



Jagruti

Vol. 66 No. 10 Mumbai September-2022



Shri Narendra Modi
Hon'ble Prime Minister



Shri Narayan T. Rane
Hon'ble Minister, MSME



Shri Bhanu Pratap Singh Verma
Hon'ble Minister of State for MSME



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

EDITORIAL BOARD

Chairman
Ms. Preeti Verma

Editor
M.Rajan Babu

Associate Editor
Sanjeev Poswal

Sr. Sub Editor
Usha Misra

Sub Editor
Shiv Dayal Kushwaha

Sr. Artist
Sanjay Somade

Artist
C.S.Punwatkar
Dilip Palkar

E-Published By:

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

Tel.: 2671 9465, 2671 6323

E-mail: editorialpublicitykvic@gmail.com

Website: www.kvic.gov.in

INSIDE

News Update

3 to 15

- Hon'ble PM participates in Khadi Utsav at the Sabarmati River Front, Ahmedabad.....
- To Commemorate the 75th anniversary of independence Amrit Mahotsav of India's Independence.....
- "Tiranga Yatra" and Har Ghar Tiranga Abhiyan celebrated in New Delhi
- KVIC organises 'Tiranga Yatra' in Mumbai to celebrate 75 yearsof Independence
- KVIC celebrates 76 th Independence Day
- "Tiranga Yatra " organised in Mumbai
- Chairman, KVIC reviewed various KVI activities at Gujarat
- KVIC Chairman visits "Tapi Fruit Processing Pvt. Ltd." at Surat
- 690th Commission meeting held at Head Office, Mumbai..
- Chairman, KVIC inaugurates Khadi bhandar of Aman Khadi Gramodyog Sangh, Jind
- KHADI SAMVAD with the major khadi institutions of Uttar Pradesh
- KVIC's double bonanza.....
- Manufacturing Of National Flags.....
- Centre of Excellence for Khadi
- E-Commerce Marketing Platform.....
- 'One station one product' scheme started at Dehradun and Haridwar railway stations
- 30 days beautician training completed in Udham Singh Nagar

Press Coverage

35-37



Khadi India

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

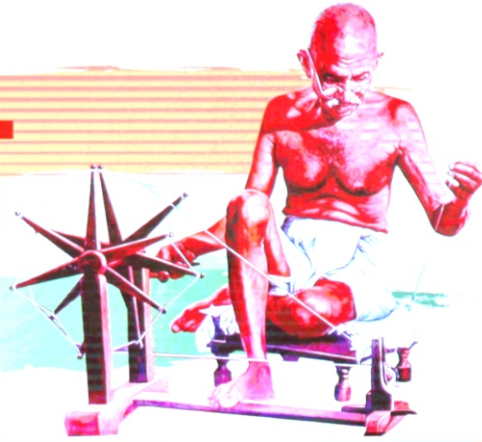
Hon'ble PM participates in Khadi Utsav

at the Sabarmati River Front, Ahmedabad



“Like freedom struggle,
Khadi can inspire in
fulfilling the promise
of a developed India
and a self-reliant India”

खादी उत्सव



27 अगस्त, 2022 | शाम 5:00 बजे | साबरमती रिवरफ्रंट, अहमदाबाद



The Prime Minister, Shri Narendra Modi participated in Khadi Utsav at the Sabarmati River Front, Ahmedabad today. Chief Minister of Gujarat, Shri Bhupendra Patel, Member of Parliament, Shri C R Patil, State Minister, Shri Harsh Sanghvi and Shri Jagdish Panchal, Mayor of Ahmedabad, Shri Kiritbhai Parmar and Chairman of KVIC, Shri Manoj Kumar were those present on the occasion.

Addressing the gathering, the Prime Minister recalled his personal connection with Charkha and remembered his childhood when his mother used to work on Charkha. He said, “The bank of Sabarmati has become blessed today as on the occasion of 75 years of independence, 7,500 sisters and daughters have created history by spinning yarn on a spinning wheel together.” He added that spinning on charkha is nothing short of worship.

He noted the technology and design excellence of the 'Atal Bridge' that he inaugurated today. He said that the bridge is a tribute to Shri Atal Bihari

Vajpayee who was always loved and revered by the people of Gujarat. “Atal Bridge is not only connecting the two banks of the Sabarmati river, but it is also unprecedented in design and innovation. The famous kite festival of Gujarat has also been taken care of in its design”, he said. Shri Modi also noted the enthusiasm with which the Har Ghar Tiranga campaign was observed in India. He said celebrations here reflected not only the patriotic feeling but also reflected the resolve for a modern and developed India. “Your hands, while spinning yarn on the Charkha are weaving the fabric of India”, he added.



The Prime Minister said, “History bears witness that a thread of Khadi became the force of freedom movement, it broke the chains of slavery.” He further added that the same thread of Khadi can become a source of inspiration to fulfil the promise of a developed India and thereby fulfilling the dream of a self-reliant India. “A traditional strength like Khadi can take us to new heights”, he said. This Khadi Utsav is an effort to revive the spirit and history of the freedom movement and an inspiration to achieve the resolutions of New India, he added.

He recalled his Panch-Prans that he proclaimed on 15th August, from the Red Fort. “At this holy place, on the banks of Sabarmati, I want to repeat the Pancha-Pranas. First - the great goal in front of the country, the goal of making a developed India.





Second - the complete abandonment of the slavery mentality. Third - taking pride in our heritage, Fourth- making strong efforts to increase the unity of the nation, and Fifth- civic duty. He said that today's Khadi Utsav is a beautiful reflection of the 'Panch Prans'.

The Prime Minister dwelled on the neglect of Khadi in the period after independence. “At the time of the freedom movement, Khadi, which Gandhiji made the symbol of the country's self-respect, was infused with an inferiority complex after independence. Because of this, Khadi and the village industry associated with Khadi were completely destroyed. This condition of Khadi was very painful, especially for Gujarat”, he said. He expressed pride that the task of reviving Khadi took place on the land of Gujarat. The Prime Minister emphasised the pledge by the Government of 'Khadi for Transformation' to 'Khadi for Nation, Khadi for Fashion'. He said, “We started spreading the Gujarat success experiences across the country.” The problems which were related to Khadi across the country were resolved. We encouraged countrymen to buy Khadi products. The Prime Minister also

acknowledged the contribution of women in the process of revival of Khadi. “Women power is also a major contributor to the growing strength of India's Khadi industry. The spirit of entrepreneurship is ingrained in our sisters and daughters. The proof of this is also the expansion of Sakhi Mandals in Gujarat”, he added. He informed that in the last 8 years, sales of Khadi increased four times and for the first time, the Khadi and Gramodyog turnover crossed one lakh crore. The sector created 1.75 crore new jobs also. He said that the financial inclusion schemes like Mudra Yojana are boosting entrepreneurship. Highlighting the benefits of Khadi, the Prime Minister said that it is an example of sustainable clothing, eco-friendly clothing and it has the least carbon footprint. There are many countries where the temperature is high, Khadi is also very important from the point of view of health. Hence, Khadi can play a huge role at the global level. He said this in sync with the growing trend of back to basic and sustainable living at the global level. The Prime Minister appealed to the people of the country to gift only the products made in Khadi Village Industries in the upcoming festive period.

“You can have clothes made of different types of fabrics. But if you give place to Khadi in that, then the Vocal for Local campaign will gain momentum”, the Prime Minister said.

Recalling that in the past decades, India's own prosperous toy industry was getting destroyed in the race for foreign toys, the Prime Minister highlighted that with the efforts of the government and the hard work of our brothers and sisters associated with the toy industries, the situation has now started changing. As a result, there is a huge decline in the import of toys.

The Prime Minister also asked people to watch the 'Swaraj' serial on Doordarshan. The serial depicts the story of the great freedom fighters and their struggle in great detail. Families should watch the series in order to understand and know about the sacrifice of our forefathers for our independence.

Khadi Utsav

It has been a constant endeavour of the Prime Minister to popularise Khadi, generate awareness about Khadi products and promote the use of Khadi amongst youth. As a result of the efforts of the Prime Minister, since 2014, the sale of Khadi in India has witnessed a four-fold increase, whereas, in Gujarat, the sale of Khadi has witnessed a massive eightfold increase.

In a one of its kind event being held as part of Azadi ka Amrit Mahotsav, Khadi Utsav

is being organized to pay tribute to khadi and its importance during the freedom struggle. The Utsav will be organised at Sabarmati Riverfront, Ahmedabad and will witness 7500 women khadi artisans from various districts of Gujarat spinning charkha live at the same time and at the same place. The event will also feature an exhibition showcasing the “Evolution of Charkhas” by displaying 22 Charkhas from different generations used since the 1920s. It will include charkhas like “Yerwada Charkha” which symbolises the charkhas used during the freedom struggle, to the charkhas with the latest innovations and technology used today. A live demonstration of the production of Ponduru Khadi was also done. During the event, the Prime Minister also inaugurated the new office building of the Gujarat Rajya Khadi Gramodyog Board and 'Atal Bridge', a foot-over bridge at Sabarmati.





August 23, 2022: Chairman, Khadi and Village Industries Commission Shri Manoj Kumar met the Hon'ble MSME Minister Shri Narayan Rane at his residence in Mumbai and discussed various matter and future plans related to Khadi and Village Industries Commission

To Commemorate the 75th anniversary of independence Amrit Mahotsav of India's Independence

To commemorate the 75th Anniversary of India's Independence, Govt. of India Azadi Ka Amrit Mahotsav is a series of events organised by the Government of India The Mahotsav is being celebrated as a Jan-Utsav in the spirit of Jan-Bhagidari and the glorious history of it's people, culture and achievements.

The official journey of Azadi ka Amrit Mahotsav commenced on 12th March 2021 which started a 75-week countdown to our 75th anniversary of independence and will end post a year on 15th August 2023.

'Har Ghar Tiranga' is a one of such magar campaign under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark the 75th year of India's independence. Our relationship with the flag has always been more formal and institutional than personal. Bringing the flag home collectively as a





nation in the 75th year of independence thus becomes symbolic of not only an act of personal connection to the Tiranga but also an embodiment of our commitment to nation-building. The idea behind the initiative is to invoke the feeling of patriotism in the hearts of the people and to promote awareness about the Indian National Flag.

For our national flag which is officially made from Khadi cloth, the Khadi and Village Industries Commission gave guidelines for supply of flag to all the flag manufacturing units/institutions affiliated to KVIC and played an important role in making the entire campaign successful.

In the “Har Ghar Tiranga Abhiyan”, the Commission not only fulfilled the responsibility of making the flag, but through its State / Divisional

/ Sub-office spread across the country, Tiranga rallies were organized along with flag hoisting from 12th August 2022 to 15th August, 2022 to make the “Har Ghar Triranga” programme a success.

Hon'ble Chairman, Khadi and Village Industries Commission, Shri Manoj Kumar personally supervised the flag manufacturing and supply under this entire campaign and led flag rallies in different parts of the country besides Central Office Mumbai, cities like New Delhi, Varanasi. . Hon'ble Chairman, taking cognizance of the work that can be done by the Commission for the success of the Tricolor campaign of every home, removed the problems at any level and motivated them by talking to the people associated with the flag making.

Tiranga Yatra and Har Ghar Tiranga Abhiyan celebrated in New Delhi



KVIC. Speaking on the occasion, Shri Rane called upon all to recall the sacrifices of those involved in the freedom struggle and to whom we owe our present. He stated that we need to work in a concerted and coordinated manner to ensure a successful

future for the MSMEs of the country.

The Ministry of MSME celebrated the Tiranga Yatra and Har Ghar Tiranga campaign in New Delhi, on 14th August, 2022. The campaign was led by Union Minister for MSME Shri Narayan Rane. The Yatra was attended by officers of the Ministry of MSME, Office of Development Commissioner (MSME), its field offices, NSIC and





KVIC
organises
'Tiranga Yatra'
in Mumbai
to
celebrate
75 years
of
Independence



KVIC celebrates 76 th Independence Day

15 August, 2022. Mumbai: On the occasion of 76th Independence Day, Chairman of Khadi and Village Industries Commission, Shri Manoj Kumar unfurled the National flag in the premises of KVIC in Mumbai.

In his key note address Shri Manoj Kumar said, Amrit Mahotsav will strengthen the spirit of patriotism by uniting the countrymen in one thread. 'Gandhiji believed that nation will be strong only when the villages are made strong, let us resolve to fulfill Gandhiji's dream with our tireless efforts', he added. Speaking on the occasion, he said that this is the first time that so much effort has been made by the government to promote Khadi through national and international forums. He mentioned about the efforts of Prime Minister Narendra





Modi in his radio program "Mann Ki Baat" and other efforts.

Shri Kumar said that Khadi and Village Industries Commission will strengthen Khadi and Village Industries sector by focussing on economic development. He said 'KVIC is a multi-faceted organization where various schemes are being implemented for the upliftment of all sections along with the person standing in the last row of the society', he added.

Various Cultural Programme like orchestra, Puppet Show, Storytelling on Spinning Yarn and Kavi Sammelan were also organised at KVIC Office Mumbai.

To encourage public regarding the use of Khadi, KVIC organized "Tiranga Yatra" from Church Gate Station to Marine Drive, in which thousands of Khadi Artisans, Khadi workers besides KVIC employees and officials participated. Earlier, "Tiranga Yatra" have been organized by all the regional offices of KVIC across the country since August 11.

“Tiranga Yatra” organized in Mumbai



Mumbai, August 15, 2022: Since its inception, the Khadi and Village Industries Commission has been working tirelessly for the upliftment and empowerment of the last rungs of the society by providing them financial self-reliance through employment generation. As India is celebrating the "Amrit Mahotsav of Independence" on its 75th year of independence. Simplicity is the most powerful expression of Khadi.

Manoj Kumar said that the Amrit Mahotsav inculcates the spirit of patriotism by tying the countrymen together. will strengthen Gandhiji believed that the nation will be strong only when the villages are strengthened, let us resolve to fulfill Gandhiji's dream with our tireless efforts. Speaking on the occasion, he said that this is the first time that the Prime Minister of the country So much effort has

Khadi and Village Industries Commission has embarked on a journey with this symbol of simplicity of Indian freedom struggle with the spirit of change in the society.

On the occasion of the 75th year of independence, the Chairman of Khadi and Village Industries Commission Shri Manoj Kumar hoisted the national flag in the central office premises of the commission and in his speech on the occasion, Shri





been made to promote Khadi through national and international forums. He referred to Honorable Prime Minister Narendra Modi's radio program "Mann Ki Baat" and other efforts.

He further said that "When the nation is celebrating the Amrit Mahotsav of Independence, on the call of the Honorable Prime Minister. Mahatma Gandhi's statement that the future of India lies in its villages reflects the contribution of the solid social and economic system of our villages in nation building. In these seventy-five years, the Khadi and Village Industries Commission has played an important role not only in the freedom movement but also in the development of Khadi and village industries after independence.

The Chairman of the Commission said that the Honorable Prime Minister says that when we buy any Khadi product, we light up the lives of lakhs of

cotton spinners and weavers who toil day and night. It is the commitment of the present government towards rural India under the leadership of the Prime Minister and its impact that the acceptance of Khadi products at the national and international level has increased in recent years. It will be our endeavor to not only build upon the achievements of the Commission in the last eight years but also take it to the next level to increase the global market share of these products.

The Commission Chairman further said that the Khadi and Village Industries Commission has strengthened the Khadi and Village Industries sector by focusing on economic development and KVIC will continue to focus on the same. KVIC is a multidimensional organization where various schemes are being implemented for the upliftment of all sections including the person standing in the last line of the society.

Thereafter, various cultural programs like Desh Bhakti Sangeet Orchestra, Puppet Show, Story on Spinning Yarn and Kavi Sammelan were also organized at Central Office Mumbai.

On the 75th year of Independence, KVIC organized "Tiranga Rally" from Church Gate Station to Marine Drive, in which thousands of Khadi Artisans, Khadi workers besides KVIC employees and officers participated.

Earlier, Tiranga rallies have been organized across the country by all the regional offices of KVIC from 11th August. On the call of our Prime Minister Shri Narendra Modi, the biggest brand ambassador of Khadi promoting Khadi at the global forums, the credibility of Khadi With the increasing demand for India's indigenous products across the world, Khadi has already



become synonymous with "Local to Global" and now self-reliance.

Khadi and Village Industries Commission which not only works to promote Khadi but is also promoting village industries products to strengthen the rural economy. Khadi and Village Industries Commission under the guidance of Hon'ble Prime Minister during the financial year 2021- 2022 Khadi India has achieved an extraordinary target by creating 167.60 lakh jobs.



The Khadi and Village Industries Commission has made a sale of Rs 115415.22 crore in the year 2021-22, maintaining a remarkable growth momentum in the last 7 years, and there has been an increase of 188 percent in the sale of Khadi in the last 7 years, which is a record in itself. There is record.



SO Delhi



SO Delhi



**SO Andhra Pradesh
GKSS, Dharmavaram**



SO Andhra Pradesh SS, Vemulapadi



**SO Vijayawada
with pre school kids**



SO Gujarat SRS Rajkot Rally



SO Haryana



DO Hubli KI



DO Hubli KI



**Khadi Gramodyog Bhavan
Ernakulam**



KGB Bhopal Rally



DO Gorakhpur Rally



**DO Gorakhpur Nizamabad Black
pottery sfurti cluster**



SO Bhopal Rally



CBRTI, Pune



SO Arunachal Pradesh Papumare



SO Itanagar



SO Agartala



DO Bikaner



SO Jaipur



DO Madurai TUTCORIN
SARVODAYA SANGH



DO Madurai Additional Collector inaugurating rally



SO Telengana PMEGP Entrepreneurs



SO Chennai Standee display at metro station



DO Madurai Rally



DO Gorakhpur Rally by Kushinagar School Children



DO MEERUT



SO Lucknow



DO Meerut Rally with School Children



State Office, Dehradun



CSP, Sihore



Rajasthan Sanstha Sangh, Jaipur



Swarajya Sangh, Vemulapudi



S.O Raipur



Mahashakti KGSM, Surendranagar

Chairman, KVIC reviewed various KVI activities at Gujarat



Chairman KVIC had detailed meetings to make future plans for Khadi and Village Industries and discussed in detail about the Forthcoming events and also interacted with the Khadi artisans, spinners, weavers and entrepreneurs about the problems being faced by them

MUMBAI, 24 August, 2022: Hon'ble Prime Minister Shri Narendra Modi has infused a new lease of life among the artisans, spinners & weavers of Khadi and Village Industries sector with his inspirational thinking and guidance. Emphasizing the importance of Khadi on national and international forums, Hon'ble Prime Minister, gave the call for adopting Khadi by its motto "Khadi for Nation, Khadi for Fashion and Khadi for Transformation" which has taken Khadi India to new heights and as a result sale of Khadi has increased by 188 percent



over the past 7 years.

With regard to the sustainable development of the Khadi sector, Hon'ble Chairman of KVIC, Shri Manoj Kumar has personally taken the initiative to fulfill his obligations through intensive tours and visited several PMEGP units and Khadi institutions of different districts of Gujarat. During his visit he presided over the several meetings in which detailed discussion was held emphasizing on the upcoming programs.

During his visit, Hon'ble Chairman interacted with the Khadi artisans, spinners, weavers and



manufacturing of spare parts, brass stitching adapter, plastic twines, rubber sheet etc,

An entrepreneur Shri Ashok Bhai, who has set up this unit, said that only 4 months ago, under the PMEGP Program implemented by the KVIC, a financial assistance of Rs.21 Lakh has been received and he is able to earn a monthly income of Rs.8 to 10 lakh per month.

Dandi March: Hon'ble Chairman also visited the Dandi March site

entrepreneurs about the problems being faced in the while conducting Khadi activities and also took their suggestions to overcome them so that KVI programs could be implemented smoothly in future and a concrete outline for the same could be drawn out.

Visit to a PMEGP Unit On August 24, 2022. Hon'ble Chairman visited Hinal Marketing, Sisoura, a PMEGP unit of Navsari, Gujarat engaged in manufacturing of Sewing wire, especially in



during his intensive tour here. This acclaimed historical place is famous for the Salt Satyagraha movement of India. The Dandi March or Salt Satyagraha was an act of non-violent civil disobedience in colonial India led by Mahatma Gandhi. The twenty-four-day march from 12 March 1930 to 6 April 1930 was a direct action campaign of tax resistance and non-violent protest against the British Salt Tax

Monopoly. When Gandhi broke the British Raj Salt Laws on 6th April 1930, it led to massive civil disobedience against Salt Laws by millions of Indians.

On this occasion, Shri Dhirubhai welcomed Hon'ble Chairman KVIC with a Khadi cotton garland.

Visit to Suruchi Shikshan Vasat Trust, Bardoli: Hon'ble Chairman reached Bardoli on his next stop where he reviewed the works of Suruchi Shikshan Vasat Trust which is a SFURTI Cluster of KVIC. This cluster is associated with the manufacturing of tools related to farming and horticulture, most of which is traded locally, which is providing employment to the local people. This cluster has also provided training to



local people in farming and horticulture works under CSR.

Visit to Surat District Khadi Gramodyog Sanstha: During his visit, Hon'ble Chairman also visited Surat District Khadi Gramodyog Sanstha and inspected the sales outlets of Khadi institution. This

Khadi institution also runs a bakery unit under the Village Industries program of the KVIC and this unit has registered a sales of Rs.7 crore in the last financial year.

During his tour, Hon'ble Chairman visited the Sardar Patel House (home of Sardar Patel) in Bardoli, where the Iron Man of India used to sit and discuss with the farmers.



KVIC Chairman visits "TAPI FRUIT PROCESSING PVT LTD" at Surat



During his visit to Pipodara, Surat on 26th August, 2022 Shri Manoj Kumar, Chairman, KVIC visited "TAPI Fruit Processing Pvt. Ltd", REGP unit of KVIC, established in 2004. Tapi Foods was initially established with an investment of Rs.10 Lakhs and later it was merged with Pvt. Ltd. was formed.

The company produces jelly based confectionery products and provides employment to thousands of



workers and exports its products to countries like Portugal, Germany, USA etc.

The Hon'ble Chairman, KVIC inspected the activities of the unit and interacted with the workers and artisans.

690th Commission meeting held at Head Office, Mumbai



August 22, 2022: The 690th Commission meeting of KVIC was held at Head Office, Mumbai, in which achievements and future plans were discussed. KVIC is not only serious about its responsibility in Prime Minister Shri Narendra Modi's self-reliant India campaign, but is also ready to achieve the objectives.

August 24, 2022: Shri Manoj Kumar, Chairman, KVIC at Commission Headquarters, Mumbai, outlines the campaign and future programs for wider dissemination of Khadi by improving the quality of Khadi, exploring new employment opportunities, use of technology in production processes. He discussed with many learned related to khadi and village industry for achieving the goal in the meeting .



Chairman, KVIC inaugurates Khadi bhandar of Aman khadi gramodyog sangh, Jind



August 11, 2022: On the occasion of Rakshabandhan , Honble Chairman, KVIC Shri Manoj Kumar inaugurated Khadi store of Aman Khadi Gramodyog Sangh, Jind. Henceforth the residents of Jind and surrounding areas will easily get Khadi clothes and other essential items from this store.



KHADI SAMVAD

WITH THE MAJOR KHADI INSTITUTIONS OF UTTAR PRADESH



Shri Manoj Kumar, Chairman, Khadi and Village Industries Commission Chaired Khadi Samvad with the major Khadi & Village Industries Institutions of Uttar Pradesh on 04th August, 2022 at Delhi office.

In the meeting, Hon'ble Chairman, KVIC, while giving importance to the vision of 'Self-reliant India' of Hon'ble Prime Minister Shri Narendra Modi ji, inspired everyone to move towards realizing the dream of making 'Local to Global', which would lead to the production of Khadi Village Industries products abroad. To increase the demand, and further encourage the export of our products, Hon'ble Chairman assured everyone to remove all the obstacles in increasing the Khadi work and gave special emphasis to increase the production of Khadi. In order to achieve this, all Khadi institutions were inspired to move forward by making full use of their experiences.

An important campaign like 'Har Ghar Tiranga' is being assimilated by the entire nation

today and the commission has an important role to play in this. Hon'ble Chairman, KVIC called upon all the Khadi Institutions to contribute in a big way in this. He emphasized that Khadi Village Industries is the only sector which is capable of generating employment opportunities in every village and far flung areas of the country. Therefore, we have to try that how we can create employment opportunities for new youth, women, unemployed by connecting them through this Khadi program so that they become self-reliant and make the country self-reliant. The Deputy Chief Executive Officer (ZA) of the Commission, Director of Divisional Office Meerut and other officers were present in the Khadi Dialogue meeting.

KVIC's double bonanza

Delhi High Court holds the 'KHADI' mark along with the 'Charkha' logo well-known

03 AUG 2022, Delhi : The Khadi & Village Industries Commission (KVIC) approached the Delhi High Court this July seeking permanent injunction, costs and damages against an entity called 'Khadi by Heritage' who was selling PPE kits, hand sanitizers and fireballs under the mark 'Khadi by Heritage'. The said entity was also using the 'Charkha logos' of KVIC on its products.

KVIC, a statutory body established by the Act of Parliament, had asserted its proprietorship over its renowned trademark 'KHADI' as well as 'Charkha' logo which are registered under several classes of the Trademarks Act in its favour.

KVIC, represented by **Ms. Shwetasree Majumder** and her team at Fidus Law Chambers, successfully demonstrated the long-standing use of the KHADI trademarks and 'Charkha Logo', their registrations in India and overseas, the voluminous business turnover in the domestic and export market, the reputation of the brand, and the large number of injunction orders passed in KVIC's favour by the Delhi High Court in lawsuits as also by panelists of the World Intellectual Property Organisation and the Indian National Internet Exchange of India in domain name disputes.

Justice Prathiba Singh of the Delhi High Court, in a judgement dated 26th July 2022, held that the trademark Khadi along with the Charkha logo are well-known trademarks. The Court also noted that the use of the trademark 'KHADI' in this manner,

especially in relation to medical products raises enormous concerns in respect of the quality of these products apart from constituting violations of KVIC's rights. The Court directed the Domain Name Registrars with whom the Defendants' domains were registered, to transfer them to KVIC within one week. In an unconventional twist, the Court also directed the Indian Trademark Registry to suo moto reject all trademark applications filed by Khadi by Heritage, in light of this order. The Court directed that the appropriate orders to this effect shall be updated on the Trademark Registry portal within four weeks.

The Court went on to hold that the entity has misused the mark 'KHADI' only to promote their products through its websites and other online listings and such misuse of KVIC's mark cannot be condoned as the mark, name and the logo, have been identically used by the entity. Recognizing the rights of KVIC, damages of Rs.10 lakhs and costs of Rs.2 lakhs were also awarded in favour of KVIC by the Court.



Manufacturing Of National Flags

On 28 July 2022 : New Delhi

The Ministry of Home Affairs, has amended the Flag Code of India, 2002 vide its Order dated 30.12.2021. National Flag made of polyester or machine made Flags have been allowed. Now, the National Flag of India shall be made of hand spun and hand woven or machine made, cotton/polyester/wool/silk khadi bunting. The Amendment Order No.02/01/2020-Public (Part-III) dated 30.12.2021 and the updated Flag Code of India, 2002 are available on the website of the Ministry of Home Affairs www.mha.gov.in.

This information was given by Minister of State for Micro Small and Medium Enterprises, Shri Bhanu Pratap Singh Verma in a written reply to the Lok Sabha.



Centre of Excellence for Khadi

04 AUG 2022 Delhi : The Government of India, through the Khadi and Village Industries Commission (KVIC), is establishing a Centre of Excellence for Khadi (CoEK) with the technical support of National Institute of Fashion Technology (NIFT), New Delhi at NIFT Delhi (Hub Centre) and its four spokes at Gandhinagar, Kolkata, Shillong and Bengaluru, to help Khadi Institutions to effectively design, produce and market high quality differentiated Khadi products in the Indian and global market. Under the project, CoEK has created a Knowledge Portal for Khadi in which designs and specifications with sketches are uploaded for viewing by Khadi Institutions for replication.

The objectives of the project are:

- i. Creation of new fabrics/ products based on season-wise colour forecast/fashion trends.
- ii. Disseminate quality standards for Khadi fabrics and clothing for high end domestic and global market.
- iii. Branding and publicity by creating interesting narratives around the new Khadi fabrics and products.
- iv. Create visual merchandising and packaging for new Khadi products.
- v. Increase the global reach of Khadi by organizing or participating in Khadi Fashion shows and exhibitions.

The details of the measures taken under CoEK to strengthen Khadi institutions working across the country are at **Annexure**.

The Ministry has sanctioned an amount of

Rs.20.00 crore for establishing the Centre of Excellence for Khadi, out of which Rs. 15.00 crore has been released.

Annexure

The details of the measures taken under CoEK to strengthen Khadi institutions working across the country are as follows:

1. CoEK teams carried out detailed diagnostic reports by visiting more than 20 Khadi Institutions to understand their processes of spinning, weaving, processing, value addition, sales, marketing etc. The gaps were identified and the unique selling proposition, as well as the potential of the KIs was understood.
2. Keeping in view the mandate of the project, the team started the design process by selecting the existing fabrics in the stocks of KI and, based on their industry experience, decided to design for young clients, keeping in view the weight, drape and colours. The design team at CoEK did intensive research on the forecast, market survey, brand study, and silhouette rationalization to analyze the market trends. Each team deliberated and presented their research, themes, designs and silhouettes before finalizing their design brief, which defined the target clientele, age group, and looks. The collections were planned, keeping in mind the capacity of the KIs. The process included sketches, test fits, iterations and

- finally, sampling. After the samples were approved, specification and cost sheets were prepared to be shared with KIs.
3. CoEK team designed 8 collections comprising of **48 Ensembles, 4 collections of home fashion (36 Products), 91 designs for yardages and 24 Sarees in six months duration.**
 4. CoEK has participated in Fashion Shows organized at the National Institute of Fashion Technology (NIFT), New Moti Bagh and CAG office to showcase the designs and get feedback on the collections.
 5. An Influencer meet was organized by M/o Culture in collaboration with NIFT, in which renowned industry stake holders such content creators, designers and stylists were invited. CoEK organized a hand spinning workshop and demonstration for the participants, an impromptu run way walk to give an experience of Khadi. A panel discussion titled 'Khadi- A fabric that weaved India's Independence' was moderated by the Director-CoEK, in which designers took part.
 6. CoEK introduced 'Svadha' wellness collection in Khadi for pan generation consumers to showcase the versatility of Khadi on International Yoga Day on 21st June, 2022.
 7. All 8 collections of apparel, home and sarees have been documented as Design Catalogues/ look books, and have been shared with selected KIs online. The KIs have been approached to initiate the process of production of the designs. The CoEK team has offered to hand hold in production by trouble shooting during the process.
 8. Under the project, CoEK team has created a Knowledge Portal for Khadi which was launched on 14.07.2022, in which design directions and forecast for colours, trends, silhouettes, print, weave and embroidery ideas have been presented for Khadi Institutions. The Size charts are also shared on the portal for viewing by stakeholders, for replication.
 9. 5S implementation in 5 Khadi Institutions was organized. This is based on Japanese Kaizen technique of sorting out the inventory and workspace in order to make effective and organized production.
 10. Training workshops on quality standards, defect identification and heir rectification and effective techniques of fabric cutting were conducted in two KIs.
 11. Natural dyeing workshops have been conducted in the NER.
 12. Women weavers of Chullyu, Arunachal Pradesh were given two months training in weaving and natural dyeing. They are now fully trained to weave home products.

This information was given by Minister of State for Micro Small and Medium Enterprises, Shri Bhanu Pratap Singh Verma in a written reply to the Lok Sabha.

E-Commerce Marketing Platform

04 AUG 2022, Delhi : The National Small Industries Corporation, a PSU under the Ministry of Micro, Small and Medium Enterprises (MSME) facilitates e-marketing service to MSMEs across the country through MSME Global Mart Web Portal to enhance their business. The salient features of the portal include online registration, web store management, showcase products & services, keyword based tender alert, business trade leads, award of contract information, etc. Further, the Khadi and Village Industries Commission (KVIC), a statutory body, under this Ministry established an e-commerce portal namely 'ekhadiindia.com' to support the online marketing facilities for its stakeholders. This portal opens new avenues for KVI micro businesses and allows a business to reach its customers in wide range of ways viz. website, email, live chat, blog, forums, etc.

To boost the MSME sector, the Ministry of MSME implements various schemes and programmes namely, Prime Minister's Employment Generation Programme (PMEGP), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), A Scheme for Promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE), Credit Guarantee Scheme for Micro and Small Enterprises (CGTMSE), Micro and Small Enterprises Cluster Development Programme (MSE-CDP), Entrepreneurship and Skill Development Programme (ESDP), etc.

This information was given by Minister of State for Micro Small and Medium Enterprises, Shri Bhanu Pratap Singh Verma in a written reply to the Lok Sabha.

.....contd. from pg. no.29

On the same day, in another matter filed by KVIC against an entity called KDCI or Khadi Design Council of India, which has been organizing pageants called Miss and Mrs. India Khadi, the court passed an order reiterating that the Khadi trademark and Charkha logos are well known and cannot be misused. Taking strict note of the acts of KDCI's founder Ankush Anami, the court issued a show cause notice for contempt against him, with the observation that the material produced by Counsel for KVIC *prima facie* shows that despite an injunction order passed against him, the Defendant is corresponding with Ministries, State governments, using the Khadi trademarks.

Commenting on these developments, the KVIC Chairman **Shri Manoj Kumar** remarked, "We are delighted at the strong message sent out by the Delhi High Court to those who are misusing the Khadi trademark. This is a valuable brand, and we will not sit by and let unscrupulous third parties monetise it. The declaration of the Khadi trademark as a well-known trademark is a matter of great pride for us."

'One station one product' scheme started at Dehradun and Haridwar railway stations



Dehradun: Keeping in view the "Har Ghar Tiranga" and Amrit Mahotsav, in the context of the implementation of the "One Station One Product" scheme (OS-OP) announced by the Railway Board in the Union Budget for the year 2022-23, State Office , Khadi and Village Industries Commission, Dehradun (Uttarakhand) inaugurated kiosks/stalls at Railway Station-Dehradun and Haridwar on 07.08.2022.

Mansa Khadi Gramodyog Ashram Haridwar

at Railway Station, Haridwar and Shri Anand Gramodyog Samiti, Dehradun at Railway Station Dehradun are selling Khadi village industry products by setting up kiosks/stalls.

Under the Khadi and Village Industries Commission's Gramodyog Vikas Yojana, Electronic chinks were distributed to trained potters artisans under the Potter Empowerment Program. These trained Potters artisans supplied 20,000 Kulhads to the Railway Station, Haridwar for serving tea and also 10,000 Kulhad are proposed to be supplied for Railway Station Roorkee .

This will provide employment to potter artisans and help in keeping the environment safe.

On this occasion, State Director Incharge, Shri Ram Narayan, Khadi and Village Industries Commission, Dehradun and Shri S.K. Aggarwal CME , Railway Station Dehradun , Shri B.K. S. Rawat, CMI were present.

30 days beautician training completed in Udham Singh Nagar

Udhamsingh Nagar: Departmental Multidisciplinary Training Center, Khadi and Village Industries Commission, Haldwani concluded 30 days beautician training for women in village-Nangla district of Udhamsingh Nagar. This training was started on July 1, 2022, in which 21 women participated.

Senior executive coordinator Harish Chand and Mamta Pant guest faculty imparted the training of beautician course.

It may be noted that all these trained

beauticians can avail loan under "Prime Minister Employment Generation Program" (PMEGP), the flagship self-employment oriented program of Khadi and Village Industries Commission, Ministry of Micro, Small and Medium Enterprises (Government of India).

This is noteworthy, that PMEGP is a credit-linked subsidy scheme supported by the Government of India. Under this scheme, women beneficiaries can get 25-35 percent grant of the project cost for rural-urban areas.



No power can stop khadi's global march: PM

Says Top Fashion Brands Eager To Adopt Khadi
Times News Network

Ahmedabad: Making a fervent pitch for promoting and embracing khadi, Prime Minister Narendra Modi said in Ahmedabad on Saturday that no power can stop khadi from going global. He was speaking at 'Khadi Utsav' on the banks of the Sabarmati, where a record was created in 7,500 women simultaneously spinning charkhas to mark the 75th year of India's Independence. Modi himself spun a charkha on this occasion.

"No force can stop khadi from going global from local. Khadi can play a global role," Modi said. "We must take pride in our heritage and the world will respect it. During the freedom struggle, khadi of India found the inspiration to fulfil the promise of developed and self-reliance."

He added, "The fact that once khadi will be available at all leading clothing outlets of the world."

Commenting on the Union government's projects such as 'Khadi for Nation' and 'Khadi for Fashion', Modi said that successful experiments in khadi have been implemented across the country. "After 2014, we removed all obstacles in the promotion of khadi in the country," Modi said. "Today, top fashion brands are eager to adopt khadi and there is a record growth in khadi sales. The turnover of KVIC has crossed Rs 1 lakh crore," Modi said. "The banks of the Sabarmati have become blessed today as on the occasion of



75 years of Independence, the khadi industry was very painful, especially for Gujarat where a large number of people depend on the khadi economy," he said. "Remembering the five goals for the country that he had spotted out in the 100th year of the Independence, Modi said that khadi is a perfect exemplar of the 'Pancham' (The Khadi Utsav) and is an apt reflection of the values we have set for ourselves — making India a developed nation, abandoning the developmental taking pride in our heritage, ensuring unity and dispersing our duty towards the country," he said.

With the fashion season around the corner, the PM urged people to buy khadi clothing and also gift them to friends and relatives. He also mentioned that Indian toys and handicrafts industries are also showing remarkable growth.

Modi also inaugurated the Sabarmati Riverfront on Saturday which connects west and east Ahmedabad. He later visited the bridge with Gujarat CM Kanubhai Patel and state BJP president C K Patel. The bridge, a dream project of Modi, is inspired by the design of khadi and has kinetic structure that change shape with the wind.



SOARING STEEL BRIDGE THAT CONNECTS THE CITY

When Prime Minister Narendra Modi inaugurated the Atal Bridge at the Sabarmati Riverfront on Saturday, it symbolized the completion of the Phase I of the riverfront project that was conceptualized during PM Modi's tenure as Gujarat chief minister. The riverfront has been a destination for celebration, congregation of citizens, and it provides much-needed open space to the city. Here is how the bridge was conceptualized.

DATE OF CONCEPTUALIZATION: March 21, 2018

COST: ₹14 crore

INSPIRED BY BRIDGES AROUND THE WORLD: Tallah Bridge of Georgia (USA), Hells Bridge of Seattle (USA), and Tallah Bridge at Tehran (Iran)

DIMENSIONS: 20m long and between 10m and 1.6m wide

TYPE OF BRIDGE: Single-span steel truss bridge with two additional foundations. The cross section of the truss has a rhombus shape similar to khadi, celebrating the International Kite Festival that is held every year.

HOW WAS IT MADE: The bridge has steel tubular joints, and its erection was done keeping in mind minimal welding and transportation of segments to the site from the fabrication yard.

THE DESIGN: The bridge was conceived as a truss, with each cross member inspired by the shape of khadi. Shading from the harsh sun on a pedestrian bridge is coming to add vibrance, colourful fabric panels inspired by the many colours of khadi — were fixed along the bridge.

'Bridge is people's tribute to Vajpayee'
Times News Network

While inaugurating the new foot bridge over the Sabarmati on Saturday, Prime Minister Narendra Modi said the Atal Bridge is a tribute from the people of Gujarat to former Prime Minister Atal Bihari Vajpayee.

"Gujarat gave Atalji much love. In 1996, Atalji had contested from Gandhinagar and won with a record margin. This bridge is a tribute from the people of Gujarat to Vajpayee," Modi said while inaugurating the pedestrian bridge.

"Atal Bridge not only connects the two banks of the Sabarmati river, but it is also unprecedented in design and innovation. The famous kite festival of Gujarat has also been reflected in the design of the bridge," the PM said.

No force can stop khadi from going local to global: PM

Says Top Fashion Brands Eager To Adopt Khadi
Times News Network

Ahmedabad: Making a fervent pitch for promoting and embracing khadi, Prime Minister Narendra Modi said in Ahmedabad on Saturday that no power can stop khadi from going global. He was speaking at 'Khadi Utsav' on the banks of the Sabarmati river, where a record was created in 7,500 women simultaneously spinning the 'charkha' to mark the 75th year of India's Independence. Modi himself spun a charkha on this occasion.

"No force can stop khadi from going global from local. Khadi can play a global role," Modi said. "We must take pride in our heritage and the world will respect it. During the freedom struggle, khadi of India found the inspiration to fulfil the promise of developed and self-reliance."

He added, "The fact that once khadi will be available at all leading clothing outlets of the world."

Commenting on the Union government's projects such as 'Khadi for Nation' and 'Khadi for Fashion', Modi said that successful experiments in khadi have been implemented across the country. "After 2014, we removed all obstacles in the promotion of khadi in the country," Modi said. "Today, top fashion brands are eager to adopt khadi and there is a record growth in khadi sales. The turnover of KVIC has crossed Rs 1 lakh crore," Modi said. "The banks of the Sabarmati have become blessed today as on the occasion of



75 years of Independence, the khadi industry was very painful, especially for Gujarat where a large number of people depend on the khadi economy," he said. "Remembering the five goals for the country that he had spotted out in the 100th year of the Independence, Modi said that khadi is a perfect exemplar of the 'Pancham' (The Khadi Utsav) and is an apt reflection of the values we have set for ourselves — making India a developed nation, abandoning the developmental taking pride in our heritage, ensuring unity and dispersing our duty towards the country," he said.

With the fashion season around the corner, the PM urged people to buy khadi clothing and also gift them to friends and relatives. He also mentioned that Indian toys and handicrafts industries are also showing remarkable growth.

Modi also inaugurated the Sabarmati Riverfront on Saturday which connects west and east Ahmedabad. He later visited the bridge with Gujarat CM Kanubhai Patel and state BJP president C K Patel. The bridge, a dream project of Modi, is inspired by the design of khadi and has kinetic structure that change shape with the wind.

across the country. "Post 2014, we removed all obstacles in promotion of khadi in the country. Today, top fashion brands are eager to adopt khadi and there is a record growth in khadi sales. The turnover of KVIC has crossed Rs one lakh crore," the PM remarked, adding that 1.75 crore new jobs have been created in the sector.

Reminiscing his childhood when his mother used to work on the charkha, the PM said, "The bank of Sabarmati has become blessed

Press Coverage

दैनिक भास्कर समूह
3 भाषाएं | 12 राज्य
61 संस्करण

प्रधानमंत्री मोदी ने 7,500 खादी कारीगर महिलाओं के साथ चरखा चलाया...

अहमदाबाद | पीएम नरेंद्र मोदी दो दिवसीय गुजरात यात्रा पर हैं। वे साबरमती रिवरफ्रंट पर आयोजित 'खादी उत्सव' में शामिल हुए। उन्होंने 7,500 महिलाओं के साथ चरखा भी चलाया। इतनी महिला कारीगरों का एक साथ चरखा चलाने का यह एक कीर्तिमान है। मोदी ने साबरमती पर फुटओवर 'अटल ब्रिज' का लोकार्पण भी किया।

खादीने छवे लोकवधी ग्लोबल बनता कोई रोकी नहीं शके

खादी शोर इशान, खादी शोर नेशन, खादी शोर ट्रांसफॉर्मेशन : मोदी

अहमदाबाद, सोनियाव...
अहमदाबाद स्थित इस्करव...
आजोडन खादी उत्सवमें संबोधन...
करते वल्लभभाषण करते मोदीयें कलायु...
हर्ष के आवाजें पड़ीं। भारतीय...
अवगणना घड़ी कती खेची खादी...
खादीने छवे लोकवधी ग्लोबल बनता...
कोई रोकी नहीं शके। खादीने अ...
होरो विदेशीत भावना को ध्वस्त करवा...
अने आत्मनिर्भर भारतनु स्वयं पूरु...
करवा खादी प्रेरणा खातु बनौ शके छे।
मोदीयें बोले अंभीय करी छे, आ...
वाचनांतर तलवारोंमें लीलां खादी क...
नहीं। खादी सामोद्योगना उत्पादनने...
बेत नवीके आये।
अहमदाबादमें रिवरफ्रंट पर खादी...
उत्सवना कार्यक्रममें संबोधन करत...
तलवारोंमां खादी-आमोद्योगना उत्पादननी...
बेत आपवा वल्लभभाषणनी आपील, मोदीयें...
दो दिवसीय गुजरात यात्रा पर हैं। वे साबरमती रिवरफ्रंट पर आयोजित 'खादी उत्सव' में शामिल हुए। उन्होंने 7,500 महिलाओं के साथ चरखा भी चलाया। इतनी महिला कारीगरों का एक साथ चरखा चलाने का यह एक कीर्तिमान है। मोदी ने साबरमती पर फुटओवर 'अटल ब्रिज' का लोकार्पण भी किया।

खादी और ग्रामोद्योग आयोग के अध्यक्ष द्वारा गुजरात की खादी गतिविधियों की समीक्षा

मुंबई: प्रधानमंत्री जी ने खादी और ग्रामोद्योगी क्षेत्र के कारीगरों, कस्बियों एवं बुनकरों में अपनी प्रेरणादायी सोच एवं मार्गदर्शन से नई ऊर्जा का संचार किया है। माननीय प्रधानमंत्री द्वारा राष्ट्रीय एवं अंतर्राष्ट्रीय मंचों पर खादी के महत्व पर जोर देते हुए खादी फॉर नेशन, खादी फॉर फैशन और खादी फॉर ट्रांसफॉर्मेशन के मूलमंत्र द्वारा निरंतर खादी को अपनाने के आह्वान से खादी इंडिया को नई ऊंचाइयों पर पहुँचाया है, जिसके फलस्वरूप

के विभिन्न जिलों की कई पीएमईजीपी इकाइयों, एवं खादी संस्थाओं का दौरा किया एवं आगामी होने वाले कार्यक्रमों के विषय में विस्तृत बैठक की। दौर के दौरान माननीय अध्यक्ष महोदय ने खादी कारीगरों, कस्बियों एवं उद्यमियों से बातचीत के दौरान खादी



विगत 7 वर्षों में खादी की बिक्री में 188 प्रतिशत की वृद्धि हुई है।

खादी क्षेत्र के सतत विकास को लेकर खादी और ग्रामोद्योग आयोग के अध्यक्ष मनोज कुमार ने व्यक्तिगत रूप से सघन दौरों से अपनी दायित्वों को पूरा करने का बीड़ा उठाया है इसी क्रम में आज मनोज कुमार ने गुजरात के विभिन्न खादी संस्थानों का दौरा किया अपने प्रवास के दौरान गुजरात

के विभिन्न जिलों की कई पीएमईजीपी इकाइयों, एवं खादी संस्थाओं का दौरा किया। इस दौरान उन्होंने गुजरात के कई जिलों की पीएमईजीपी इकाइयों एवं खादी संस्थाओं का निरीक्षण किया। उन्होंने खादी कारीगरों एवं उद्यमियों से बातचीत के दौरान खादी गतिविधियों

के बारे में जानकारी ली तथा उन्हें दूर करने के लिए सुझाव भी लिए ताकि, भविष्य में होने वाले खादी ग्रामोद्योगी कार्यक्रमों के संचालन की रूप रेखा तैयार की जा सके। अध्यक्ष ने अपने सघन दौर के दौरान दांडी मार्च स्थल का दौरा किया। यह प्रसिद्ध ऐतिहासिक स्थान नमक सत्याग्रह आंदोलन के लिए विख्यात है।

अध्यक्ष ने अपने अगले पड़ाव पर बारडोली पहुंचे जहां उन्होंने सुरुचि शिक्षण वर्षा ट्रस्ट जो कि केवीआईसी का एक स्मृति कुस्टर है के कार्यों की समीक्षा की। अध्यक्ष ने सूरत जिला खादी ग्रामोद्योग संस्थान का भी दौरा किया और खादी संस्था के बिक्री आउटलेट का दौरा किया। अपने

Press Coverage

केवीआईसी के अध्यक्ष का दौरा

खादी ग्रामोद्योगी गतिविधियों की समीक्षा



अहमदाबाद @ पत्रिका. खादी व ग्रामोद्योग आयोग के अध्यक्ष मनोज कुमार ने गुजरात के विभिन्न खादी संस्थानों का दौरा किया। इस दौरान उन्होंने गुजरात के कई जिलों की पीएमईजीपी इकाइयों एवं खादी संस्थाओं का निरीक्षण किया। उन्होंने खादी कारीगरों एवं उद्यमियों से बातचीत के दौरान खादी गतिविधियों

के संचालन में आ रही समस्याओं के बारे में जानकारी ली तथा उन्हें दूर करने के लिए सुझाव भी लिए, जिससे भविष्य में होने वाले खादी ग्रामोद्योग कार्यक्रमों के संचालन की रूपरेखा तैयार की जा सके। केवीआईसी अध्यक्ष ने दांडी मार्च स्थल का दौरा किया। वे सूरत जिला खादी ग्रामोद्योग संस्थान भी गए।

केवीआईसी ने स्वतंत्रता दिवस बड़े उत्साह के साथ मनाया

मुंबई (प्रतिनिधि), अपनी स्थापना के बाद से ही खादी और ग्रामोद्योग आयोग रोजगार सृजन के माध्यम से वित्तीय स्वावलंबन प्रदान कर समाज के अंतिम पायदान पर खड़े वर्ग के उत्थान

सादगी है। खादी और ग्रामोद्योग आयोग ने भारतीय स्वतंत्रता संग्राम के सादगी के इस प्रतीक के साथ समाज में बदलाव की भावना के साथ यात्रा शुरू की है। स्वतंत्रता के 75वें वर्ष के अवसर पर खादी और

महोत्सव देशवासियों को एक सूत्र में बांधकर देशभक्ति की भावना को मजबूत करेगा

खादी और ग्रामोद्योग आयोग के अध्यक्ष मनोज कुमार ने राष्ट्रीय ध्वज फहराया और कहा कि अमृत महोत्सव देशवासियों को एक सूत्र में बांधकर देशभक्ति की भावना को मजबूत करेगा। उन्होंने कहा कि इन 75 वर्षों में खादी और ग्रामोद्योग आयोग ने खादी और ग्रामोद्योग के विकास में महत्वपूर्ण भूमिका निभाई है। उन्होंने आगे कहा कि आयोग ने आर्थिक विकास पर

केवीआईसी ने निकाली 'तिरंगा यात्रा'



प्रातःकाल संवाददाता मुंबई। स्वतंत्रता के 75वें वर्ष के अवसर पर खादी और ग्रामोद्योग आयोग के अध्यक्ष मनोज कुमार ने आयोग के केंद्रीय कार्यालय परिसर में राष्ट्रीय ध्वज फहराया और कहा कि अमृत महोत्सव देशवासियों को एक सूत्र में बांधकर देशभक्ति की भावना को मजबूत करेगा।

उन्होंने कहा कि इन 75 वर्षों में खादी और ग्रामोद्योग आयोग ने खादी और ग्रामोद्योग के विकास में महत्वपूर्ण भूमिका निभाई है। उन्होंने आगे कहा कि आयोग ने आर्थिक विकास पर

ध्यान केंद्रित कर खादी और ग्रामोद्योग क्षेत्र को मजबूत बनाया है और आगे भी इस पर ध्यान केंद्रित करता रहेगा। इसके पश्चात, केंद्रीय कार्यालय में विभिन्न सांस्कृतिक कार्यक्रम जैसे देश भक्ति संगीत ऑर्केस्ट्रा, कठपुतली शो, कताई यार्न पर कहानी और कवि सम्मेलन का भी आयोजन किया गया। इसके अलावा चर्चगेट स्टेशन से मरीन ड्राइव तक तिरंगा रैली का आयोजन किया, जिसमें खादी कारीगरों, खादी कार्यकर्ताओं के अलावा केवीआईसी के कर्मचारियों और अधिकारियों ने भाग लिया।



और सशक्तिकरण के लिए अथक प्रयास कर रहा है। जैसा कि भारत स्वतंत्रता के 75 वें वर्ष पर आजादी का अमृत महोत्सव मना रहा है। खादी की सबसे शक्तिशाली अभिव्यक्ति

ग्रामोद्योग आयोग के अध्यक्ष मनोज कुमार ने आयोग के केंद्रीय कार्यालय परिसर में राष्ट्र ध्वज फहराया और इस अवसर पर अपने भाषण में मनोज कुमार ने कहा कि अमृत



सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
 Ministry of Micro, Small & Medium Enterprises,
 Government of India



सूक्ष्म, लघु और मध्यम उद्यम
 मंत्रालय, भारत सरकार



Love Earth. Love Khadi.

Eco-friendly, handcrafted fabric
 and lifestyle products



Khadi and Village Industries Commission
 Ministry of Micro, Small & Medium Enterprises, Government of India