An Initiative of Water conservation by KVIC

Excellent results of KVIC's water conservation measures at its Nashik training centre. A check dam created 2 years ago has recharged dry tub wells at the center. Self-reliance in water resource is the key to India's sustainable growth.



## Renovated Khadi Bhavan in Kerala

Renovated Khadi Bhavan of Payyannur Khadi Institution in Kerala inaugurated on 25th August, 2020. Khadi Bhavan is renovated with financial assistance of KVIC under the Marketing Infrastructure Scheme.

Payyannur Firkha Khadi Gramodyog Sangh, Kerala has come with a new launching of “Set Mundu” a new product in traditional garments.



## A small but noble initiative by KVIC Potters in Jagdalpur

A small but noble initiative of conserving the depleting population of House Sparrows from our urban space by empowered KVIC Potters in Jagdalpur in Chhattisgarh. These earthen shelters for sparrows in ever-expanding concrete forests can make the difference.



## Contd from pg no...13

a slow pace due to Covid-19 lockdown.

Recently KVIC also distributed 250 honey bee boxes in Chullyu village which has rich flora for production of high-altitude honey. Located on the main highway just 30 km before the most popular tourist spot Ziro, Chullyu is a scenic village known for its eco-friendly ways of living. It is easily approachable by tourists which is an advantage for the local artisans.

“The training cum production center is the first of its kind facility in Arunachal Pradesh and a big boost to weaving activities in the entire region. Training of artisans and supporting the production of Eri Silk, which is indigenous to the North Eastern states, will create local employment and sustainable development in the region which is aligned with the Hon'ble Prime Minister's vision of Aatmanirbhar Bharat,” Saxena said. “KVIC will also create an exclusive page on its online portal to market their products,” he added.

The development assumes significance as the tribal population in Arunachal Pradesh, men and women alike, traditionally wear Eri Silk and Khadi Cotton clothes which carries a deep significance to their egalitarian tribal society. However, the people of the state have to buy Silk from outside markets including those in Assam.

KVIC has also planned design intervention

by engaging professional design institutes like NIFT Shillong, NID Jorhat and even local designers in Arunachal to develop new designs to suit the modern taste of tribal youths.

KVIC also aims to connect the center with the tourists visiting Ziro tourist spot and thus providing an assured market to the local artisans for their products. The production center will be equipped to cater to the market demand. For the initial period, KVIC will also provide raw material and expenditure on training and wages and the cost of developing the prototypes of new designs.

## Contd from pg no...15.

with the instructions in seven days, legal action will be initiated against the firms.

KVIC Chairman, Shri Vinai Kumar Saxena said any misuse of the brand name “Khadi” has a direct bearing on the livelihood of our artisans who are making genuine handcrafted products in remote parts of India. “KVIC will take stern action against any individual or firm misusing the brand name Khadi. This is to safeguard the interest of Khadi artisans and prevent the sale of any spurious product in the name of Khadi,” Saxena said.

It is pertinent to mention that KVIC in the last

few years has acted tough against any misuse of its brand name “Khadi India” and infringement into its trademark. So far KVIC has issued legal notices to over 1000 private firms including Fabindia for misusing its brand name and selling products under the name of Khadi. KVIC has sought damages to the tune of Rs 500 crore from Fabindia which is pending before the Mumbai High Court.

KVIC has also sought damages from these firms for causing harm to its reputation and loss of wages to Khadi artisans due to sale of fake Khadi fabric. However, after legal notices were

served, a majority of firms have apologized to KVIC and withdrawn their products, advertisements fraudulently using Khadi's name.

On July 27, KVIC filed a complaint for FIR against a Chandigarh-based person for unauthorizedly selling face masks dubbing them as Khadi Face Masks and also using the Hon'ble Prime Minister's photograph on the packets. Earlier, in May this year, 3 Delhi-based firms were issued legal notices by KVIC for selling fake PPE kits under the brand name of Khadi.



**Khadi India**

Buy proudly the top quality handcrafted Khadi fabric and products, made by your fellow countrymen !

**KHADI**  
the signature fabric of India

**Khadi and Village Industries Commission**  
Ministry of Micro, Small & Medium Enterprises, Govt. of India

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## KVIC generates employment in villages and builds Aatmanirbhar Bharat

Usha Mishra  
Publicity Officer

### Introduction

*"The future of India lies in its villages", this famous statement was made by Mahatma Gandhi when he walked through the villages of rural India. It endeared him with a profound love of the land and respect for the people who toiled in it. He came to believe that it was impractical for India's cities to accommodate the burgeoning population in a dignified way. He romanticized village life as self-sufficient, simple, free, non-violent, and truthful. To Gandhi, the qualities of village and rural life far surpassed that of the city, but he recognized that the playing field had to be leveled with both landscapes providing opportunities for personal growth and lifelong learning.*

This vision of Mahatma is seen actually materialized after many decades in February 2019, when the Cabinet Committee on Economic Affairs, chaired by the Prime Minister Shri Narendra Modi, approved a new component of '**Rozgar Yukt Gaon**' to introduce enterprise-based operation in the Khadi sector and to create employment opportunities for thousands of new artisans. Rozgar Yukta Gaon (RYG) aims at introducing an 'Enterprise-led Business Model' in place of 'Subsidy-led model' through partnership among 3 stakeholders- KRDP-assisted Khadi Institution, Artisans and Business Partner. It will be rolled out in 50 Villages by providing 10,000 Charkhas, 2000 looms & 100 warping

units to Khadi artisans, and would create direct employment for 250 Artisans per village. The total Capital Investment per village shall be Rs.72 Lakh as subsidy, and Rs.1.64 Crore in terms of Working Capital from the Business Partner. This will be implemented under "Khadi Gramodyog Vikas Yojana (KGVY)" Scheme with the object to introduce enterprise led model replacing the subsidy model and to create 12500 direct employment and 5765 indirect employment opportunities. KVIC will implement this through all the field offices of KVIC. As a part of the RYG guidelines the Khadi Business Partner (KBP) is to be selected to participate in the RYG Scheme with the recommendation of State Level Committee (SLC) at

field office level and the same will be placed before the Central Level Committee (CLC) at Central Office level.

It is also proposed to establish Centre of Excellences for Khadi with the technical support of NIFTs to help KIs effectively design, produce and market high quality differentiated products in Indian and Global market.

A vision ahead **Aatmanirbhar Bharat** (*Self-reliant India*) is another dream of the Hon'ble Prime Minister of India Narendra Modi of making India a self-reliant nation. The first mention of this came in the form of the '**Aatmanirbhar Bharata Abhiyan**' or 'Self-Reliant India Mission' during the announcement of the corona virus pandemic related economic package on 12 May 2020.

**Aatmanirbhar Bharat** has also been called by some as a re-packaged version of the Make in India movement using new taglines such as '**Vocal for Local**'.

For attaining smooth development of the economy it would be vital that every man increases his personal income and standard of living by exploiting the existing natural and human resources fully eco-friendly and locally available.

In line with Gandhi's dream of expanding village industries, industrial policy resolutions of village and small-scale industries have been

playing an important role in Indian economy in terms of employment generation and poverty alleviation. This is due to fact that these industries are labour- intensive and capital saving. Khadi and Village Industries Commission (KVIC) has done a remarkable job by generating employment for 9,31,302 persons in less than two years from April 2018 till December 2020 under its various people centric schemes and activities.

Under the Village Industry verticals, KVIC is giving special focus on Agro-based and food processing (Honey, Palmgur etc.), Handmade Paper and Leather, Pottery and Wellness and Cosmetics sectors through Product Innovation, Design Development & Product Diversification. For this initiative, advanced skill development programmes shall be conducted through existing Centres of Excellence such as CGCRI, CFTRI, IIFPT, CBRTI, KNHPI, IPRITI etc.

Under another intervention 4 Design Houses across the country to capture regional variations, to provide access to Khadi Institutions, to evolve modern designs, ethnic wear etc. with an investment of Rs.5 crore each is also being taken up.

The other key component is to make the 'Production Assistance' competitive and

incentive based. The incentive structure focuses on improving productivity, turnover and quality assurances, and would be extended on the basis of an objective scorecard. While the Khadi Institutions would automatically be given the financial assistance of 30%, in order to become eligible for the additional incentive of 30%, these institutions must strive for efficiency, optimal utilization of resources, reduction of waste,



## **Few Major Initiatives**

### **Khadi Agarbatti Aatmanirbhar Mission**

To make India Aatmanirbhar in Agarbatti production Khadi and Village Industries Commission (KVIC) has taken up program named as Khadi Agarbatti Aatmanirbhar Mission which aims at creating employment for unemployed and migrant workers in different parts of the country while also increasing domestic Agarbatti production substantially. The scheme has been designed in wake of the two major decisions – import restriction on Raw

Agarbatti and increase in import duty on Bamboo sticks - taken by the Ministry of Commerce and Ministry of Finance respectively. effective managerial practices etc. The program aims at handholding artisans and supporting the local Agarbatti industry. The current consumption of Agarbatti in the country is approximately 1490 MT per day; however, India's per day production of Agarbatti is just 760 MT. There is a huge gap between the demand and the supply and hence, immense scope for job creation. The scheme designed by KVIC on PPP mode is unique in the sense that in a very less investment, it will create sustainable employment and help private Agarbatti manufacturers to scale up Agarbatti production without any capital investment by them.

### **Kunhari Sashaktikaran Mission**

Another initiative taken up by Khadi and Village Industries Commission (KVIC) is training the potters in many parts of the country in making earthen lamps, sculptures of deities and other pottery items as part of “**Aatmanirbhar Bharat Abhiyan**”.

Potters in these villages of Varanasi have been specially making earthen magic lamps, traditional lamps (Deeya) and sculptures of Laxmi and Ganesh keeping in view the upcoming festivals of Dussehra and Deepawali. The idea is

also to dissuade people from buying Chinese lights and other articles during the festive season.

Several villages in Varanasi have already been benefitted under the Kumhar Sashaktikaran Yojana. KVIC is soon going to set up a cluster under SFURTI Scheme of the Ministry of MSME in Varanasi.

### **Big Boost to Local Production**



The KVIC has also signed MoU with ITBP for a period of one year which will be renewed further for supply of 1200 quintals of kacchi ghani mustard oil. The next products in the pipeline are cotton mats (dari), blankets, bed sheets, pillow covers, pickles, honey, papad and cosmetics, etc. The total value of oil and dari will be approximately Rs 18 crore.

### **KVIC's Honey Mission**

In India, apiculture is practiced by local farmers and tribals, primarily looked upon as a part time occupation. KVIC has taken up the task of improving the beekeeping industry with a view



to uplift the financial status of people living in extremely interior rural areas by introducing and popularizing modern beekeeping. KVIC, working on the principles of Mahatma Gandhi, has distributed bee-boxes among the farmers and unemployed youths across the nation.

Conclusion Thus time is not far when KVIC with the help of its various beneficiary Schemes and Programmes will make India Aatmanirbhar by providing employment at the doorstep, but Villages will be in Real sence Rojgar yukt and encourage the traditional artisans, self-help groups and educated unemployed to build an enterprise of their dreams.



## Press Coverage

अगरबत्ती के प्रोडक्शन में आत्मनिर्भर बनेगा भारत, गडकरी ने इससे जुड़ी स्कीम को दी मंजूरी



देश में दैनिक आधार पर अगरबत्ती की खपत करीब 1490 टन के आसपास है लेकिन स्थानीय स्तर पर 760 टन अगरबत्ती का ही उत्पादन होता है।

नई दिल्ली, पीटीआइ। MSME मंत्री नितिन गडकरी ने देश को अगरबत्ती के प्रोडक्शन में आत्मनिर्भर बनाने के लिए खादी और ग्रामोद्योग आयोग की ओर से प्रस्तावित रोजगार सृजन कार्यक्रम को अपनी मंजूरी दे दी है। एमएसएमई मंत्रालय ने कहा है कि 'खादी अगरबत्ती आत्मनिर्भर मिशन' का लक्ष्य देश में अगरबत्ती के उत्पादन में उल्लेखीय वृद्धि के साथ-साथ भारत के विभिन्न हिस्सों में बेरोजगार और प्रवासी मजदूरों को रोजगार उपलब्ध कराना है। मंत्रालय ने कहा है कि इस प्रस्ताव को पिछले महीने MSME मंत्रालय के पास संस्तुति के लिए भेजा गया था। पायलट प्रोजेक्ट जल्द शुरू होगी और जब इस कार्यक्रम पर पूरी तरह से अमल शुरू होगा तो अगरबत्ती उद्योग में हजारों रोजगार पैदा होंगे।

इस कार्यक्रम का लक्ष्य कारीगरों एवं स्थानीय अगरबत्ती उद्योग को सहायता उपलब्ध कराना है। देश में दैनिक आधार पर अगरबत्ती की खपत करीब 1,490 टन के आसपास है लेकिन स्थानीय स्तर पर 760 टन अगरबत्ती का ही उत्पादन होता है।

## Big boost to local production; KVIC gets first order for 1200 quintal Mustard oil from ITBP

The Khadi and Village Industries Commission (KVIC) has received the first order from Indo-Tibetan Border Police (ITBP) for supplying 1200 quintals of kacchi ghani mustard oil worth Rs 1.73 crore. The purchase order comes just weeks after the



MoU signed between KVIC and ITBP on July 31, which is aligned with the Hon'ble Prime Minister's call for "Aatmanirbhar Bharat" and "Vocal for Local". The order will be supplied to ITBP within 30 days from the date of order.

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

This order will create additional jobs at the Khadi institutions manufacturing high quality kacchi ghani mustard oil. KVIC has instructed Khadi institutions to work in 3 shifts so as to complete the supply within the stipulated period of 30 days. This order will generate lakhs of additional man hours for Khadi artisans and thus encouraging local production. The development comes in wake of the instructions of Hon'ble Home Minister Shri Amit Shah to the paramilitary forces to encourage local products in a bid to support the "Aatmanirbhar Bharat Abhiyan". Shri Amit Shah has made it mandatory to sell only "Swadeshi" products through the CAPF canteens across India. The ITBP is the nodal agency appointed by MHA for the procurement of provisions on behalf of all paramilitary forces.

KVIC Chairman Shri Vinai Kumar Saxena welcomed the purchase order saying this was a major step towards strengthening our village industries and empowering the local artisans. "Only by encouraging local production and strengthening our village industries, we can overcome financial distress and create sustainable livelihood for our people. At the same time, our jawans at the border will get the best quality mustard oil. We will ensure the supplies are made before time," Saxena said. The KVIC and ITBP have signed the MoU for a period of one year which will be renewed further. The next products in the pipeline are cotton mats (dari), blankets, bed sheets, pillow covers, pickles, honey, papad and cosmetics, etc. The total value of oil and dari will be approximately Rs 18 crore.



**किसान**  
22 अगस्त

## वाद संवाद



**मोनालिसा**



**विनय कुमार सक्सेना**

### आयोग की ओर से मिल रहे हैं इलेक्ट्रिक चाक

**सलाह**

**यूरिया डालने से पहले साफ मौसम में स्वतंत्रता नियंत्रण का काम**





# Press Coverage

## COVID-19 impact: Soaring high! Khadi masks set to go global

By Swarna Raghv Senani | Updated: Aug 13, 2020 2:30 PM

Once known as the 'fabric of freedom', the Khadi, a part of India's freedom struggle legacy, has undergone remarkable transitions into mainstream society, becoming not only a sustainable fashion statement but also a conscious attempt to promote khadi artisans and local weaves.



From Fast Fashion You Design It. We Machine. **ORON**

The findings of the latest report published by Invest India on 'Khadi Masks: Protecting Lives and Livelihoods during COVID-19' is a fine reference on the future of Khadi masks in India.

**COVID-19 impact:** As face masks are becoming mandatory, Khadi masks are here to stay! Not just that, Khadi cotton and silk masks are set to be exported to other countries as well.

Once known as the 'fabric of freedom', the Khadi, a part of India's freedom struggle legacy,

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Stock Market

NSE	BSE	COVID-19
Worldwide		
Gains: 27,891,503		
Drops: 882,062		
Net: 26,999,441		

NIFTY: 11355.05

11,300  
11,200  
11,100  
11,000

## काविड-19 के बीच नया स्टार्टअप: मंदिरों में बढ़ाए गए फूल व नारियल से 'हवन सामग्री' मंदिरों की बढ़ेगी आय, मिलेगा रोजगार

शैलेन्द्र शर्मा  
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जयपुर, रविवार: मंदिरों में रोजगार बढ़ाए जाने वाले कई नए फूल तथा नारियल को उपयोग के बाद कचरे में फेंक दिया जाता है, लेकिन अब ऐसा नहीं होगा। फूलों और नारियल के इस अवशेष से 'हवन सामग्री' का निर्माण किया जाएगा। इनका भारी उपयोग के तहत एक बस स्टॉप स्थित है। एजुकेशन के सुधारण्य राष्ट्रीय हाथ लागू संस्थान के दो मैजिस्ट्रानों ने, अपनी दुर्लभ के प्राकृतिक रस विशालाकर पुष्प के अवशेष से हवन सामग्री का निर्माण किया है। यह तकनीक एक स्टार्टअप है जो काविड-19 के संकट के बीच रोजगार के स्रोत का स्रोत साधन बन सकती है।

**बनाया जाता है पाउडर**  
अजमेर पर एक मंदिर में करीब 100 कि.ग्रा फूल और नारियल फेंके जाते हैं। जिससे 30 से 15 कि.ग्रा पाउडर बनाया जाता है। हवन सामग्री में अन्य वैधवायु के साथ मिलाया जाता है। इसके तैयार 250 ग्राम तथा 500 ग्राम के पैकिंग में तैयार किया है।

**रोजगार 5 हजार की कमाई**  
इस सामग्री को बाजार में करीब 150 रुपए प्रति किलोग्राम तक बेचा जा सकता है। अजमेर का मंदिर नौ सालने वाले युवा और युविका ने करीब 5000 रुपए प्रतिदिन की आय के साथ रोजगार मिल सकता है। इससे किए हुए व नारियल का अवशेष से संकलन किया जाय।

राजस्थान का एक मंदिर तथा पारंपरिक मंदिरों में बढ़ाए गए फूल एवं नारियल के अवशेष से हवन सामग्री निर्माण की विधि

## हर हाथ को काम देने को उठाया जा रहा कदम

जयपुर, शनिवार: जयपुर में एक मंदिर में नारियल का अवशेष से हवन सामग्री का निर्माण किया जा रहा है। इससे रोजगार मिलेगा और आय बढ़ेगी।

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## Press Coverage

### कोरोना काल में हाथ कागज बनाने का सुअवसर-सक्सेना

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



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

### 'कंचन' का माध्यम बन रहा कचरा

जयपुर। यकीन नहीं होता लेकिन यह सच है, कचरे से जो कागज बन रहा है उसकी इतनी मांग है कि कोई आदमी मेहनत कर ले तो यह कागज कंचन प्राप्त करने का माध्यम बन सकता है। यह संभव कर दिखाया है जयपुर के सांगानेर स्थित कुमारप्पा हाथ कागज संस्थान ने, जिसके वैज्ञानिकों ने ऐसी तकनीक ईजाद की है जिससे कई तरह के कचरे को प्रोसेस कर हाथ का कागज बनाया जा सकता है। विदेशों में इस तरह के कागज का जयपुर को एक फर्म करीब बीस करोड़ रूपए सालाना का निर्यात कर रही है। दावा किया जा रहा है कि पूरे देश ही नहीं, एशिया अथवा विश्व में इस तकनीक पर रिसर्च नहीं किया गया और इस पर जितने शोध किए गए हैं वे केवल यहीं पर हुए हैं और कहीं नहीं।

सबल है और अगर कोई व्यक्ति मेहनत करे तो इससे लाखों-करोड़ों रूपए कमा सकता है। उनका कहना है कि संस्थान के वैज्ञानिकों ने दिन रात एक कर इस तरह की तकनीक बनाई जिससे कचरा चाहे कैसा भी हो उसे प्रोसेस कर हाथ का कागज बनाया जा सकता है।

मीना कहते हैं कि आकडे के पीछे, केले के पेड़ का टूट, सरसों की तूछी, मंदिरों के बाहर पड़े रहने वाले बेकार फूल, कपड़ों की सिलाई से बची कतरने, रूटी कागज, पुरानी चूड़ी, बनियान, कहने का मतलब ज्यादातर बेकार चीजों से कागज बनाया जा सकता है। जयपुर में सांगानेर कस्बे के बीच से बहने वाले बम्बाला नाले में जो जलकुंभी पड़ी थी उससे भी संस्थान के वैज्ञानिकों ने हाथ का कागज तैयार कर दिया।



बन्नी लाल मीणा

यह तथ्य है कि कच्चे माल पर लागत बहुत कम आती है और तैयार माल महंगे दामों पर बिक रहा है। इस तरह से कचरे को कंचन (सोने) में तब्दिल किया जा सकता है। मीना दावा करते हैं कि युवा वर्ग इस तरह के काम से जुड़ जाएं तो बेरोजगारी की समस्या से निजात मिल सकती है।

### अनूठा प्रयोग: अपशिष्ट से बना रहे 'हवन सामग्री', जानें स्टार्टअप कैसे बन रहा रोजगार और कमाई का माध्यम

मंदिरों में बढ़ाए गए फूल व नारियल से 'हवन सामग्री', स्वच्छ भारत अभियान का अनूठा प्रयोग, कोविड-19 के बीच नया स्टार्टअप, मंदिरों की बढ़ती आय, मिलेगा रोजगार

By: nakul

Updated: 22 Aug 2020, 06:52 PM IST

Jaipur, Jaipur, Rajasthan, India



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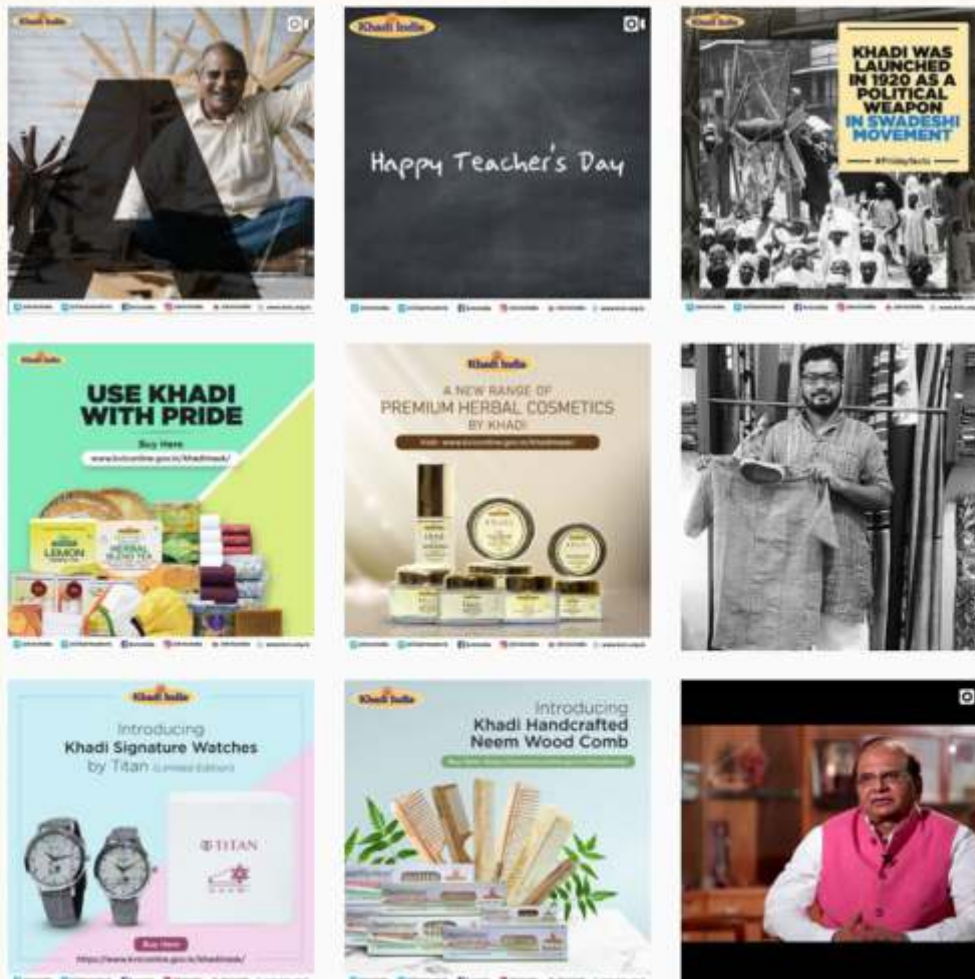


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