



75
Azadi Ka
Amrit Mahotsav

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Vice President Launches “Khadi India Quiz Contest



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E-Published By:

Directorate of Publicity Film & P.E.P. for
Khadi and Village Industries Commission
Tel.: 2671 9465, 2671 6323
E-mail: editorialpublicitykvic@gmail.com
Website: www.kvic.org.in

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I N S I D E

News Update

3 to 25

- * The contest was an interesting way of taking us back to our roots
- * KVIC Gets Order for 1.91 lakh Khadi Durries for Paramilitary Forces.....
- * Finance minister Ms. Nirmala Sitharaman assures textile cluster to promote Ponduru khadi in Srikakulam.....
- * KVIC's Project BOLD Reaches Leh-Ladakh; to Protect Land degradation & Support Local Economy.....
- * KVIC Celebrated 75th Independence Day.....
- * KVIC participated in celebration of National Handloom Day.....
- * National Handloom Day being observed.....
- * KVIC's Unique Plastic-Mixed Handmade Paper.....
- * Khadi's new products launched by Government...
- * KVIC Sets UP Khadi Exhibition cum Sale stalls at 75 Railway Stations to Celebrate 75 Years of Independence
- * Miscellaneous

Press Coverage and Social media

26-28

The contest was an interesting way of taking us back to our roots

Vice President

● Adopting Khadi extensively is the need of the hour– Vice President

● VP describes India's freedom struggle as a saga of bravery, resilience and devout patriotism

● VP urges educational institutions to explore using Khadi for uniforms

● Vice President launches 'Khadi India Quiz Contest'



31 AUG 2021. New Delhi: Hon'ble Vice President, Shri M. Venkaiah Naidu appealed to the citizens to treat khadi as 'National Fabric' and promote its use extensively. Shri Naidu called upon celebrities from various fields to come forward and promote the use of Khadi in a big way.

The Vice President was speaking at the launch of 'Khadi India Quiz Contest' organized as part of 'Azadi ka Amrit Mahotsav' by the Khadi and Village Industries Commission (KVIC).

Urging everyone to take part in the 'Khadi India Quiz Contest', he said, the contest was an interesting way of taking us back to our roots as it recollects the historic moments of our freedom struggle and the unparalleled contribution of our great freedom fighters

Recalling his visit to Dandi on April 6th this year to attend the concluding ceremony of the ceremonial 'Dandi March'

organised as part of 'Aazadi ka Amrit Mahotsav', the Vice President said that interacting with the marchers who had participated in the ceremonial Dandi March gave him an opportunity to relive the moments of India's past glory and termed it as "a very enriching experience"..

Describing India's freedom struggle as a saga of bravery, resilience and devout patriotism, the Vice President mentioned how the Father of the Nation, Mahatma Gandhi galvanized the masses across the length and breadth of the country in the fight against colonial rule. Observing that men and women from all sections and all hues participated

in the freedom struggle, he said “It indeed was an unparalleled phenomenon in the annals of human history”.

Recalling the supreme sacrifice of our freedom fighters, the Vice President mentioned that freedom fighters like Matangini Hazra, Bhagat Singh, Pritilata Waddedar, Rajguru, Sukhdev and thousands of others, did not think twice before sacrificing their lives to realize their common dream of a free nation. He said, "These valorous men and women made paramount sacrifices despite knowing that they would not be alive to see their dream turn into a reality.”

He said that our freedom struggle was a journey of resilience and hope “which inspires us to keep moving no matter how adverse the situation gets”. He said that there was much to learn from our freedom fighters, especially the spirit of keeping the interests of our motherland ahead of everything else.

Shri Naidu expressed his happiness over the phenomenal turnaround of Khadi in the last 7 years and lauded the government, KVIC and all the stakeholders for accelerating the growth. "I am happy to note that KVIC has succeeded in establishing a pan-India reach and has connected people with sustainable self-employment activities even in the remotest corners of the country," he added.

The Vice President recalled the historical relevance of Khadi and said it was a binding force for the masses during the freedom movement. Shri

Speech of Hon'ble Vice President



“Dear sisters and brothers ,

I am extremely happy to be launching the 'Khadi India Quiz Contest' a part of 'Azadi ka Amrit Mahotsav' organised by Khadi and Village Industries Commission (KVIC).

Earlier this year, Prime Minister Narendra Modi had flagged off the 75-week long “Azadi Ka Amrit Mahotsav” to commemorate 75 years of India's Independence. In the ongoing “Azadi Ka Amrit Mahotsav” festival, we as a country are celebrating the rapid strides our great nation has taken in the past 75 years.

On April 6th this year, I attended the concluding ceremony of the ceremonial 'Dandi March' organised as part of 'Aazadi ka Amrit Mahotsav' at Dandi. On that occasion, I interacted with the marchers who had participated in the ceremonial Dandi March and got an opportunity to relive the moments of our past glory. It was indeed a very enriching experience. Dear sisters and brothers, Our freedom movement is a saga of bravery, resilience and devout patriotism. The Father of the Nation, Mahatma Gandhi galvanized the masses across the length and breadth of the nation in the fight against colonial rule. Many other leaders and the nationalist press at that time played a stellar role in arousing patriotism and mobilizing the people to rebel against an alien rule. Men and women from all sections and all hues participated in the freedom struggle. It indeed was an unparalleled phenomenon in the annals of human history.

A common, transcendent emotion of love for the motherland binds us all when we recall the glorious chapters of our freedom movement. We must all revisit our magnificent past by informing ourselves of the immeasurable sacrifices made by our national icons to free the country from the colonial yoke and also by visiting places of historical importance.

Many a time, freedom fighters had to face inhuman, cruel and harsh treatment at the hands of the Britishers. Hundreds of them were exiled to 'Kaala Pani' and subjected to torture in savage prison conditions. However, the British could

Naidu mentioned how Mahatma Gandhi in the year 1918 started the Khadi movement to generate a source of income for the poverty-stricken masses and later turned it into a powerful symbolic tool against foreign rule.

Referring to the environmental benefits of Khadi, the Vice President mentioned that Khadi has zero carbon footprint as it does not require electricity or any kind of fuel for its manufacturing. He said, "At a time when the world is looking for sustainable alternatives in clothing, it should be remembered that Khadi as an eco-friendly and sustainable fabric certainly meets the requirement."

The Vice President called upon educational institutions to explore using Khadi for uniforms. He said that it will not only give students an opportunity to experience the many benefits of Khadi but will also help them connect with our great freedom fighters and freedom movement. "Due to its porous texture, Khadi is eminently suitable for our local climatic conditions," he added. He appealed to the youth to make Khadi a fashion statement and promote its use among everyone with passion

Minister for Micro, Small & Medium Enterprises, Shri Narayan Rane, Minister of State for Micro, Small & Medium Enterprises, Shri Bhanu Pratap Singh Verma, Khadi & Village Industries Commission, Secretary, Micro, Small & Medium Enterprises, Shri B.B. Swain and others were present during the event.

revisit our magnificent past by informing ourselves of the immeasurable sacrifices made by our national icons to free the country from the colonial yoke and also by visiting places of historical importance.

Many a time, freedom fighters had to face inhuman, cruel and harsh treatment at the hands of the Britishers. Hundreds of them were exiled to 'Kaala Pani' and subjected to torture in savage prison conditions. However, the British could neither crush their indomitable spirit nor their determination to achieve their ultimate goal of attaining freedom to India.

Freedom fighters like Matangini Hazra, Bhagat Singh, Pritilata Waddedar, Rajguru, Sukhdev and thousands of others, did not think twice before sacrificing their lives to realize their common dream of a free nation. These valorous men and women made paramount sacrifices despite knowing that they would not be alive to see their dream turn into a reality.

Dear sisters and brothers,

Our freedom struggle was a journey of resilience and hope, which inspires us to keep moving no matter how adverse the situation gets. It was also a journey of unmatched unity, where people from all corners of our country came together with a singular resolve—to make the British quit India.

There is so much to learn from our freedom fighters, especially the spirit of keeping the interests of our motherland ahead of everything else.

Dear sisters and brothers,

During our freedom movement, slogans like 'Vande Mataram', 'Jai Hind', 'Inquilab Zindabad' or objects like 'Charkha', 'Rakhi', 'Salt' or 'Khadi' acted as a binding force for the masses.

In 1918, Mahatma Gandhi Ji started the Khadi movement to generate a source of income for the poverty-stricken masses living in the rural areas, and from then began the wonderful era of Khadi.

'Khadar' or 'Khadi' as it is popularly called, is a cloth that is hand-spun and hand-woven. Gandhiji had foreseen the great potential Khadi had; he believed that Khadi could be a powerful, symbolic tool against foreign rule and an effective instrument in the reconstruction of society.

Gandhi Ji once said, and I quote, "I am a salesman of Swaraj. I am a devotee of khadi. It is my duty to induce people, by every honest means, to wear khadi."

Dear sister and brothers,

Apart from its prominent role in our freedom struggle, Khadi has many positive aspects that make it stand apart from the rest of the fabrics. Due to its porous texture, Khadi is eminently suitable for our local climatic conditions.

At a time when the world is looking for sustainable alternatives in clothing, it should be remembered that Khadi as an eco-friendly and sustainable fabric certainly meets the requirement. It also has zero carbon footprint as it does not

its porous texture, Khadi is eminently suitable for our local climatic conditions.

At a time when the world is looking for sustainable alternatives in clothing, it should be remembered that Khadi as an eco-friendly and sustainable fabric certainly meets the requirement. It also has zero carbon footprint as it does not require electricity or any kind of fuel for its manufacturing. The water consumption for manufacturing Khadi is extremely low when compared to other fabrics produced by mills.

Adopting Khadi extensively is the need of the hour. I appeal to the people to treat Khadi as a 'National Fabric' and promote its use extensively. I would also like to call upon celebrities in various fields to come forward and promote Khadi in a big way.

I feel educational institutions must explore using Khadi in school uniforms. This will not only give students an opportunity to experience the many benefits of Khadi but will also help them connect with our great freedom fighters and freedom movement.

Dear sisters and brothers,

I am told that during the last 7 years, Khadi has undergone a phenomenal turnaround. The production of Khadi and Village Industries has recorded a growth of 133.36 %, while sales have gone up by 188.85%. These are remarkable achievements and I laud the government, KVIC and all those involved in accelerating this phenomenal growth.

I am happy to note that KVIC has succeeded in establishing a pan-India reach and has connected people with sustainable self-employment activities even in the remotest corners of the country.

It gives me immense joy to note that for the past many years, Khadi has emerged as a potential employment creator in rural India. The schemes and programs of KVIC have emphasized empowering the marginalized sections of society like the potters, Adivasis and unemployed youths, among others. A host of programs like Khadi Gramodyog Vikas Yojana, Khadi Reforms and Development Programme, Honey Mission, Kumhar Sashaktikaran Yojana, Leather Artisans' Empowerment Program and Prime Minister's Employment Generation program have brought about a sea change in the lives of the needy. The multipronged approach to give the Khadi sector a boost will surely ensure a bright and prosperous future for it.

Dear sisters and brothers,

It is very important to stay connected to our roots and our rich history. 'Khadi India Quiz Contest' curated by the Khadi and Village Industries Commission is a very interesting way of taking us back to our roots as it recollects the historic moments of our freedom struggle and the unparalleled contribution of our great freedom fighters in realizing the dream of self-rule for India. This Quiz Contest also seeks to create awareness on Khadi's multi-dimensional approach in fostering rural economic growth and realizing Gandhi Ji's dream of "Rural Resurgence" or Gramoday.

I am told that the questions have been structured to create awareness among the present generation not only about the important historic events and the supreme sacrifices of our freedom fighters, but also on the instrumental role Khadi played in the Swadeshi movement and its contribution to nation-building from the pre-independence era to the present day. I think everyone should participate in this quiz contest and learn about our glorious past.

My best wishes to the organizers for the success of this 15-Day long campaign and good luck to the participants. I would like to conclude with this bit of advice—participation in this competition is important; you do not lose, you either win or you learn. So give your best and enjoy the competition.

Finance minister Ms. Nirmala Sitharaman assures textile cluster to promote Ponduru khadi in Srikakulam



Hon'ble Finance Minister Ms. Nirmala Sitharaman marked her visit to AFKK Sangram, Ponduru. F.A, KVIC Ms. Ashima Gupta, Dy. CEO (S.Z.) KVIC, Bangalore and Dy. Director, KVIC, Visakhapatnam accompanied her.

SRIKAKULAM : On 7th August 2021 Union minister for finance Ms. Nirmala Sitharaman said she would speak to the ministry of textiles to explore the possibility of establishing a textile cluster to promote Ponduru Khadi at Ponduru village in Srikakulam district. Participating as chief guest at National Handloom Day celebrations at Ponduru village on Saturday, the minister said the Centre is giving top priority to handloom products through the establishment of exclusive mega handloom clusters across the country.

Handloom marketing went up to Rs. 18,000 crore in 2020-21 against Rs 9,000 crore in 2014-15. Though Ponduru Khadi is internationally recognised, it has not fetched a remunerative price to weavers due to various reasons. The government is contemplating establishing a handloom cluster at Ponduru on





the lines of Mangalagiri in Guntur to enhance the product's brand value, she added .

Sitharaman directed Nabard officials to extend loans to khadi artisans. Adding that Ponduru Khadi needs a helping hand, she said she would try to extend more loans to facilitate the adoption of new technologies in weaving. The minister also inspected the weaving process and interacted with artisans at Andhra Fine Khadi Labour Development Association and inspected the khadi distillation system. Srikakulam MP K Rammohan Naidu sought a geographical indication (GI) tag for Ponduru Khadi.

Big Swadeshi Push

KVIC Gets Order for 1.91 lakh Khadi Durries for Paramilitary Forces

The Swadeshi drive in paramilitary forces has got a big boost with Khadi and Village Industries Commission (KVIC) receiving a huge supply order of 1.91 lakh Khadi Cotton durries worth Rs 10 crore.

The order has been received from Indo-Tibetan Border Police (ITBP) which is the nodal agency for procuring provisions on behalf of all paramilitary forces in the country. The fresh order comes following an agreement signed between KVIC and ITBP for supplying durries on January 6, this year.

The development comes in wake of the Swadeshi push in Central Armed Police Forces by Hon'ble Home Minister Shri Amit Shah who ordered the use of Swadeshi products only in the forces

As per the specifications, KVIC will provide blue-colour durries of 1.98 meter length and 1.07 meter width. The cotton durries will be produced by Khadi institutions of Uttar Pradesh, Haryana, Rajasthan and Punjab. An estimated 1.75 lakh man days of additional work for the Khadi artisans will be created by this purchase order alone. This is for the first time KVIC is supplying Durries to the paramilitary forces.

KVIC Chairman Shri Vinai Kumar Saxena said this order from ITBP is a testimony of Khadi's popularity among the forces owing to its high quality standards. "KVIC has been receiving



successive orders from the forces which indicates the increasing use of Swadeshi products by our jawans. At the same time, it also creates additional employment for Khadi artisans," Saxena said, adding the purchase orders from the paramilitary forces is also a matter of pride for Khadi artisans who are serving the country's jawans in their own ways.

Out of the 1.91 lakh durries, 51,000 will be supplied to ITBP; 59,500 to BSF; 42,700 to CISF and 37,700 to SSB. The order will be supplied by November this year. KVIC developed the cotton durries as per the samples provided by ITBP and the same has been approved by the agency. The cotton durries prepared by KVIC have also been certified by Northern India Textile Research Association (NITRA), a unit of the Ministry of Textile..

Notably, KVIC is regularly supplying large quantity kacchi ghani mustard oil to the forces

KVIC's Project BOLD Reaches Leh-Ladakh; to Protect Land Degradation & Support Local Economy



In a historic move, Khadi and Village Industries Commission (KVIC) on 18th August, 2020 launched the first ever initiative to develop green cover over barren lands in the Himalayan terrains of Leh-Ladakh by planting bamboo saplings.

In a joint exercise, KVIC and the Forest Department of Leh-Ladakh with support from ITBP, planted 1000 bamboo saplings at Village Chuchot in Leh over 2.50 lakh square feet of barren forest land that

has remained unutilized so far. The bamboo plantation was launched by KVIC Chairman Shri Vinai Kumar Saxena in presence of local Councillors, Gram Sarpanch and ITBP officials.

The development comes three days after the Indian Army planted 20 special bamboo saplings at its compound in Leh which were gifted by KVIC. Bamboo saplings have been planted under Project BOLD (Bamboo Oasis on Lands in Drought) of KVIC which is aligned with the Hon'ble Prime Minister's call for preventing desertification, protecting land and environment and ensuring food security. Project BOLD is a part "Khadi Bamboo Festival" designed to celebrate "Azadi ka Amrit Mahotsav".

This bamboo patch in Leh will create a sustainable model of development by supporting local rural and bamboo-based industries. A large quantity of Agarbatti is used in monasteries which are largely brought from other states. These Bamboo trees can be used for developing local Agarbatti industry in Leh. It will further support other bamboo-based industries such as furniture, handicraft, musical instruments and paper pulp and create sustainable employment for locals. The bamboo waste can be used in making charcoal and fuel briquette that will ensure fuel availability during harsh winters in Leh. Also, Bamboos emit 30% more oxygen than other plants which is an added advantage in high altitude regions which is always short of oxygen.

Contd. on pg. no11

Programme for distribution of Tea cups produced by Potter's trained by KVIC to tea vendors is organised by Tripura Khadi & V. I. Board, Agartala 10th August 2021. Hon'ble Chief Minister, Govt of Tripura was Chief Guest.



Contd. from pg. no10



KVIC Chairman Shri Saxena said the experiment of bamboo plantation in Leh was a challenging task given the difficult geographical conditions in the region. "In Leh, a vast area of land has remained unutilized for hundreds of years.

As a result, even the black soil in the region has turned into rocks at most of these places. This made the digging of pits for bamboo plantation an extremely challenging task for KVIC. While

digging the pits, these hard lumps were crushed and filled in the pits to provide a soft ground for bamboo roots to grow," he said.

"Further, KVIC has chosen the monsoon season for bamboo plantation in Leh so that the plants get ample time to develop a root system and become hard enough to survive the snow fall and freezing wind in coming months," Saxena said and added that if even 50 to 60 percent of bamboos survived, KVIC would carry out bamboo plantation on a large scale in Leh-Ladakh region next year.

Under Project BOLD, KVIC has so far planted 12,000 bamboo saplings (including 1000 in Leh) over 17.37 lakh square feet of arid land at three places - Village Nichla Mandwa in Udaipur, Village Dholera in Ahmedabad, Village Tanot in Jaisalmer districts and Village Chuchot in Leh.

KVIC Celebrated 75th Independence Day

with focus on

‘Azadi ka Amrit Mahotsav’

Mumbai, 15 August 2021: Khadi and Village Industries Commission on 15 August 2021 celebrated the 75th Independence Day with gaiety and 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. Senior officials and staff of the KVIC attended the flag hoisting ceremony by following the necessary guidelines issued by MHA for safety on Covid 19 epidemic.

On this auspicious occasion, Ms. Preeta Verma paid tribute and remembered the freedom fighters. In her address, CEO KVIC, shared that KVIC, is celebrating 'Azadi ka

75 Azadi Ka Amrit Mahotsav



75 Azadi Ka Amrit Mahotsav

Amrit Mahotsav, the 75 years of Independence which began in march by Dandi March which was participated by KVIC. Lined up with this, various luminous events will be organised every month like Khadi Quiz Contest which will be inaugurated by Hon'ble Vice President of India, exhibitions across the Nation at Railway stations, unfurling largest National Flag, Bamboo plantation, activities in the

direction of design and Research, fellowship and scholarshiops in the field of Khadi , tie up with many lead organisations like IOCL, NTC and many more to count in coming one year which will give impetuious to local industries.

She said that role of KVIC has been very pivotal to nation building during all times and KVIC has proved its relevance during this epidemic too by taking many remarkable decisions like generating 6 lakh employment under PMEGP launch of Prakrtik paint, tie up with NIFT for creating Khadi Centres of Excellence and IIT for wealth creation and the recruitment drive etc.



75th Independence day Celebrated in State and Divisional Offices of KVIC



Raipur



Vijayawada



Shimla



Guwahati



Meerut



Kerala





Ahmedabad



Borivali, Mumbai



Jaipur



Dahanu



Dehradun



Agartala



NHPI Jaipur



Nasik



MDTC, Thrissur





KVIC participated in celebration of National Handloom Day

National Handloom Day was celebrated on 07/08/2021 at Raj Bhavan, Itanagar with presence of Hon'ble Governor Brig. (Dr.) B. D. Mishra (Retd.), First lady Smt. Neelam Mishra, Secretary (Textile) Shri Swapnil Naik, MLA Cum Adviser to Industry, Textiles and Handicrafts, Govt of Arunchal Pradesh Shri Rode Bui, Director-General of Police (DGP) Shri R. P. Upadhaya and other state guests.

KVIC State Office, Itanagar has given the presentation on e-marketing and also promoted our e-platform www.ekhadiindia.com. We have briefed about the how this platform is working to bridging the gap between the artisan made

products and customers along with the outreach of the website in different part of the country. We have also thanked to First lady, who has given us the opportunity to promote our organization at this platform. The celebration was covered by leading state media houses.



KVIC's Unique Plastic-Mixed Handmade Paper gets Patent for Invention to Recycle Waste Plastic



Khadi and Village Industries Commission (KVIC) has secured Patent registration for its innovative Plastic-mixed Handmade Paper developed to reduce plastic menace from the nature. The patent certificate was issued to KVIC's Kumarappa National Handmade Paper Institute (KNHPI), Jaipur, on 2nd August 2021, by the Controller of Patent, Intellectual Property of India, with the name of Shri Vinai Kumar Saxena as the inventor of the product. The idea of developing plastic-mixed handmade paper was invented by Shri Saxena in September 2018, and in just two months, i.e. in November 2018, the project was executed by the team of scientists at KNHPI.

The plastic-mixed handmade paper was developed under Project REPLAN (REducing PLAstic from Nature). This is the first of its kind project in India, where plastic waste is deconstructed, degraded, diluted and used with paper pulp while making handmade paper and thus reduces plastic waste from nature. The invention is aligned with the Hon'ble Prime Minister's call for

fighting the menace of single-use plastic.

KVIC Chairman said the first ever Patent granted to KVIC was a big recognition of KVIC's unique innovation which is unprecedented in the world. "The production of waste-plastic mixed handmade paper would serve the twin objectives of protecting the environment alongside creating sustainable employment," he said.

"The innovative plastic mixed handmade paper will be of great advantage to nature. Nearly 2640 handmade paper making units in the country under KVIC and State Khadi Boards have the potential of clearing approx 3000 MT of waste plastic from nature every year. At the same time, it can also create thousands of new jobs like collection of waste plastic, cleaning and processing. It is, therefore, an apt model of sustainable development," Saxena said. He added that KVIC would soon begin training entrepreneurs in making plastic mixed handmade paper and share technical know-how with the domestic paper industry.

The technology developed by KVIC uses both high & low density waste polythene that not only adds extra strength to the paper but also reduces the cost by up to 34%. The product is recyclable and eco-friendly. KVIC has developed products such as carry bags, envelopes, files/folders, etc. using plastic mixed handmade paper. So far KVIC has sold over 13 lakh plastic mixed handmade paper carry bags utilizing nearly 40 MT of waste plastic of Jaipur city while generating revenue of nearly Rs 1.30 crore.

The Rashtrapati Bhavan had specially ordered 7,000 plastic-mixed handmade paper carry bags for keeping water bottles for the swearing-in ceremony of Shri Narendra Modi as the Prime Minister in his second term on 31st May 2019.

Plastic mixed handmade paper carry bags are used at all Khadi India outlets for delivering goods to the buyers. KVIC is also selling these paper bags and envelopes through its e-portal www.khadiindia.gov.in.

Khadi's new products launched by Government

9th August, 2021 New Delhi : Khadi and Village Industries Commission (KVIC), under the Ministry of MSME, has launched two new products- Khadi baby wear and handmade paper 'Use and Throw' Slippers on 15.07.2021.

It is true that the Khadi handmade paper 'Use and Throw' Slippers have been developed by Khadi & Village Industries (KVI) with the objective of supporting Handmade paper Industry, strengthening traditional art and creating sustainable employment for artisans. These slippers use thick handmade paper board and soft handmade paper as raw material and hence creates a new line of product which will not only increase the consumption of handmade paper but will also create sustainable employment for handmade paper industry artisans.

One handmade paper 'Use and Throw' Slippers fabrication unit of the capacity of 500 pairs per day employs 20 persons per day for cutting, pasting, packaging and logistics.

Manufacturing of 500 handmade paper 'Use and Throw' Slippers require 225 sheets of handmade paper. This further creates employment for 9 persons per day in producing handmade paper industry.

Salient features of Khadi Babywear:-

1. KVIC has introduced Babywear for the first time for the age group of new-born and upto 2 years.
2. Khadi babywear is made of high quality hand-spun and hand-woven Khadi Cotton fabric.
3. The fabric is eco-friendly and made using natural fibres to suit the sensitive skin of new born babies.
4. The fabric is free from any chemical treatment and harmful dyes to prevent babies from any skin irritation.
5. Fabric used in Khadi babywear is breathable and skin friendly.
6. The idea behind introducing babywear is to further diversify the product range for more consumption of Khadi fabric and ultimately creating more income for Khadi Artisans.

Salient features of Handmade Paper 'Use and Throw' Slippers:-

1. Khadi handmade paper 'Use and Throw' Slippers have been developed for the first time in the country.
2. Khadi handmade paper 'Use and Throw' Slippers are made of fine-textured handmade paper and are 100% eco-friendly and cost-effective.
3. Suitable for travel and indoor usage like in homes, hotels, hospitals, places of worship, laboratories, etc.
4. Hygienic from pandemic point of view.
5. Available in two types- flip flop and slip-on.

This information was given by Union Minister for Micro, Small and Medium Enterprises, Shri Narayan Rane in a written reply in Rajya Sabha.

KVIC Sets UP Khadi Exhibition cum Sale stalls at 75 Railway Stations to Celebrate 75 Years of Independence

Khadi and Village Industries Commission (KVIC) has set up exhibition cum sales stalls at 75 major railway stations in the country to mark the celebrations for 75 years of Independence. The stalls will continue for the next one year, i.e. till Independence Day 2022. The exercise is a part of “Azadi ka Amrit Mahotsav”.

The Khadi stalls were inaugurated at all of the 75 railway stations on Saturday. The major stations include New Delhi, CSTM Mumbai, Nagpur, Jaipur, Ahmadabad, Surat, Ambala Cantt, Gwalior, Bhopal, Patna, Agra, Lucknow, Howrah, Bangalore, Ernakulam and others. These stalls will offer various Khadi and village industries products like fabric, readymade garments, Khadi cosmetics, eatables, honey, pottery, etc. Through this exhibition cum sale, a large number of rail passengers crisscrossing the country will be able to buy local Khadi products that are indigenous to a particular region or state. It will, therefore, provide Khadi artisans with a large marketing platform to sell and promote their handcrafted products.

KVIC Chairman Shri Vinai Kumar Saxena welcomed the



initiative saying this collective effort of the Railways and the KVIC would empower the Khadi artisans. “Khadi stalls at these 75 railway stations will attract a large number of buyers and thus help popularize a wide range of Khadi products. This will not only promote “Swadeshi” but also bolster the government's “Vocal for Local” initiative,” Saxena said.

Khadi exhibition inaugurated at Hazrat Nizamuddin Railway Station

Minister of State for MSME Shri Bhanu Pratap Singh Verma inaugurated the Khadi Exhibition cum Sale Stall at Hazrat Nizamuddin Railway Station today. The Khadi India stall has been set up at 75 railway stations across the



country to celebrate 75 years of Independence. During the visit of the stall, the Minister directed KVIC officials to prominently display the range of Khadi products and the price list so as to attract the passengers visiting the railway station. The Minister also appreciated the initiative saying this would help Khadi add new customers to its consumer base, and will give Khadi artisans a bigger marketing platform to promote and sell their products. Apart from the Hazrat Nizamuddin railway station, KVIC has also set up a Khadi stall at New Delhi railway station that has received good response from customers. On 15th August, Khadi products worth over Rs 25,000 were sold at this outlet.

Khadi and V. I. Exhibition at Bangaluru

As a part of 75years of Azadi ka Amrit Mahotsav, the 75 years of Independence, KVIC organized exhibition of Khadi and Village Industries products at 50 Railways Stations for 75 hours starting from 14th August 2021.



" Azadi Ka Amrit Mahotsav" was conducted by ISRO, U. R. Rao Satellite Centre, Old Air port Road, Bengaluru, two days Khadi and V. I. Exhibition. Smt. Vijayalakshmi P. Bidari, IAS. Controller of U.R.Rao Satellite Center, ISRO inaugurated the Exhibition on 10 August 2021.



Gorakhpur

On the occasion of Amrit Mahotsav of 75th Independence Day, Khadi Gramodyog Samagra Vikas Samiti Gotha Mau, an organization working under the congregation office, Khadi Village Industries Commission, Gorakhpur, incentive material was distributed to 250 Khadi workers with the help of Director Khadi Village Industries Commission Gorakhpur and his team.



Gorakhpur

On the auspicious occasion of 75th Independence Day State Office, KVIC Dehradun "Amrit Mahotsav", the exhibition-cum-sale of Khadi and Village Industries products was inaugurated by Smt. Anju Singh (IRTS) Divisional Commercial Manager at Haridwar Railway Station on 14th August 2021. The exhibition concluded on 19th August 2021.



Haridwar



Swachhata Abhiyaan was also observed on 16th August, 2021 on this occasion.



State Office, KVIC, Shimla observed Swachhata Week on 25th August, 2021 at Office premises. Director State Office Shri Yogesh J. Bhamare planted a sapling during the week.



Raipur



Rajkot



Surat



Hyderabad



Bengaluru



Agra



Jaipur



Hazrat Nizamuddin



Ernakulam



CST Mumbai



Jhansi



Mathura



Nagpur



Patna



Kanpur



Jodhpur



Vijayawada



Thane



Pune



Visakhapatnam



Madurai



LTT, Mumbai



Varanasi



Howrah



Thrissur



Bhopal



Calicut



Ahmedabad



KOTA



Ajmer

Miscellaneous



D. O., KVIC, Varanasi distributed 60 Electric Potter wheels, 06 Clay Blunger m/c and certificates among 60 trainees (06 SHG's) after successfully completing

their Pottery training at Ganeshpur, Varanasi on 24th August, 2021.

Under gramodyog Vikas Yojana, 40 pottery artisans of 04 SHGs were given skill development training on electric potter wheels from 06.08.2021 to 15.08.2021 at village- Khari,



Harahua District- Varanasi by Master Trainers. Electric Potter wheels, Clay Blunger m/c and certificates were distributed among trainees after successfully completed their training on 15th August, 2021 by Divisional Office, KVIC, Varanasi.



10 days Agarbatti Training programme organised at Bikapur, Ghazipur District from 06.08.2021 - 16.08.2021 to Self Help Group under Gramodyog Vikash Yojana and Dy. Director I/C, KVIC, Varanasi distributed Pedal

Agarbatti Machine to the beneficiaries on 16.08.21.



D.O.KVIC, Varanasi started Skill Development training of 60 carpenters on Waste wood craft at Sevapuri, Varanasi and Ghazipur from 23.08.2021 to 11.09.2021 and at Bairiya, Ballia from 24.08.2021 to 12.09.2021 by a Master Trainer & Designer

On 13th August, 2021, Awareness Programme under PMEGP, scheme organised at Baragaon Block, Varanasi to motivate the educated youth for establishing their own units at their doorsteps. During the programme they were briefed about the scheme and procedure to avail loan from KVIC, KVIB, etc.



Skill Development training programme on Waste wood craft organised for carpentry artisans from 22.06.2021 to 11.07.2021 under Gramodyog Vikas Yojana at Gram Seva Ashram Kadipur, District.- Ghazipur by a Master Trainer & Designer. Tool Kits along with Certificates were distributed by Shri D.S.Bhati, Dy. Director I/c KVIC, Varanasi on 07.08.2021.

CFC, Inaugurated at Tiruneveli

A common facility centre for Kalakad Fiber Artisans Cluster inaugurated at Madurai by Hon'ble Member, (S.Z.) KVIC Shri Shekhar Rao Perala on 29th August, 2021 under KRDP-V.I. Scheme.

Shri V.Vishnu, IAS, District Collector, Tiruneveli and Shri R.P. Ashokan Asstt. Director I/c Divisional Office Madurai and other dignitaries were present on this occasion.



Certificate distribution Programmes

After completion of training course on Neera to Jaggery for Self Help Groups at GNMDTC KVIC Dahanu on 29th July 2021, certificates were distributed to the participants on 29th July, 2021 by Jt. CEO KVIC Shri Y.K. Baramatkar.



Training programme on Pottery at Sevapuri



Under Gramodyog Vikas Yojana, 3 Self Help Groups, containing 30 potters were given Skill Development training on various products like magic lamp, water bottle, Artistic Diya, Lakshmi Ganesh Murthi etc. from 28.07.2021 to 06.08.2021 at Khadi Gramodyog Vidyalaya, Sevapuri, Varanasi by a master trainer. Electric Chakk, blunger machines along with Certificates were distributed by the Divisional Director, KVIC, Varanasi Shri. D.S. Bhati on 06.08.2021 in presence of other officials and representatives of Khadi sanstha.

After successful completion of computer training course for handicapped children at GNMDTC KV IC Dahanu, certificate were distributed to the participants on 29th July, 2021.



National Handloom Day observed

Central Government has declared August 7 as National Handloom Day, to be celebrated every year due to its significance in India's history, as 'Swadeshi Movement' was launched in 1905 on this day. The movement involved revival of domestic products and production processes.

Business tycoon and Chairman, Adani Group, visited Khadi exhibition at Shanti Gram, Ahmedabad Khadi Mandir and expressed her thoughts through his tweet. "On 7 Aug 1905, the heroes of our freedom launched the



Swadeshi movement with our handloom workers proudly symbolising our atmanirbharta. Today we bow to the women and men who wove together on their traditional looms our hopes, our pride and our future. Jai Hind."



Khadi Kiosk inaugurated

Khadi Kiosk inaugurated on 16.8.21 by Shri Sanjeev Kakkar, Chief General Manager (IOCL), Shri Sanjay Bhandari at Petrol Pump, Rudrapur, Udham Singh Nagar. Shri Indrajit, Principal, MDTC, KVIC, Haldwani and Shri Suresh Chand Pant, Secretary, Khetriya Shree Gandhi Ashram, Haldwani (Uttarakhand) along with the manager of the kiosk and other staff of the institute.




MDTC, Khadi Village Industries Commission Dahanu, organised a training cum awareness program on schemes of KVIC for 500 students of ITI Vangaon.



An entrepreneurship awareness programme was organized by MDTC Haldwani at Golapar Haldwani. More than 80 students and villagers participated in the programme.

KVIC on Social Media

-On Facebook



Revel in the celebration of India's 75th Independence day with KVIC. Stay tuned for #AmritMahotsavWithKhadi Quiz Contest

Win Exciting Prizes

www.kvic.org



Stay tuned for #AmritMahotsavWithKhadi quiz contest. Answer 5 Questions everyday and win prizes up to ₹10,000

Win Exciting Prizes

www.kvic.org



Starting 31st August

Stay tuned for #AmritMahotsavWithKhadi Quiz Contest and win exciting prizes upto ₹10,000

www.kvic.org



Win Exciting Prizes

If you think you know India's struggle for freedom like the back of your hand, KVIC has exciting news for you.

Stay Tuned for #AmritMahotsavWithKhadi Quiz Contest Starting 31st August

www.kvic.org



Win Exciting Prizes

Have you heard of #AmritMahotsavWithKhadi Quiz Contest yet? Time to brush up your knowledge on Khadi and India's freedom struggle Stay Tuned!

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Win Exciting Prizes

How well do you know the history of India's struggle for independence?

Stay Tuned for #AmritMahotsavWithKhadi Quiz Contest Starting 31st August

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Khadi India

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KHADI AND VILLAGE INDUSTRIES COMMISSION

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Phone: 022- 26714320, 26716323

Website: www.kvic.org.in

