



कर्मणो दुस्तकमानाम्।
प्राणिनाम् आतिथ्याश्रयम्॥

Jagruti

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June-2017



Unveiling the
Largest Steel Charkha
and opening of
Heritage Charkha
Museum

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

Jagruti

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Vol.61 No.7 Mumbai June-2017



कामये कुरुवनामानम्।
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Hon'ble Prime Minister's message on the occasion of launching of Steel Charkha and Heritage Museum.



सत्यमेव जयते

प्रधान मंत्री
Prime Minister

MESSAGE

I am happy that a Heritage Charkha Museum is being inaugurated and a Large Steel Charkha is being unveiled at Connaught Place, New Delhi by the Khadi and Village Industries Commission (KVIC) in association with the New Delhi Municipal Council (NDMC). It is also heartening to see that Charkhas are being distributed to Khadi artisans from seven states on this occasion.

As Mahatma Gandhi himself believed, the Charkha is a symbol of our Swaraj and Self-reliance. The museum and the monument for the Charkha in the National Capital will be a proud tribute to the Charkha's historic importance in our nation.

I am sure this endeavour will help everyone to appreciate the significance of the Khadi Industry in our country and make Khadi more popular. This will economically empower the lives of several weavers associated with the Khadi industry.

I congratulate KVIC and NDMC on this endeavour and wish them all the success.

(Narendra Modi)

New Delhi
31 March, 2017

Shri V.K Saxena
Chairman
Khadi and Village Industries Commission
New Delhi

KVIC's Endeavour at CP to attract tourists



Those who marked their presence despite their busy schedule and adverse weather condition were Shri Amit Shah, President, Bharatiya Janata Party; Shri Kalraj Mishra, Union Minister of Micro Small and Medium Enterprise; Union Minister of Culture, Dr. Mahesh Sharma; Union Minister of Youth Affairs and Sports, Shri Vijay Goel, Shri Haribhai Parthibhai Chaudhary Minister of State for

New Delhi, 23rd May, 2017: Courage and heart of hundreds of People who assembled to eyewitness the first initiative to link steel charkha with tourism amid much fervour and gaiety was commendable. The spirit of people could not be defeated despite the unexpected rain and thunder till they all witnessed the historical moment of unveiling the Largest Steel Charkha and opening of Heritage Charkha Museum. BJP President Shri Amit Shah unveiled the Largest Steel Charkha and Heritage Charkha Museum – consisting 14 vintage charkhas – at Palika Bazar Park in Delhi's Connaught Place here today.



MSME; Shri Rao Indrajit Singh, Minister of State for Urban Development, Smt. Meenakshi Lekhi Member of Parliament; Shri Satpal Singh, Member of Parliament; Karan Singh Tanwar, BJP leader besides Shri Vinai Kumar Saxena, Chairman, KVIC, Shri K.K. Jalan, Secretary, MSME, Shri B.H. Anil Kumar, Jt. Secretary, MSME, Shri Naresh Kumar, Chairman, NDMC; Smt. Anshu Sinha, Chief Executive Officer and Smt. Usha Suresh, Financial Advisor, Khadi and Village Industries Commission and all senior officers from KVIC and NDMC.





BJP President Shri Amit Shah expressed his happiness over this joint venture of KVIC and NDMC.

Shri Kalraj Mishra, Union Minister MSME, said that Charkha would script the story of economic Independence of India.

New Delhi Municipal Council (NDMC) Chairman Shri Naresh Kumar opined that that it would not only give a direct exposure to the vision to the New Delhi area about 'Charkha'- a symbol of



nation's prosperity – but also to values and preserve the rich heritage of our composite culture. “Charkha is not only a symbol of simplicity and economic freedom by Swadeshi but also a symbol of peace and

harmony, hence it will promote Hon'ble Prime Minister's vision for 'Make In India,'” he said, adding, “The NDMC will deliver its best to up-keep and maintain the Charkha and Heritage Museum spin tail of Indian legacy. The Council is striving hard for transforming the efficient, effective and livable New Delhi area through the intervention of modern digital technology.”

Earlier, KVIC Chairman Shri Vinai



Kumar Saxena, said that Charkha, like the memorial to unknown soldiers, is memorial to the unknown rural masses, who took to the demonstrated ways of self-reliance and dignity of labour following the call of the Father of the Nation. “The KVIC, in association with New Delhi Municipal Corporation (NDMC), has set up this Heritage Charkha Museum, showcasing 50 to 100 year old charkhas, gifted to KVIC by the owners of these charkhas. The charkha, run by the PM on Oct. 18, 2016 at Ludhiana, has also been kept permanently in the museum for display for general public,” he said, adding, “Located in the heart of National Capital, it will certainly



catch the eyes of foreign tourists coming here. The sparkling white marble statue of Mahatma Gandhi and the Large Steel Charkha will be visible from all four sides of Baba Kharak Singh Marg.”

Hailing this initiative, **Prime Minister Shri Narendra Modi**, in his special message to Khadi and Village Industries Commission Chairman, said: “As Mahatma Gandhi himself believed, the Charkha is a symbol of our Swaraj and Self-reliance. The museum and the monument for the Charkha in the National Capital will be a proud tribute to the Charkha's historic importance in our nation. This will economically empower the lives of several weavers associated

with the Khadi industry.” The 2.5-tonne large steel charkha is made of high-quality chromium nickel stainless steel and is corrosion resistant, non-magnetic and not hardenable by heat. The order to make this 12 feet tall and 25 feet long spinning wheel was given to Prayog Samiti, KVIC unit, near Sabarmati Ashram in Gujarat. The high quality stainless steel for the charkha was donated by Steel Authority of India (SAIL). On this occasion, besides gifting 500 new model eight-spindle charkhas – with a cost of approximately Rs. 70 lakh – to the women



spinners, a live charkha demonstration was also held by 10 women inmates of Tihar Jail.



Charkha Museum gets massive response from tourists 'Gundi' woven by Tihar women gets social acceptance



New Delhi: On Monday, 40-something Mamta Rani was standing in a long queue to get her turn to have a tricolor Gundi (a garland made of Khadi yarn) at Palika Park in Connaught Place. “It means a lot for me as it is not only a ticket of entry to this Heritage Charkha Museum. Instead, it is a token of respect to Mahatma Gandhi by the women inmates of Tihar – who are exhaling their past and inhaling their future. And, that too – with the tool of self-reliance – used by Bapu during the Freedom Struggle,” she said after getting this entry ticket.

The Heritage Charkha Museum, set up by the Khadi and Village Industries Commission in collaboration with New Delhi Municipal Corporation (NDMC), is a conclave of novel ideas – propagated and advocated by Mahatma Gandhi. Not only it is aimed to promote tourism through Charkha – as the turnout on its first day on Monday (the first working day of the week) was 1,522 and more than 1,200 on Tuesday till 4 pm, rather it gives an opportunity to have a sense of social acceptance to those 10 female inmates of

Tihar Jail – who weave 'tricolor gundi' for the tourists, used as entry ticket.

Interestingly, the KVIC has considered the name of the lady Ganga Ben – who discovered Charkha for Gandhiji. “After several rounds of discussion in this regard, we finally decided to christen the cottage as 'Ganga Ben Kutir'. It will be a highest tribute to Gandhiji and Ganga Ben,” said Shri Vinai Kumar Saxena, the KVIC Chairman, adding, “The women inmates daily come here under supervision of jail authorities at 10 am and weave till 6 pm. It is a way to generate employment opportunities for them as they earn Rs. 200 per day through weaving. It will certainly help these inmates become more acceptable in society as skilled hands once they leave jail after serving their terms.”

Meanwhile, the Heritage Charkha Museum authorities informed that presently entry fee had been fixed Rs 20 as trial. “Once the trial offer will be over, the entry fees will be Rs. 20 for children below 12 years and Rs 50 for adults,” informed one of the NDMC officials there.

It may be noted that the KVIC, in association with NDMC, has set up this Heritage Charkha Museum, showcasing 50 to 100 year old charkhas, gifted to KVIC by the owners of these charkhas. The charkha, run by the Prime Minister on Oct 18, 2016 at Ludhiana, has also been kept permanently in the museum for display for general public there.



Glimpses of the Event



Launching of 12 feet tall and 25 feet long steel Charkha consisting 14 vintage charkhas – at Palika Bazar Park in Delhi's Connaught Place. The 2.5-tonne large steel charkha is made of high-quality chromium nickel stainless steel and is corrosion resistant, non-magnetic and not hardenable by heat. The high quality stainless steel for the charkha was donated by Steel Authority of India (SAIL).

2. Inauguration of Heritage Charkha Museum set up by the Khadi and Village Industries Commission in collaboration with New Delhi Municipal Corporation (NDMC), which is a conclave of novel ideas – propagated and advocated by Mahatma Gandhi. The Heritage

Charkha Museum will permanently showcase 50 to 100 year old charkhas, gifted to KVIC by the owners of these charkhas. The charkha, run by the PM on Oct 18, 2016 at Ludhiana, has also been kept in the museum for display for general public.





3. 500 new model eight-spindle charkhas were gifted – to the women spinners of States of the Country with a cost of approximately Rs. 70 lakhs.



4. A live charkha demonstration by 10 women inmates of Tihar Jail. The activity will also give an opportunity to have a sense of social acceptance to these women inmates of Tihar Jail.



HONEY MISSION IN LUTYENS' EDIFICE



KVIC starts bee-keeping training in Rashtrapati Bhawan Apiary of 500 boxes to be set up in President's Estate as KVIC targets for 5,000 bee-boxes in National Capital

New Delhi: Lying untapped for ages, Sir Edwin Landseer Lutyens' largest Presidential edifice in the world – Rashtrapati Bhawan – has now caught attention of Prime Minister Narendra Modi's dream project 'Sweet Revolution'! Taking cognizance of the nectar-producing gardens with the abundant flora and fauna, including lush trees of mangoes, Indian blackberries (Jamun), Neem and drumsticks, the Khadi and Village Industries Commission (KVIC) launched an apiculture training course for the gardeners of President's Estate at Rashtrapati Bhawan premises. As many as 50 gardeners participated in the course, started by KVIC.

Giving the details of the program, Shri V. K. Saxena, the KVIC Chairman, said that the gardeners were apprised of the comprehensive scope and significance of apiculture, important considerations and

tips to care and maintain the apiaries and value of beekeeping in maintaining the flora and fauna. “After training, the KVIC will install as many as 500 Bee-boxes in different phases in the Rashtrapati Bhawan premises – having large greeneries. Besides producing more than 12,500 kilograms of high quality honey and 300 kilograms of good-quality wax every year, apiary will also boost the flora and fauna in and around the President's Estate and increase the crop yield there by at least 25 percent,” he said, adding, “It is a joint project of KVIC and New Delhi Municipal Corporation (NDMC). The KVIC has also decided to set up as many as 5,000 Bee-boxes this year in different gardens of Delhi, including Lodhi Garden, Talkatora Garden and Nehru Park, apart from the various reserved forest areas in Delhi. The NDMC authorities have also extended their support in our mission.”



suggested the Secretary to the President, to launch the 'Honey Mission' from there by setting up 500 Bee-boxes, for which they agreed. On May 9, the KVIC had launched a five-day beekeeping course for inmates of barrack no. 5 in Tihar Jail.

Ms. Omita Paul, the Secretary to the President, in her address said that this initiative from KVIC would not only increase the yield of horticulture and floriculture in and around the President Estate, rather it would also boost empowerment among

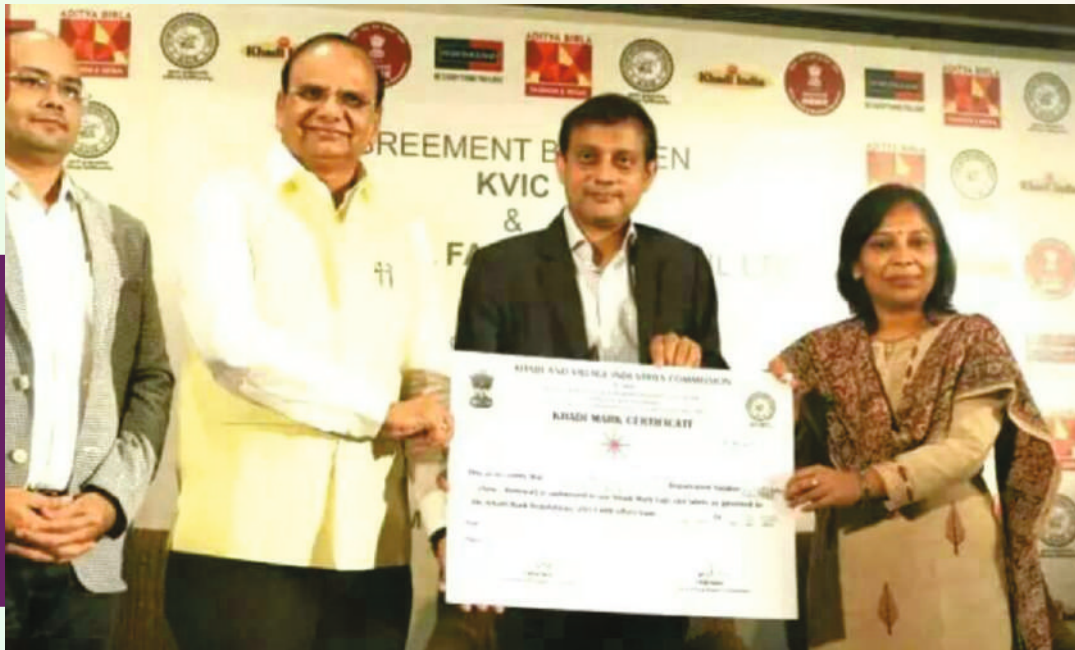
the women associated with different self-help groups. "The beekeeping program will be a bonanza for the 16,000 flowers and plants, recently placed in the Rashtrapati Bhawan premises. As this area has abundant trees, suitable for pollination, it will massively increase the yield of the crops in the neighbouring areas," she said.

Shri Saxena further said that the KVIC's apiculture experts delved upon honey bee species, colony organization, division of labor and life cycle of honey bees; management of honey bee colonies during different seasons. "The gardeners will also get practical training of examination of honeybee colonies, acquaintance with apicultural equipments, identification and management of bee enemies and diseases, honey extraction and wax purification, and management of bee colonies in spring, summer, monsoon, autumn and winter seasons," he said, adding, "Our objective is to make the sweet nectar available to each and every family for their daily consumption, following the call of 'Sweet Revolution' given by our Prime Minister. Honey helps boosting immunity and purifies blood. Its medicinal value protects the body from major health problems like heart ailments and cancer."

It may be noted that in the meeting with the officials of Rashtrapati Bhawan, held last month, the KVIC Chairman had



MARKETING CONVERGENCE BETWEEN KVIC AND ADITYA BIRLA FASHION AND RETAIL LTD.



New Delhi, May 23, 2017: Adding a new strength to Khadi India's fashion power-house, Aditya Birla Fashion and Retail Ltd. and Khadi and Village Industries Commission, Ministry of MSME, Government of India today announced a strategic collaboration to strengthen the synergies between the two iconic Indian brands. This initiative is in line with the Hon. Prime Minister's vision of promoting 'Khadi for Fashion' and hand-woven fabric.

The agreement document was exchanged between Ms. Anshu Sinha, CEO, KVIC and Mr. Ashish Dikshit, Business Head, Aditya Birla Fashion and Retail Ltd. in the august presence of Shri Vinai Kumar Saxena, Chairman KVIC and other dignitaries.

As a part of this strategic partnership, **Peter England**, leading

menswear brand from the fashion brands portfolio of Aditya Birla Fashion and Retail will be among the leading brands to develop an exclusive product line branded as '**Khadi by Peter England**'.

Speaking on this partnership, **KVIC Chairman Shri Vinai Kumar Saxena said**, "Khadi, the heritage fabric of India which was discovered and promoted by none other than Mahatma Gandhi, has grown with passage of time and has come to become a major job provider in rural areas at a very low cost capital investment. Hon'ble Prime Minister Shri Narendra Modi has given a major boost to Khadi Programme by regularly appealing to the countrymen to buy Khadi and support rural artisans. This has created a great demand for Khadi and I am happy to inform that the Khadi and Village Industries sale has crossed Rs.50,000



Crore mark during 2016-17. The KVIC - Aditya Birla Fashion and Retail Ltd. convergence is a major initiative to bring Khadi into the branded garments market in a big way with better designs, colours, and style to cater to the youth segment and the high end market. This convergence will provide around 2 lakhs man hours to the Khadi artisans and will definitely bring in much needed professional input in Khadi readymades.”

Commenting on the collaboration, **Mr. Ashish Dikshit, Business Head, Aditya Birla Fashion and Retail** said, *“Our partnership with Khadi & Village Industries Commission is a testimony of our commitment towards innovative and sustainable fashion. Reckoned as 'Fabric of the Nation', Khadi is a symbol of self-sufficiency, a versatile fabric that is trendy, with high-fashion appeal in its pure, rustic form. Authentic, Indian products resonate strongly with the Indian consumers and there is an increasing demand for hand-made fabric, that stays true to its roots and exudes simplicity and vogue at the same time. Through our partnership with KVIC, we aim to bring the rich Indian heritage of*

hand-woven fabric closer to our discerning consumers.”

Elaborating on this strategic initiative, **Ms. Anshu Sinha, CEO, KVIC** said “KVIC has been taking many new marketing initiatives to promote Khadi and village industries products. Bulk orders has been received from Corporates, PSUs and Govt. Departments like ONGC, Air India, Ministry of Health, J. K. Cement etc. to develop the market for Khadi and also provide professional expertise in area of designing product development etc. KVIC has developed



convergence with major market leaders like Raymond Ltd. and Aditya Birla Fashion and Retail Ltd. This will be a win win proposition for both the organizations and will bring in sustainable employment to Khadi artisans.”

This initiative is conceptualized under KVIC Act that permits it to promote the sale and marketing of Khadi or products of Village industries or handicrafts and forge links with established marketing agencies through



the PPP mode. Under this convergence, Peter England has agreed for a guaranteed minimum procurement of Khadi and Khadi products for a period of 5 years with primary purchases of muslin cotton and silk. This partnership will prove not only provide assured market to Khadi artisans and institutions but will also give opportunity to upgrade the skill and designs of fabric and garments and also create sustainable employment opportunities in rural areas through Khadi.

'Khadi by Peter England', a mélange of Indian ethos and latest trends is sure to position Khadi as a fashion fabric.



As a part of this strategic association, Peter England will also bring in the design interventions at Khadi manufacturing clusters across the country along with providing technical expertise. Additionally, Peter England will procure all India Khadi varieties from departmental sales outlets of KVIC for OTC sales as well as crafting garments for its apparel brands. Additionally, Khadi Logo will be displayed across Peter England stores through visual merchandising, where Khadi products are displayed. Currently, Khadi is being marketed by Khadi Gramodyog Bhavan's stores as well as through the sales outlets run by the institutions financed by KVIC and KVIB.

Khadi by Peter England will be available at Peter England stores across the country, KVIC outlets and leading E-commerce portals. There are around 700 retail points selling Peter England brand and they all be involved for marketing of the new Khadi range.

Khadi by Raymond - India's First Branded Khadi Label Raymond re-spins exquisite range of Khadi Fabrics & an array of ready to wear apparel



Mumbai, 18th May, 2017: *“Gandhi's dream and Modi's dream to take Khadi to the global market will not be fulfilled unless we take the entrepreneurial route. Public Private Partnerships such as the one with Raymond will boost industry confidence by ensuring market linkages that can lead to demand generation and benefit of the artisans”* said **Shri Giriraj Singh, Minister of State, MSME, Govt. of India.** He was speaking at the formal introduction of **Khadi by Raymond** India's first branded Khadi label at a grand event in Mumbai by Raymond Limited - India's leading Textile and Apparel conglomerate. The Hand woven, handspun "zero carbon" Khadi has a unique appeal of being cool in summer and warm in winter and is skin friendly in nature. "Speaking on futuristic Khadi he opined that in future solar run spinning wheels would be able to generate

employment for five crore people throughout the nation in five years said Shri Singh. Solar charkhas will make khadi the green organic yarn which does not hurt the environment, able to create more jobs and make khadi competitive in terms of reducing the cost of yarn and production said MoS MSME.

On the momentous occasion of the launch, **Shri Vinai Kumar Saxena, Chairman KVIC** said, *“It is a historical*



moment that the fusion of best brains with Khadi has given its first fruit in the form of exclusive Raymond Khadi apparels which will open a new avenues for Khadi market and this will serve the cause of rural artisans of our country and



support the cause of Hon'ble Prime Minister Shri Narendra Modi for greater use of Khadi by every Indian.” **Khadi By Raymond'** is an exquisite range of fabric blends and ready to wear apparel that resonate with the Indian culture, upholds Raymond's rich legacy that strikes a chord with today's discerning Indian customer,

he added.

This agreement will generate three lakh man hours for artisans. This will also add a new chapter of success in the reserve of Khadi.



In his address **Shri. Gautam Hari Singhania, Chairman and Managing Director – Raymond Limited** said; “It is indeed a moment of pride to have Khadi – the fabric of our nation as a part of our product portfolio.



Embodying some of the latest design trends and enhancing its quality Raymond Khadi is set to reposition Khadi as a fabric of choice, in line with the Hon. Prime Minister's vision of promoting Khadi for Fashion and reinstating our commitment to Make in India initiative.”

Ms. Sumitra Kulkarni Gandhi, granddaughter of Mahatma Gandhi who was guest of honor speaking on the occasion recalled her connect with Khadi and appealed to adopt this indigenous





cloth with a mission mode to help those who spin, weave and produce it. She wished that this partnership between KVIC and Raymond will definitely serve this purpose and motive.

The mega launch also witnessed the august presence of other honorary guests Hon'ble Cabinet Minister (Industry &



Mining), Govt. of Maharashtra, **Shri Subhash Desai**, Hon'ble Cabinet Minister (Education), Govt. of Gujarat, **Shri Bhupendra Sinha Chudasma**, **Ms. Anshu Sinha**, CEO and **Ms. Usha Suresh**, FA, KVIC and others who graced this event.

The models at the fashion show displayed the plethoric collection made

from Raymond Khadi which included **international wear, casual attire, smart formals** and **ethnic wear** to suit every occasion.

Kabir Bedi, eminent Indian television and film actor and **Tannishtha Chatterjee**, an Indian Film Actress weaved together the evening and created a sense of nostalgia while reminiscing



India's quest for independence and its association with Khadi as a symbol of self-sufficiency.

This initiative is conceptualized under KVIC mark regulation Act and permits Raymond to promote the sale and marketing of Khadi or Khadi products of village industries or handicrafts and forge links with established marketing agencies





through the PPP mode. Under this convergence, Raymond has agreed for a guaranteed minimum procurement of Khadi and Khadi products for a period of 5 years with primary purchases of muslin cotton, wool blends and silk. This strategic partnership will open new doors for Khadi through numerous Raymond outlets across the country as well as select international markets.

As a part of the initiative Raymond will procure all India Khadi varieties and will send it to manufacturing plants for



final finishing process ensuring superior product handle and finesse. Raymond will also bring in the design interventions at Khadi manufacturing clusters across the



country along with providing technical expertise. The story Re-Spun signifies the value addition done by Raymond in entire value chain of Khadi production.

Raymond Khadi products will be available at KVIC outlets, The Raymond Shops across India and leading ecommerce portals.



KVIC launches beekeeping training program in Tihar

50 young inmates apprised with skill of 'Sweet Economy' under 'Honey Mission'



New Delhi: Inspired by Prime Minister Narendra Modi's dream projects of 'Sweet Revolution' and 'Skill India', a five-day beekeeping training course for young inmates of Tihar Jail was kicked off on 18th April, 2017 at Jail No 5. As many as 50 inmates, with an age group between 20 and 25 years, participated in the course, started by Khadi and Village Industries Commission (KVIC).

Giving details, Shri V.K. Saxena, the KVIC Chairman, said that the trainees were apprised of the scope and significance of beekeeping, important considerations and tips to start beekeeping, economics of beekeeping and strategies in honey marketing and value of beekeeping. “After training, the KVIC will install as many as 500 bee-boxes in the jail premises – having

large greeneries. These boxes will not only produce more than 12,500 kilograms of high quality honey and 300 kilograms of good-quality wax every year, rather it will also boost the flora and fauna in and around the prison as the bees fly around 2 kilometers. Through pollination, crop production goes 25 percent up,” he said, adding, “Besides, the KVIC experts delved upon honey bee species, colony organization, division of labor and life cycle of honey bees; management of honey bee colonies during different seasons.”

Shri Saxena further said that practical training was also imparted in examination of honeybee colonies, acquaintance with apicultural equipments, identification and management of bee enemies and diseases, honey extraction and wax purification, and management of bee colonies in spring, summer, monsoon, autumn and winter seasons. “Our objective is to make the sweet nectar available to





each and every family for their daily consumption, following the call of 'Sweet Revolution' given by our Prime Minister. Honey helps boosting immunity and purifies blood. Its medicinal value protects the body from major health problems like heart ailments and cancer,” he added. KVIC has already planned to setup 5000 bee boxes in Delhi alone this year at various gardens, farmhouses and colleges, to start community honey cultivation, which will subsequently generate employment too.

Director General (Prisons) Shri Sudhir Yadav, in his address, said that after being trained in apiculture or bee farming as part of the rehabilitation and reformation programme for the prisoners, the inmates can learn the skills and utilise it to earn their livelihood when they have finished their jail term. “The KVIC, which has become the torch-bearer of 'Honey Mission' in the recent past, will provide the

bee hive boxes along with hive stands and other miscellaneous. They will also train us on how to go about it,” he said, adding, “We will soon harvest and sell our own honey. This is part of the reformation and rehabilitation of the inmates.”



Chief Minister, Gujarat Makes a Visit to Khadi Institutions

Chief Minister, Gujarat Shri Vijay Rupani on his trip to Amreli Dist. also visited Saghan Kshetra Yojana and activities of Khadi Institutions of this region on 5th may 2017. He was welcomed by Shri Pyarali Halaniji, Chairman, Saghan Kshetra Yojana.



Saghan Kshetra Yojana, is engaged in production of Muslin Khadi which has also started production of Cane and Bamboo muslin production from last year. Thus, it experiments with different vegetable yarn in production of Muslin Khadi. The Institution does not

have any retail outlet of its own. Hence, most of its products are sold in exhibitions. The CM Gujarat was happy to see the performance of this Khadi Institution.

Review meetings



Shri Giriraj Singh, MoS, MSME reviewed Schemes and Programmes of KVIC at Gramodaya Mumbai. The proceedings took place in presence of Shri Vinai Kumar Saxena, Shri Anil Kumar, Joint Secretary MSME, Shri Vinai Kumar Saxena Chairman, KVIC and Ms. Anshu Sinha, CEO, KVIC.

Shri Anil Kumar, Joint Secretary MSME, reviewing Schemes and Programmes of KVIC at Gramodaya, Mumbai. The review meet was also attended by Ms. Anshu Sinha, CEO, KVIC.



K.K.Jalan, Secretary, MSME, visits Khadi sales outlet



Shri K.K.Jalan IAS, Secretary , MSME, Govt. of India, New Delhi visited Air-conditioned sales outlet, Khadi Gramodyog Bhavan run by Tanjavur west Sarvodaya Sangh, Tanjavur on 19th may 2017.

Renovated under KRDP Scheme of KVIC the outlet has turnover of Rs 210 lakhs. On his visit the Secretary also planted a sapling in the premises of the Bhavan.

DLTFC recommends 59 PMEGP projects under the aegis of A&NI KVIB and DIC



The 61st meeting of the District Level Task Force Committee (DLTFC) pertaining to A&NI KVIB with the DLTFC for DIC was held on 17th May 2017 at District Office, Port Blair under the chairmanship of Shri Mahesh Kumar Gupta, DANICS, Additional District Magistrate, South Andaman District for processing of the loan applications received

from South Andaman District under PMEGP scheme of KVIC. Shri Ajit Anand, Director of Industries, Shri Goutam Mondal, General Manager, DIC, Shri P.K.Ummer Farooq, Lead District Manager, Lead Bank Office, SBI, Shri Manoj Kumar, Chief Manager (Cr.), Regional Office, SBI, Shri M.K.Anjanaiah, Dy. Director (I/c), MSME-DI, Shri Arun Srivastava, HoD (Electrical), DBRAIT, representatives from A&N State Co-operative Bank, Syndicate Bank, NYKS, Ms. Sima Sarkar, Pramukh, Panchayat Simiti, Little Andaman, Shri Alok Mridha, Member, Panchayat Samiti, Havelock, Ms. Mary Pushpa, Pradhan, Gram Panchayat, Shoal Bay, were also present during the meeting.

LIC Handed over Cheque of Rs. 343800 of Scholarship to KVIC Chairman



Life Insurance Corporation handed over cheque of Rs. 343800/ to

Chairman KVIC under the scheme of Aam admi Bima Yojana on 15th May 2017. Under this scheme 573 Children of artisans associated with khadi were given scholarship of Rs. 600 per student which was received by chairman KVIC Shri Vinai Kumar Saxena. He appreciated their effort for welfare of artisans.

On this occasion Chairman, KVIC presented charkha memento to LIC representative.

MEET TO PROMOTE BEEKEEPING



Shri M. T. Wakode, Director ABFPI chaired the meeting with Banas Dairy Parlour Dist. Banaskantha representative at State Office, Ahmedabad, State Director Shri S G Hedao and Asst. Director II Shri Jagbir Singh was also present in meeting.

Sarvoday Vidya Trust Khadi Bhavan Inaugurated



Chairman KVIC, Shri Vinai Kumar Saxena inaugurated a newly constructed Khadi Gramodyog Bhavan of Shri Sarvoday Vidya Trust, Zoravnagar institution at Vejalpur, Ahmadabad on 14th May 2017. Shri Kishor Bhai Chauhan, MLA Vejalpur was also present on this occasion.

This Bhavan is equipped with all modern technologies. KVIC financed Rs.

15 Lakh to the institution for renovation.

Total production of this institution is remained Rs. 81 lakh during the year 2016-17, Earlier, it was Rs.10 lakh in the year 2009-10 which has increased to Rs 81.00 lakhs in 2016-17 and at present 118 artisans are working in this institution. It is equipped with all the modern amenities like CCTV, and digital services.

PMEGP workshop at Ahmedabad



A State Level PMEGP workshop was conducted on 9th May 2017. The meeting was presided by Shri A. Rakesh, Principal Secretary, Cottage and Rural Industries Govt of Gujarat. On this occasion Bank of Baroda, Bank of India and Corporation Banks were presented mementos for their 1st, 2nd and third level performance respectively. Shri Sanjay Hedao, State Director proposed the vote of thanks and appreciate their contribution.

Khadi Prime Fabric for India's Economic Transformation

Dr. Shri Nath Sahai

Khadi : A Vichar (Concept)

*“Katabi charkha sajan tuhun kat
Milihen ehi se Suraj”*

**(I shall spin charkha, friend you also spin.
This will give us suraj(independence).**



Khadi is not a cloth simply, but a concept. It was an integral part of India's freedom struggle, since Gandhiji made khadi a 'weapon', to revolutionize the village economy. Khadi was named 'livery of freedom'. Nelson Mandela said, “Gandhiji sought to free the individual from his alienation from the machine and to restore morality to



the production process” by his spinning wheel and homespun khadi.

G a n d h i ' s Laptop: Gandhi brought Charkha into larger use, with his teachings to achieve people's self-sufficiency. A small portable, hand channel wheel (earlier shape) was considered ideal for spinning cotton and other fibres. It was also included in the earlier version of the Flag of India. So, it occupied a central place in the freedom struggle- both as a tool and symbol of the freedom movement.



Post independence, Khadi received attention at the Government level. After All India Bunkar Sangh set up in 1925 and followed by All India Gramodyog Sangh in 1934, the All India



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Gandhi's Laptop: Gandhi brought Charkha into larger use, with his teachings to achieve people's self-sufficiency. A small portable, hand channel wheel (earlier shape) was considered ideal for spinning cotton and other fibres. It was also included in the earlier version of the Flag of India. So, it occupied a central place in the freedom struggle- both as a tool and symbol of the freedom movement.

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The Ayog has three basic aims : (1) To establish the Khadi Udyog as cottage industry to create opportunities for employment (2) To manufacture such products as will get the market for sale (3) To make the maximum number of people self-dependent, connecting them with employment through Khadi Gramodyog. The Ayog conducts its schemes and programmes with the grants and aids of



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Highlights of

644th COMMISSION MEETING

The 644th Meeting of the Khadi and Village Industries Commission was held on 25th April, 2017 at New Delhi presided over by Shri Vinai Kumar Saxena, Chairman, KVIC.

The following Members of the Commission were present in the meeting:- Shri Jai Prakash Tomar, Zonal Member(CZ); Shri G. Chandramouli, Zonal Member(SZ); Dr. Sangeeta Kumari, Zonal Member(EZ); Shri Narayan C. Borkataky, Zonal Member(NEZ); Shri Ashok Bhagat, Expert Member (RD); Shri Rajendra Pratap Gupta, Expert Member (Mkt.); Ms. Suman Lata Gupta, Dy. General Manager, SME, State Bank of India; Shri B.H. Anil Kumar, Joint Secretary (MSME)); Smt. Usha Suresh, Financial Advisor/ Chief Executive Officer, KVIC; Shri Mohit Jain, Chief Vigilance Officer, KVIC.

At the outset the Commission confirmed the Minutes of the 643rd Meeting of the Khadi and Village Industries Commission held on 29th March 2017, at Mumbai. Issues arising out of discussion on confirmation of minutes is placed at **Annexure-I**.

ACTION TAKEN REPORT ON VARIOUS DECISIONS TAKEN BY THE COMMISSION IN ITS 642nd MEETING HELD ON 27th FEBRUARY, 2017 AT AHMEDABAD.

Commission noted the Action Taken Report on various decisions taken by the Commission in its 642nd Meeting held on 27th February, 2017.

Proposal of directorate of administration on transfer policy of

kvic.

Commission deliberated on the proposal of Directorate of Administration at length and made the following observations:-

The statement “Central Office Staff (C.O.Staff) repeatedly appearing in Column No. 6 and elsewhere of draft guidelines should be deleted as there is no separate cadre as (C.O) Central Office Staff.

Keeping in view the intricacies of the draft proposal; Commission decided to modify the conditions nos. 7 & 8 (column no.5) under “General” (Item No.21) and the same shall now read as under:-

Commission is empowered to transfer any employee at any time, to any place for any duration as per necessity and requirement of work in the interest of the Commission and in such cases the transfer policy of the Commission shall not become a bar while implementing the transfer order.

During any emergent / exigency / national calamity etc., Commission has the right to transfer any employee at any time, to any place, for any duration as per necessity and requirement of work in the interest of the Commission and in such cases the transfer policy of the Commission shall not become a bar while implementing the transfer order.

Commission further directed that

since 'State Cadres' have been replaced by 'All India Cadre' in the present/existing Recruitment Rules, the employees of the Commission are liable to be transferred from one State / Divisional Office to another State / Divisional Office (Inter-State Transfers), including transfers from Central Office, Mumbai, to any State / Divisional Office and vice-versa and the same should be included in the draft transfer guidelines.

Commission further directed that the designation of employees as per the present/existing approved Recruitment Rules should be used in the "Draft Transfer Policy/ Guidelines".

Commission also agreed with observations of Joint Secretary, MSME and directed to desist from using the word "Equivalents" in the draft proposal for the zone of consideration/jurisdiction of transfer as is observed at Sl. No. 3 Column Nos. 4 & 6 of the proposed 'Draft Transfer Policy/ Guidelines'.

Commission also agreed with observations of Joint Secretary MSME, and directed that Auditors who belong to the All India Cadre are liable to be transferred from one State / Divisional Office to another State / Divisional Office (Inter-State Transfers), including transfers from Central Office, Mumbai, to any State / Divisional Office and vice-versa and the same should be included in the draft transfer guidelines.

Finally, Commission directed to incorporate all the above suggested modifications and, redraft the entire "Draft Transfer Policy/ Guidelines" which shall be

very specific and in line with approved Recruitment Rules of KVIC and place the same in the next meeting of the Commission for consideration.

PROPOSAL OF DIRECTORATE OF KHADI CERTIFICATION REGARDING RENEWAL OF KHADI CERTIFICATES.

Commission deliberated on the proposal at length and observed that there are more than hundred cases of new khadi institutions who have recently been directly listed with the Commission but 'Khadi Registration Certificate' has been pending due to non-fulfillment of norms due to which these institutions have not been able to start their khadi production activities.

Commission therefore authorized Zonal Dy.CEOs to issue 'Time Bound Provisional Certificates' to all such institutions, clearly mentioning in the certificate that the validity of the certificate will cease in case the shortcomings / documents / clarification of the institution are not fulfilled within the stipulated time frame of three months from date of issue of certificate.

1. Commission also decided that the above facility should also be extended to all "On-Line Applicants of Khadi Certificates" thus doing away with "Off Line Khadi Registration System".

2. As regard the Khadi Registration Certificate, the following decisions had been taken earlier by the Commission in the meetings indicated below :

a) 631st meeting dated 29.03.2016

held at Mumbai –

Approved the implementation of decision taken by the committee on linking of Khadi Certification matters with Khadi Mark Regulation, 2013 (Point No.1 under Item No.5)

b) 636th meeting dated 29.08.2016 held at Bhubaneshwar –

In order to avoid delay and speed up the process, Commission further authorized all Zonal Dy.CEOs to renew Khadi Registration Certificates of Institutions zone wise (Point No.14 under Item No.7.3).

642nd meeting dated 27.02.2017 held at Ahmedabad –

Old Khadi Certificate will be signed/issued by the Chairman of Zonal Committee as per the provisions of act (Point No.1 under Item No.7 – Ann.-I)

It was also decided by the Commission that from 01.04.2017 the certificates to the institutions will be issued as per Khadi Mark Regulation (Point No.2 under Item No.7 – Ann.-I).

In light of various decisions taken as above with regard to issuing “Khadi Registration Certificates”, Commission decided to have one common regulation in place by merging the Khadi Certificate Regulation and Khadi Mark Regulation and constitute an internal Committee headed by Jt. Chief Executive Officer, to workout the common modalities consequent to merger of the regulations within a period of one month and place the

same before the Commission for its consideration.

Commission also reiterated that Zonal Member of the respective zones shall head the Zonal Khadi Certification Committee and Zonal Committee shall also function as ZCC and shall discharge responsibilities of ZCC.

As brought out by Joint Secretary, MSME, Commission decided to consider all applications already received for renewal of khadi certificates under the existing frame work.

In the light of various decisions / suggestions as given above; and also for ensuring the uninterrupted khadi activities Commission decided to continue the existing Central Certification Committee and Central Khadi Mark Committee till unified/common guidelines are framed for implementing Khadi Mark Certification and the Commission also authorized Chairman and CEO to take a final decision on the certification matter and further inform Commission.

Proposal of Directorate of accounts regarding “internal resource generation by the commission and its utilization for different purposes”.

Commission deliberated and approved the proposal of Directorate of Accounts regarding various sources for “Internal Resource Generation of the Commission” and its utilization for different purposes. It was emphasized that in view of the Ministry's direction to generate IRG -

efforts would be made by every Directorates in this regard.

Commission further took note of observations of Jt. Secretary, MSME, that KVIC should not charge any fee (Rs.200/- as proposed) per application as online registration charge from PMEGP applicants. FA reiterated that in view of the Ministries decision to generate IRG for meeting its VIIth Pay liabilities and also MoF direction for levy of user charges it would be advisable to charge application fee from PMEGP applicants.

Commission also took note of observations of Chairman that charging fees for online registration charge from PMEGP applicants will not only help in generating the much needed IRG for KVIC, but it will also encourage serious applicants to come forward under the PMEGP Scheme. **Commission therefore decided to charge Rs. 200/- per application as online registration charge from general category applicants and Rs. 100/- for SC/ST/OBC applicants.**

Commission further took note of observations of Jt. Secretary, MSME, that since most of the training courses are being made National Skill Development Corporation (NSDC) compliant, higher registration fees depending on the course can be charged from candidates for the courses organized by the Directorate of Capacity Building, KVIC.

Commission therefore decided to formulate a composite proposal in the above lines and forward the same to the Government for consideration.

Proposal of Directorate of Capacity Building regarding "revised guidelines for implementation of skill development training through departmental and Non-Departmental Training Centres w.e.f. 2017-18".

Commission deliberated and approved the proposal of Directorate of Capacity Building regarding "Revised guidelines for implementation of skill development training through Departmental and Non-Departmental Training Centres, w.e.f. 2017-2018" in the three modules (1) Training Programme on stipendary basis (2) Organizing Skill Training by engaging Master Trainer / Local Skill Trainer (self financing training programme) (3) Organizing Skill Training by engaging "Professional Training Associates" (PTA).

Commission also agreed with suggestion of Jt. Secretary, MSME, that KVIC should ensure that the training courses being conducted in Departmental as well as Non-Departmental Training Centres should be NSQF(National Skill Qualification Frame work) compliant.

Commission agreed with observations of Joint Secretary that efforts should be made by KVIC to enter into MOU with NSQF for recognizing KVIC Departmental and Non-Departmental Training Centres, as 'Partner Institutions' of NSQF so that NSQF can run its skill compliant training courses through KVIC in the KVIC training centres and this initiative will also help in KVIC in generating additional revenue. Commission also agreed with observations of Joint Secretary, MSME, that in certain areas like Bee Keeping where KVIC has its own unique

expertise, in such areas KVIC should have its own "Sector Skill Council" for organizing the specialized training courses.

Commission confirmed the Minutes of the 11th Meeting of the S.F.C. (2016-17) held on 27.02.2017 at Ahmedabad.

Proposal of Directorate of Marketing regarding "amendments to the guidelines prescribed for opening sales outlet at airports".

Commission deliberated on the proposal of Directorate of Marketing and approved the "Amendments to the guidelines prescribed for opening sales outlet at Airports" as detailed below:-

Commission relaxed the mandatory guideline of having minimum 5 to 6 good institutions near the jurisdiction of the Airport to run the sales outlet at airport and approved that the outlet can be run even by one single institution/federation provided the single institution / federation agrees to market products of multiple institutions as well.

Commission approved that the sales proceeds of the sales outlet will be deposited in the institutions / federations bank account and 5% of sales proceed being administrative cost to Dte. Of Marketing shall be deposited in the Centralized Bank Account of Directorate of Marketing by 5th of every succeeding month.

Commission also directed to make efforts for having similar sales outlets in all other airports across the country.

Proposal of Directorate of KRM for settling the dues with idco, Odisha and utilizing the land leased by idco to KVIC, Bhubaneshwar.

Commission deliberated on the proposal of Directorate of KRM for settling the dues with IDCO, Odisha and utilizing the land leased by IDCO to KVIC, Bhubaneshwar and decided as follows:-

Commission approved payment of Rs. 8,60,407.36 to IDCO, Odisha towards settlement of dues towards ground rent along with interest and penal interest to be met from the interest accumulated in the Centralized Bank Account of CSP.

Commission further decided to examine the suggestion of Jt. Secretary, MSME for setting up of an incubation centre at this location considering its proximity to the industrial areas.

proposal of Directorate of Khadi on issues of vinoba sewa samiti, Jaipur, for deciding further course of actions.

Commission deliberated on the proposal of Directorate of Khadi on issues of Vinoba Sewa Samiti, Jaipur and decided as follows:-It is decided to place the above matter in 645th Commission meeting for detailed deliberations.

Directorate of Ec.R. regarding achievements under various programmes/ industries of the Commission.

Commission noted the achievements portrayed by Directorate of EcR regarding achievements of KVIC under various programme/industry heads.

Commission also noted that the figures portrayed are provisional in nature and the actual figures are expected by the end of May 2017.

Commission noted the observations of Member(SZ) that PMEGP figures should be excluded from total Village industry figures and shown separately in order to have an estimate of the realistic performance of Village Industry Units in the KVI Sector.

Commission further decided to have a detailed evaluation study of the current status of existing Village Industry Units across the KVI Sector in order to evaluate the status of production, sales, employment, infrastructure, technology used etc. and develop a complete data base for the same.

Appraisal note of Directorate of Khadi regarding no dues certificates issued to Khadi Institutions.

Commission deliberated on the subject of issue of NDC for the settlement of KVIC loan account where there was inadvertent delay on part of State / Divisional Offices and also the concerned Directorates in Central Office, KVIC, Mumbai in issuing NDC to such institutions although the institutions had settled the KVIC loan account.

In the 643 Meeting of the Commission a decision was taken to place details of (1) number of applications received for issuing NDC (2) Number of NDC's issued and (3) Number of NDCs kept pending in the State / Divisional Offices in the current 644th Meeting of the Commission but in the 644th (current meeting) only issues pertaining to khadi

was placed under Agenda Item No. 12.1 while the status of institutions that had availed loan under village industries was not placed.

Commission also took note of observations of Joint Secretary (MSME) that while the demand account of institutions is maintained by the State Director the recovery part is done at the Central Office level resulting in disparity of reconciliation and delay in issuing NDC.

Commission also took note of observations of Joint Secretary, MSME and decided that that the motive of the institutions for procuring the NDC needs to be scrutinized in detail in order to weed out institutions insisting on NDC with the sole purpose of disposal of property of the institution. It was emphasized that a NDC does not entitle an institution to dispose of its property.

In this connection Commission agreed with the suggestion of Chairman and decided that every NDC should be time bound and every NDC should have a printed foot note stating that the NDC is issued only for the accounting purpose for the institution and the NDC shall not be valid as a legal instrument for the disposal of any movable or immovable property of the institution.

Commission also took note of observations of Financial Advisor, about the on line MDA disbursement system introduced by KVIC along with a "view window" facility for all State Directors as well as institutions that enables them to verify the details regarding recoveries initiated etc. in a transparent and time bound manner.

Commission also agreed with suggestion of Chairman and decided to formulate a data base of all khadi as well as village industry institutions that (1) availed full loan under village industries programme, implemented the programme effectively and are now willing to refund the loan with interest (2) partly funded institutions that could not set up the units or implement the programme against which recovery has been initiated and are willing to refund the initial loan amount to KVIC. The data will be collected institution / individual / State KVI Board wise and a list of pending recoveries to be brought out.

Commission further decided that the Khadi & V.I data will be made available to all Members of the Commission including all concerned within fifteen working days and detailed policy guideline on the matter will be placed in the next meeting of the Commission.

In this context Commission was also informed that a proposal for waiving outstanding loan of Khadi and V.I. institutions had been submitted to Ministry. It was informed by Joint Secretary that a proposal was pending with Ministry of Finance.

Commission further decided that since the issue of disposal of land and property does not pertain to institutions that availed village industry loans, hence there should be no hesitation in returning the equitable mortgage deeds, personal security papers, NOC etc., of all such village industry institutions that have refunded the entire loan due to KVIC.

Commission also took into

consideration the suggestion of Joint Secretary (MSME) and decided to fix an annual target for the field offices to recover the loan and finalize of accounts of all such partially performing or non performing institutions.

Appraisal note of Directorate of Administration and HR on the issue of filling up of 334 posts under direct recruitment quota through M/S. Edcil india ltd., Noida.

Commission noted the outcome of the discussion made by FA, KVIC with the representatives of M/s. EdCIL India Ltd., on 10.04.2017 as brought out in the proposal/note submitted before Commission by the Dy.CEO(Admn) and gave the approval to go head with the said proposal to engage M/S. EdCIL India Ltd., Noida for filling up of 334 posts under Direct Recruitment Quota of KVIC.

Appraisal note of Directorate of PMEGP regarding Abhayaranya Workshop held on 17-18, April 2017 at Ranchi, Jharkhand.

Commission noted the status, action taken report and recommendations of Abhayaranya Workshop held on 17-18, April 2017 at Ranchi, Jharkhand.

Proposal of Directorate of Forest Based Industries regarding action plan for micro honeybee mission (2017-18).

Commission deliberated and accorded In-Principle Approval to the Action Plan for Micro Honeybee Mission (2017-18) in favour of Directorate of Forest Based Industries with the following targets:-

1	Physical Target	20,566 persons
2	Financial Target	Rs. 6.00 Crores
3	IRG Target	Rs. 59.25 Lakhs

ANNEXURE – I

ISSUES ARISING OUT OF DISCUSSIONS ON CONFIRMATION OF MINUTES OF 643rd MEETING OF KHADI AND VILLAGE INDUSTRIES COMMISSION HELD ON 29th MARCH 2017, AT MUMBAI.

ISSUE OF NDC FOR THE SETTLEMENT OF KVIC LOAN ACCOUNT MADE BY INSTITUTIONS:

Commission took note of observations of Member(CZ) on the subject of issue of NDC for the settlement of KVIC loan account where there was inadvertent delay on part of State / Divisional Offices and also the concerned Directorates in Central Office, KVIC, Mumbai in issuing NDC to such institutions although the institutions had settled the KVIC loan account.

Member (CZ) observed that In the 643 Meeting of the Commission a decision was taken to place details of (1) number of applications received for issuing NDC (2) Number of NDC's issued and (3) Number of NDCs kept pending in the State / Divisional Offices in the current 644th Meeting of the Commission but in the 644th (current meeting) only issues pertaining to khadi was placed under Agenda Item No. 12.1 while the status of institutions that had availed loan under village

industries was not placed.

Commission also took note of observations of Joint Secretary (MSME) that while the demand account of institutions is maintained by the State Director the recovery part is done at the Central Office level resulting in disparity of reconciliation and delay in issuing NDC.

Commission also took note of observations of Joint Secretary and decided that that the motive of the institutions for procuring the NDC needs to be scrutinized in detail in order to weed out institutions insisting on NOC with the sole purpose of disposal of property of the institution.

In this connection Commission agreed with the suggestion of Chairman and decided that every NDC should be time bound and every NDC should have a printed foot note stating that the NDC is issued only for the purpose of accounting of loan liabilities of the institution and the NDC shall not be valid as a legal instrument for disposal of any movable or immovable property of the institution.

Commission also took note of observations of Financial Advisor, about the on line accounting system introduced by KVIC along with a view window facility for all State Directors as well as institutions that takes care of all the speculations pertaining to availment of loan by institutions, MDA, various interest charged as well as details of recoveries initiated etc. in a transparent and time bound manner. Commission also agreed with suggestion of Chairman and decided to formulate a data base of all khadi as well as village industry institutions that:

- (1) Availed full loan under village industries programme, ran the programme effectively and are now willing to refund the loan with interest.
- (2) Partly funded institutions that could not set up the units or run the programme and on whom recovery has been initiated and are willing to refund the amount to KVIC. The data will be collected institution / individual / State KVI Board wise and a list of pending recoveries will be brought to fore.

Commission further decided that the khadi & V.I data will be made available to all Members of the Commission including all concerned within fifteen working days and detailed policy guideline on the matter will be placed in the next meeting of the Commission.

Commission further decided that since the issue of disposal of land and property does not pertain to institutions that availed village industry loans hence there should be no hesitation in returning the equitable mortgage deeds, personal security papers, NDC etc., of all such institutions that have refunded the entire loan due to KVIC.

Commission also took into consideration the suggestion of Joint Secretary (ARI) and decided to fix an

annual target for recovery of loan and finalization of all such partial / non performing institutions in their jurisdiction.

Keeping Members of the Commission;

Informed about the official programmes /functions organized in their respective zones and also inviting Commission Members to participate in all such functions:

Commission took note of observations of Member(CZ) that although Commission in the past had instructed to keep the Commission members well informed about the important events/functions being held by the field offices in the jurisdiction of Members of the Commission, it is not being complied with by the field offices.

He also informed that many of the State / Divisional Directors are formulating their own exhibition and programme plans and organize same even by inviting Hon'ble Ministers, and other dignitaries to the functions, but without informing the concerned Zonal Member/ Dy.CEOs which is in gross violation of the decision of the Commission in this regard.

Commission therefore decided that in future suitable disciplinary action shall be initiated against all such defaulting State / Divisional Directors.



New Delhi, Monday, May 22, 2017

Charkha museum unveiled

New Delhi: The much-awaited heritage charkha museum and steel charkha was unveiled by BJP president Amit Shah on Sunday.

The charkha museum consists of 14 vintage charkhas in collaboration with Khadi and Village Industries Commission (KVIC).

KVIC chairman Vinai Kumar Saxena said that

Charkha is a memorial to the unknown rural masses who took to the demonstrated ways of self-reliance and dignity of labour following the call of the father of the nation.

"The KVIC, in association with NDMC, has set up this museum, showcasing 50 to 100-year-old charkhas," he said.

CP's charkha museum to spin tales of glory

BJP president Amit Shah unveils a large steel charkha and heritage Charkha Museum

STAFF REPORTER ■ NEW DELHI

BJP president Amit Shah on Sunday unveiled a large steel charkha and heritage Charkha Museum — consisting of 14 vintage charkhas — at Palika Bazar Park in Delhi's Connaught Place, amid much fervour and gaiety.

Hailing this initiative, Prime Minister Narendra Modi, in his special message to Khadi and Village Industries Commission (KVIC) chairman, said, "As Mahatma Gandhi himself believed, the Charkha is a symbol of our Swaraj and self-reliance. The museum and the monument for the charkha in the national Capital will be a proud tribute to the charkha's historic importance in our nation. This will economically empower the lives of several weavers associated with the Khadi industry."



NDMC employees film the steel Charkha, which was lit by ten-lakh candles at its unveiling at Palika Bazar Park in Connaught Place on Sunday. Rajan Datta / Pictora

KVIC chairman Vinai Kumar Saxena, in his welcome speech, said charkha, like the memorial to unknown soldiers, is memorial to the unknown rural masses, who took to ways of self-reliance and dignity of labour following the call of the Father of the nation.

"The KVIC, in association with New Delhi Municipal Corporation (NDMC), has set up this Heritage Charkha Museum, showcasing 50 to 100 years old charkhas, gifted to KVIC by the owners of these charkhas. The charkha, run by the PM on Oct 18, 2016, at Ludhiana, has also been kept permanently in the museum

for display for general public," he said. "Located in the heart of the city, it will certainly catch the eyes of foreign tourists coming here. The sparkling white marble statue of Mahatma Gandhi and the large steel charkha will be visible from all four sides of Baba Kharkar Singh Marg."

The committee comprises various agencies, including the Public Works Department, the three municipal corporations, Delhi Cantt, Delhi Metro Rail Corporation (DMRC), and the New Delhi Municipal Council (NDMC), among others. It will be headed by the PWD Secretary.

A top government official said the committee has prepared a plan to desilt by June 15 all 163 major drains in the city, which cause massive waterlogging every monsoon.

The committee will coordinate the desilting work among the different agencies so that they don't end up passing the buck among each other, he said. "The committee has asked all agencies concerned to come up with their detailed plans on the removal of silt from drains and roads by May 26, and also report how many drains they have been desilted so far," the official told PTL.

The PWD is in charge of 1,260 kms of roads in the capital while the rest fall under the jurisdiction of the three MCDs.

According to the India Meteorological Department (IMD), the normal monsoon onset date in the national Capital is June 29.

Amit Shah unveils 12-ft tall Charkha, museum at CP

OUR CORRESPONDENT

NEW DELHI: BJP national president Amit Shah on Sunday unveiled the Large Steel Charkha and Heritage Charkha Museum — consisting of 14 vintage charkhas — at Palika Bazar Park in Delhi's Connaught Place, amid much fervour and gaiety.

Hailing the initiative, Prime Minister Narendra Modi, in a special message to Khadi and Village Industries Commission (KVIC) chairman, said, "As Mahatma Gandhi himself believed, the Charkha is a symbol of our Swaraj and self-reliance."

"The museum and the monument for the Charkha in the national Capital will be a proud tribute to the Charkha's historic importance in our nation. This will economically empower the lives of several weavers associated with the Khadi industry," the Prime Minister's message stated. Meanwhile, Shah said that



BJP national president Amit Shah at the throws open the Heritage Charkha Museum in Connaught Place on Saturday. PICTA/ANUP

since time immemorial, the Charkha had been a symbol of economic empowerment of our nation.

"It is really a commendable job on the part of KVIC and NDMC (New Delhi Municipal Council) that both organisations have come up with a novel mission with an economic model to promote tourism. I hope that the spinning wheel would symbolise the mission of our Prime Minister Narendra Modi's 'Make in

India'." Mirroring similar views, Union Minister for Micro, Small and Medium Enterprises Kairaj Mishra said that the Charkha would script the story of economic independence of India in coming days.

NDMC Chairperson Naresh Kumar said that the Charkha not only symbolises the vision of the New Delhi area, but also preserves the values and rich heritage of India's composite culture.

आदित्य बिरला फॅशनची खादी नाममुद्रा सादर

व्यापार प्रतिनिधी, मुंबई

आदित्य बिरला फॅशन अँड रिटेल लिमिटेड आणि खादी आणि ग्रामोद्योग आयोगाने दोन महत्त्वाच्या भारतीय नाममुद्रेमधील बंध मजबूत करण्यासाठी धोरणात्मक भागीदारीची घोषणा केली. हा उपक्रम 'खादी फॉर फॅशन' आणि हातमागाच्या कापडाचा प्रसार

करण्याच्या स्वप्नाला अनुसरून असल्याचे स्पष्ट करण्यात आले आहे. याबाबतचा संमती करारनामा अंशू सिन्हा, मुख्य कार्यकारी अधिकारी, केव्हीआयसी आणि आशिष दीक्षित, बिझनेस हेड, आदित्य बिरला फॅशन अँड रिटेल लिमिटेड यांच्यामध्ये विनय कुमार सक्सेना, अध्यक्ष, केव्हीआयसी आणि इतरांच्या उपस्थितीत यावेळी करण्यात आला.

Millennium post

New Delhi, Sunday, May 23, 2017



Besides gifting 500 new model eight-spindle charkhas to women spinners of nine states, a live charkha demonstration was also held by women inmates of Thar Jail.

Heritage Charkha Museum spin tales of Indian legacy

Our Correspondent

It is a proud moment as the first initiative to both charkhas, with its own daily production. The large steel charkha and heritage Charkha Museum — consisting of 14 vintage charkhas — at Palika Bazar Park in Delhi's Connaught Place, amid much fervour and gaiety recently.

Hailing this initiative, Prime Minister Narendra Modi, in his special message to Khadi and Village Industries Commission (KVIC) chairman, said, "As Mahatma Gandhi himself believed, the Charkha is a symbol of our Swaraj and self-reliance. The museum and the monument for the charkha in the national Capital will be a proud tribute to the Charkha's historic importance in our nation. This will economically empower

Re-Spinning History!

Raymond Limited - India's leading Textile and Apparel conglomerate, marking the launch of India's first branded Khadi label - 'Khadi by Raymond' at an event in Mumbai recently. This initiative is conceptualized under KVIC mark regulation Act and permits Raymond to promote the sale and marketing of Khadi or Khadi products of village industries or handicrafts and forge links with established marketing agencies.



Khadi - the word conjures up images of late Father of our Nation and the Swadeshi movement he led for freeing our country from the clutches of the Britishers. Hand spinning and hand weaving have been around for thousands of years, thus, making the craft of khadi ancient.

Khadi has seen the golden era needed a major struggle for maintaining a balance between tradition and modernity. While tradition was indispensable for the nation to sustain its legitimacy and preserve the culture, modern aspects of life could not be overlooked if the nation had to compete on a global scale. Khadi was thus redefined by its proponents who made the fabric distinct and also added an element of flexibility to the idea of Khadi for it to sustain itself.

Khadi stands for what's traditional, but every tradition has to undergo change to stay relevant. Khadi has seen a new wave of acceptance thanks to many fashion designers like Subyasachi

added. This fabric on washing is more enhanced thus the more you wash it, better the look. Khadi is not easily worn out for years together, at least for 4-5 years. Very attractive and designer apparel are made by doing handwork on them garments made from it.

Khadi cotton is required to be starched so that it does not get easily crumpled. It comes in many colors and is not harmful to the skin as synthetic fabrics. This cotton is very soothing in summer season as ample amount of air ventilation is there, it has the capacity to absorb moisture therefore it easily soaks the sweat and keeps the wearer cool and dry.

Khadi cotton comes in plain as well as in printed fabrics. The most common outfit made from khadi cotton is the Kurta. Many types of apparel are manufactured from khadi cotton like saris, salwar suits, fabric yarns, western tops, skirts, trousers, skirts, handkerchiefs, etc. It is a very durable fabric. In khadi silk, the ratio of khadi and silk fabric is 50:50. This fabric requires dry cleaning. It shrinks about 3% after the first wash. It is quite an expensive fabric. Khadi silk provides a royal and rich look. The various types of apparels made from khadi silk are salwar kameez, kurta pajamas, saris, dupattas, shirts, vest and jackets. Apparels like kurta, jacket, sari blouses requires lining to be given to ensure its longevity.



FASHION LUST
Suchismita Mohanta
Nothing Hurts Us Like Fashion

as well as the dark days. The darker days were due to increase in production of low-cost mill fabric due to industrialization spurred demand for raw produce cotton rather than high-quality imports. The fabric owes its revival to the Father of the Nation, Mahatma Gandhi. He was the one who saw its potential as a tool to bring self-reliance, independent and bringing villages back to life. In his words: 'The spinning wheel represents to me the hope of the masses. The masses lost their freedom, such as it was, with the loss of the Charkha. The Charkha supplemented the agriculture of the villagers and gave it dignity.'

The journey of Khadi with-



WORTHY CAUSE

Gautam Singhania, CMD, Raymond Group with Sumitra Kulkarni Gandhi, granddaughter of Mahatma Gandhi during a fashion show to promote khadi in Mumbai on Thursday. — PTI

खादी के फैशन का जलवा

रेमंड खादी-ए स्टोरी रे-स्पिन थीम पर फैशन शो का आयोजन मुंबई में किया गया। इस फैशन शो में बॉलीवुड से लेकर ग्लैमर जगत की कई जमी-मानी हस्तियों ने अपनी उपस्थिति से चार चांद लगाए।



रेमंड ग्रुप के सीएमडी गौतम सिंघानिया अपने परिवार के साथ।

फैशन शो के दौरान चरिष्ठा अभिनेता कबीर बेदी

RAYMOND KHADI SHOW



Mumbai: Gautam Singhania, CMD, Raymond Group during a fashion show with theme "Raymond Khadi - A Story Re-spun" in Mumbai.

पहल

कॉर्ट प्लेस में 12 फीट ऊंचे चरखे की चमक, स्टेनलेस स्टील के इस चरखे का वजन ढाई टन

चरखा म्यूजियम में मिलेगा साल 1912 का चरखा

नई दिल्ली, लोकसत्त्व

खादी ग्रामोद्योग आयोग व नई दिल्ली नगरपालिका परिषद की ओर से दिल्ली के दिल कहे जाने वाले कॉर्ट प्लेस के पालिका बाजार परिया में संयुक्त रूप से अगुी पहल की। स्वतंत्रता आंदोलन और स्वावलंबन के प्रतीक गांधी चरखा का विशाल रूप प्रदर्शित किया। स्टेनलेस स्टील से बने इस चरखे को देखकर लोगों ने खूब तारीफ की। रविवार देर शाम को भाजपा के राष्ट्रीय अध्यक्ष अमित शाह ने चरखे के सार्ध-साय चरखा म्यूजियम का भी उद्घाटन किया। 12 फीट ऊंचा और 25 फीट लंबे स्टेनलेस स्टील चरखे का वजन ढाई टन है जिसको स्टील अर्थोपेटी ऑफ इंडिया ने दिया है।



इस अवसर पर सूक्ष्म एवं लघु उद्योग मंत्री कलराज मिश्रा, केन्द्रीय संस्कृति एवं पर्यटन राज्यमंत्री डा महेश शर्मा, खेल एवं युवा मामलों के राज्यमंत्री विजय गोयल, केन्द्रीय सूक्ष्म, लघु व मध्यम उद्योग राज्यमंत्री

राव इंद्रजीत सिंह, नई दिल्ली लोकसभा खासद भीमाक्षी लेखी के अलावा खादी ग्रामोद्योग आयोग के अध्यक्ष विनय कुमार सक्सेना, पालिका परिषद चेयरमैन नरेश कुमार समेत अन्य गणमान्य लोग प्रमुख रूप

तारीफ

12 फीट ऊंचा और 25 फीट लंबे स्टेनलेस स्टील चरखे का वजन ढाई टन है जिसको स्टील अर्थोपेटी ऑफ इंडिया ने दिया है।

से उपस्थित थे। भाजपा अध्यक्ष अमित शाह ने खादी ग्रामोद्योग आयोग व एनडीएमसी दोनों की भुर-भुर प्रशंसा भी की। उन्होंने कहा कि गांधी चरखा हमारे देश में आर्थिक आत्मनिर्भरता का प्रतीक रहा है। यह प्रथममंत्री नरेद्र मोदी के मेक इन इंडिया अभियान का भी प्रतीक है। सूक्ष्म एवं लघु उद्योग मंत्री कलराज मिश्रा ने

चरखा म्यूजियम में यह है खास

खादी ग्रामोद्योग आयोग ने पालिका परिषद के साथ मिलकर जो हेरिटेज चरखा म्यूजियम स्थापित किया है इसमें 50 से 100 साल पुराने चरखों को रोजी कर रखा गया है। यह सभी चरखे इनके मालिकों की ओर से म्यूजियम को गिफ्ट स्वरूप दिये गये हैं। इनमें से एक सबसे पुराना चरखा 1912 का है।

कहा कि आने वाले दिनों में यह चरखा भारत की आर्थिक अजादी की नई इबारत लिखेगा।

500 महिला बुनकरों को ब्राटे चरखे इस अवसर पर जो चरखों को 500 महिला बुनकरों को 70 लाख रुपये मूल्य के चरखा विकरित किये गए। वहीं लिहाइ जेल की 10 महिला कैदियों ने चरखा परिव्यालन का लाइव प्रस्तुतिकरण किया। इस अवसर पर आयोग की ओर से

राष्ट्रियता महात्मा गांधी के जीवन पर आधारित एक फिल्म का प्रसारण तथा इससे संबंधित एक डाक टिकट प्रदर्शनी का भी आयोजन किया गया। आयोग के अध्यक्ष विनय कुमार सक्सेना ने कहा कि खादी वजन की रिफाजत पर भर मिट जाने वाली उन शहीदों की तरह हजारों ग्रामोद्योग का भी प्रतिनिधित्व करता है जो महात्मा गांधी के आह्वान पर स्वावलंबन और श्रमिकों की प्रतिष्ठा के लिए स्वतंत्रता संग्राम में कूट पड़े।

दिल्ली

आज का दिन



कॉर्ट प्लेस में रविवार शाम 4 बजे अंधेरा छा गया। यहां भाजपा अध्यक्ष अमित शाह ने स्टील के चरखे का उद्घाटन किया।

जागरण

स्वावलंबन का प्रतीक गांधी चरखा का विशालतम रूप



चरखे की चमक देख हुए चकित

गांधी चरखा हमारे देश में आर्थिक आत्मनिर्भरता का प्रतीक रहा है : अमित शाह

अमित शाह, नई दिल्ली, भारतीय जनता पार्टी के राष्ट्रीय अध्यक्ष अमित शाह ने नई दिल्ली के कॉर्ट प्लेस में एक विशाल चरखा का उद्घाटन किया। उन्होंने कहा कि गांधी चरखा हमारे देश में आर्थिक आत्मनिर्भरता का प्रतीक रहा है। यह प्रथममंत्री नरेद्र मोदी के मेक इन इंडिया अभियान का भी प्रतीक है। सूक्ष्म एवं लघु उद्योग मंत्री कलराज मिश्रा ने

दिल्ली में 37 हजार तेज रफ्तार वाहनों पर टोंका गया जुर्माना

नई दिल्ली, पीएनएन। राष्ट्रीय राजधानी में यातायात पुलिस ने इस साल तेज रफ्तार के वाहनों का 37 हजार वाहनों पर जुर्माना लगाया है। इस ऑपरेशन के अंतर्गत 'वाहन' बंदी किए हैं। हाल में हुई कुछ घटनाओं की वजह से सड़क सुरक्षा का मुद्दा सुरक्षित में है। पुलिस अधिकारियों का मानना है कि यदि लोग घातन चलाने के लिए निर्धारित गति सहित अन्य यातायात नियमों का पालन करें तो बहुत सी दुर्घटनाओं को टाला जा सकता है। दिल्ली यातायात पुलिस के एक वरिष्ठ अधिकारी ने कहा कि इस साल 15 मई तक 36,961 लोगों पर तेज रफ्तार से घातन चलाने के कारण जुर्माना लगाया गया।



नई दिल्ली में लॉरी व तेज रफ्तार के वाहनों पर टोंका गया जुर्माना।

राजधानी 3

आवश्यकता है

- पत्रिका का वितरण बिना शुल्क के
- वितरण के लिए पत्रिका
- वितरण के लिए पत्रिका
- वितरण के लिए पत्रिका

कार्ड पर अपने पते का पता भरें और कार्ड को भरें।
 कार्ड भरने के लिए पत्रिका का पता भरें।
 कार्ड भरने के लिए पत्रिका का पता भरें।
 कार्ड भरने के लिए पत्रिका का पता भरें।

KVIC का जेल में शहद उत्पादन

कार्यालय संवाददाता मुंबई. प्रधानमंत्री नरेन्द्र मोदी के हनी मिशन और स्किल इंडिया अभियान को आगे बढ़ाते हुए खादी और ग्रामोद्योग आयोग (केवीआईसी) ने जेल में सजा काट रहे कैदियों को मधुमक्खी पालन का प्रशिक्षण दिया. आयोग ने तिहाड़ जेल में 500 मधुमक्खियों के बक्सों के माध्यम से उच्च गुणवत्ता का शहद उत्पादन करने की योजना बनाई है. आयोग के अध्यक्ष श्री वी.के. सक्सेना ने कहा कि तिहाड़ जेल में कैदियों के लिए मधुमक्खी पालन पर पांच दिनों की कार्यशाला का आयोजन किया गया. जिसमें 20 से 25 बच्चों के 50 कैदियों को प्रशिक्षित किया गया.



■ सक्सेना ने कहा कि प्रशिक्षण पूरा होने के बाद आयोग जेल परिसर में मधुमक्खियों का 500 बक्से रखेगा. इनके माध्यम से प्रतिवर्ष 12500 किलोग्राम शहद और 300 कि.ग्रा. मोम का उत्पादन होगा. प्रशिक्षण पूरा कर कैदी जेल से रिहा होने के बाद आसानी से रोजगार हासिल कर सकते हैं.

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राष्ट्रपति भवन में होगा शहद का उत्पादन

केवीआईसी ने शुरू किया प्रशिक्षण कार्यक्रम



कार्यालय संवाददाता मुंबई. खादी ग्राम एवं उद्योग आयोग (केवीआईसी) ने राष्ट्रपति भवन के मालियों के लिए मधुमक्खी पालन प्रशिक्षण कार्यक्रम शुरू किया है. कार्यक्रम के माध्यम से आयोग ने राष्ट्रपति भवन में शहद उत्पादन की योजना बनाई है. राष्ट्रपति भवन के प्रयोग में बड़ी संख्या में आम, जामुन, नीम और सहजन के पेड़ हैं. राष्ट्रपति भवन के मालियों को प्रशिक्षित कर केवीआईसी परिसर में 500 से अधिक मधुमक्खियों के (बॉक्स) रखने को स्थापित करेंगे. प्रशिक्षित माली शहद निकालने का काम करेंगे.

मालियों को लेकर योजना

केवीआईसी के अध्यक्ष वी.के. सक्सेना ने कहा कि इस मधुमक्खी पालन परियोजना से हर साल 12,500 किलो शहद तथा 300 किलो मोम का उत्पादन किया जा सकेगा. इसी के साथ राष्ट्रपति भवन के आसपास फूल, फल और फसल की उपज में भी 25 प्रतिशत की बढ़ोतरी होगी. सक्सेना के अनुसार भविष्य में आयोग ने नयी दिल्ली नगर निगम के सहयोग से राजधानी में 5,000 मधुमक्खी के बॉक्स लगाने की योजना तैयार की है. बॉक्स बगान, लोधी गार्डन, तालकटोड़ा गार्डन और नेहरू पार्क सहित दिल्ली के विभिन्न बगानों के अलावा दिल्ली के विभिन्न आरक्षित बनों में लगाये जायेंगे. शहद शरीर की रोग प्रतिरोधक क्षमता को बढ़ाता है और खून को साफ करता है.

By Mall Today Bureau in New Delhi

IN A first, to link the *charkha* with tourism, BJP president Amit Shah on Sunday unveiled the Large Steel Charkha and Heritage Charkha Museum — consisting 14 vintage *charkhas* at Palika Bazar Park in Delhi's Connaught Place.

Hailing this initiative, Prime Minister Narendra Modi, in a message to Khadi and Village Industries Commission (KVIC) chairman, said, "As Mahatma Gandhi himself believed, the *charkha* is a symbol of our *swaraj* and self-reliance. The museum and the monument for the *charkha* in the capital will be a proud tribute to the *charkha*'s historic importance in our nation. This will economically empower the lives of several weavers associated with the Khadi industry."

KVIC chairman Vinay Kumar Saxena, said that the *charkha*, like the memorial to unknown soldiers, is memorial to the rural masses, who took to the demonstrated ways of self-reliance and dignity of labour. "The KVIC, in association with New Delhi Municipal Corporation (NDMC), has set up this Heritage Charkha Museum, showcasing 50 to 100 year old *charkhas*, gifted to KVIC by the owners of these *charkhas*. The *charkha*, run by the PM on October 18, 2016 at Lucknow, has also been kept permanently in the museum on display for the general public," he said, adding, "Located in the heart of the capital, it certainly be a tourist spot. The white marble statue of Mahatma Gandhi and the Large Steel Charkha will be visible from all four sides of Baba Kharaak Singh Marg."

BJP President Amit Shah said that the *charkha* had always been the symbol of economic empowerment of our nation. "The KVIC and NDMC have

500 new model eight-spindle *charkhas* were gifted to women spinners of nine states



BJP president Amit Shah with Union MSME minister Kairaj Mishra watching a live *charkha* demonstration by Thir Jai inmates.

Charkha push for economic empowerment

come up with an economic model to promote tourism. I hope that the spinning wheel will symbolise the mission of Modi's 'Make in India'."

NDMC chairperson Nareish Kumar said, "The *charkha* is not only a symbol of simplicity and economic freedom by Swadeshi but also a symbol of peace and harmony," he said, adding, "The NDMC will deliver its best for the up-

keep and maintenance of the Charkha and Heritage Museum. The Council is striving hard for trans forming the efficient, effective and livable New Delhi area through the intervention of modern digital technology."

The 2.5-tonne large steel *charkha* is made of high-quality chromium nickel stainless steel and is corrosion resistant, non-magnetic and not hardened by heat. The order to make this 12 feet tall and 25 feet long spinning wheel was given to Prayog Samiti,

KVIC unit, near Sabarmati Ashram in Gujarat. The high quality stainless steel for the *charkha* was donated by Steel Authority of India (SAIL).

Besides gifting 500 new model eight-spindle *charkhas* — with a cost of approximately ₹70 lakh — to the women spinners of nine states, a live *charkha* demonstration was also held by 10 women inmates of Thirar Jail. A film on Mahatma Gandhi was also screened, after a philatelic exhibition on 'Father of the Nation'.

सबभारत टाइम्स | मुंबई | शुक्रवार, 12 मई 2017

काॅर्पोरेट

काॅर्पोरेट सेक्टर से जुड़े लोगों को अपने पाठकों से स-स-स कराने की पहल एनबीटी ने काॅर्पोरेट प्रतिविधियों को सामने लाया। समर्पित व्यक्ति या समूह अपनी विशेष प्रतिविधि porateconnect@gmail.com पर भेज सकते हैं। पुनिंद प्रतिविधियों को एनबीटी



खादी एवं ग्रामोद्योग आयोग (केवीआईसी) ने तिहाड़ में मधुमक्खी पालन प्रशिक्षण कार्यक्रम का आयोजन किया। हनी मिशन के तहत 50 कैदियों को स्टीट इकोनॉमी में रिकल डिबेलपमेंट के बारे जानकारी दी गई। इस अवसर पर केवीआईसी के अध्यक्ष वी.के. सक्सेना और तिहाड़ के सदस्य उपस्थित रहे।

खादी-ग्रामोद्योग उत्पादों ने तोड़ा बिक्री का रेकॉर्ड

■ बिक्रानेस डेस्क: आम तौर पर छापीय उद्योगों और खादी इकाइयों को बहुत बड़ा नतीजा प्राप्त होता है, लेकिन पिछले साल इन दोनों ने तो कमाल ही कर दिया। ग्रामोद्योग उत्पादों और खादी की बिक्री फरवरी वार 50,000 करोड़ रुपये के पार पहुंच गई। खादी की बिक्री बढ़ने पर सरकार भी खाना जोर दे रही है, लेकिन हेत की बात यह है कि ग्रामोद्योग उद्योगों में शहद शहद, समुद्र, शुगर के समान, फर्निचर और जैविक खाद्य सामग्रियों की मांग में भारी तेजी देखने को मिली है। खास बात यह है कि कई ग्रामोद्योग उद्योगों का संतुलन गतिशील कर रही है। खादी और ग्रामोद्योग आयोग (केवीआईसी)



के जुड़ाए ऑफक्रे खमाते हैं कि पिछले वित्त वर्ष के दौरान ग्रामोद्योग उत्पादों की बिक्री 24% बढ़कर 50,000 करोड़ रुपये के आसपास पहुंच गई। इसी तरह, खादी उत्पादों की बिक्री भी 33

प्रतिशत बढ़कर 2,005 करोड़ रुपये तक पहुंच गई जो वित्त वर्ष 2015-16 में 1,635 करोड़ रुपये थी। 27 नवंबर के मामले में तो खादी एवं ग्रामोद्योग ने तो रोजमर्रा के सामान बनानेकां देना की कई कंपनियों को पीछे छोड़ दिया। अकेले खादी की बिक्री भी बॉम्बे डॉलर और रमंड जैसे महारूढ़ बैंड से तुलना कर रही है। हालांकि, इन कंपनियों ने वित्त वर्ष 2016-17 के अपने अंककों का खुलासा नहीं किया है। अब आयोग का लक्ष्य खादी की बिक्री वित्त वर्ष 2018-19 तक दोगुनी कर 5,000 करोड़ रुपये करने की है।

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Raymond

Fabindia and Raymond stores to sell 'Khadi' apparel

BUSINESS | <http://www.indianexpress.com/news/fabindia-and-raymond-stores-to-sell-khadi-apparel> Updated: 04 Jul 2015 22:23 IST

Maha Venkatesh
 Indian Express



Khadi. Ganesha Jay Khanna in Bhopal, Anujesh Paragair/PT Photo

Soon, you would be able to buy ready-made apparel under the Khadi brand at Fabindia and Raymond outlets.

Raymond, KVIC launch India's first branded Khadi label

Posted: 2016-12-06

Newstrack India (http://newstrackindia.com/newsdetails/2016/12/06/386-Raymond-KVIC-launch-india-s-first-branded-Khadi-label.html)



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Mumbai (https://wn.com/Mumbai), Dec 6 (https://wn.com/Dec_6) (IANS (https://wn.com/IANS)) The Khadi & Village Industries (https://wn.com/Village_Industries) Commission (https://wn.com/Commission) and Raymond Ltd (https://wn.com/Raymond_Ltd), have joined hands to launch India (https://wn.com/India)'s first branded Khadi label as part of a strategic marketing initiative for the product from February 2017 (https://wn.com/February_2017), it was

"Spinning the 'charkha' has always been a symbol of self-reliance and now Raymond has Khadi, a true Indian fabric as part of its product portfolio. It will create multiple employment opportunities and empower artisans, especially the women, in rural areas,"

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Raymond Stitches Up a Partnership with Khadi Commission

Neha Tyagi
 @timesgroup.com

Mumbai: Fabric and apparel major Raymond has partnered Khadi and Village Industries Commission (KVIC) to introduce a new line of clothing under the brand Khadi by Raymond, which will directly compete with Fabindia.

KVIC will certify Raymond to use Khadi mark to sell ready-made garments and fabric which will be available at KVIC and Raymond outlets across the country.

"Khadi is looking for an economic revolution and Raymond has technical expertise as well as significant global presence. This is a perfect match," said Sanjay Behl, CEO Raymond.

"Our idea was really to own the complete value chain by getting directly into the source of Khadi in India and the most widest and proficient in Khadi is KVIC," he added.

The initiative is taken under the KVIC Act that permits it to promote the sale and marketing of Khadi or products of village industries or handicrafts and forge links with established marketing agencies.

CIRIUS

Economic Times - Mumbai, Wed, 07 Dec 2016, Size: 80.56 sq.cm, Page: 7

CIRIUS

Raymond Partners Khadi for New Clothing Line

Our Bureau

Mumbai: Fabric and apparel major Raymond has partnered Khadi and Village Industries Commission (KVIC) to introduce a new line of clothing under the brand Khadi by Raymond, pitted directly against Fabindia, which is a leader in ethnic Indian clothing and fabrics.

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lets across the country.

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"Our idea was to own the complete value chain by getting directly into the source of Khadi in India and the most widest and proficient in Khadi is KVIC."

The initiative is under the aegis of the KVIC Act 1956.

Khadi industry to employ 5 cr people in 5 years: Giriraj

MUMBAI: The Ministry of Medium, Small and Micro Enterprises (MSME) has a target to employ around five crore people through the khadi industry over the next five years, Union minister Giriraj Singh has said.

"We have made a plan to introduce solar-run spinning wheels in KVIC (Khadi and Village Industries Commission) so that it can provide employment to over five crore people throughout the nation in the next five years," Singh told PTI here on Thursday.

The Union Minister of State for MSME was speaking here on the sidelines of an event, 'Khadi by Raymond'.

"Presently khadi is less than one per cent of textiles, but due

to concerted efforts in the last two years, the khadi industry sales have gone up from Rs 35,000 crore in 2014 to about Rs 52,000 crore," he said.

The MSME ministry is taking various steps to boost the KVIC. Along with coir industry, the khadi industry is on top of the ministry's agenda, Singh said.

"Various schemes, including interest subsidies, financial assistance under the market promotion and development scheme, cluster-based development opportunities, as well as design-oriented public private partnerships, are being promoted by the ministry," he said.

The KVIC has partnered with private players, includ-



ing Arvind, Raymond and others, for joint promotion of the fabric. The aim is to popularise and boost the use of khadi, especially among the youth

and corporates.

Singh said that fashion designers are also being involved for launching eco and user-friendly products.

"The new scheme of 'zero defect, zero effect', launched by the prime minister, will help increase the quality to match the global standards," he said.

KVIC is looking to promote khadi as a fashionable fabric and to open premium lounges in major cities, he said.

There are more than 7,000 showrooms of the KVIC which can be used as selling points of khadi products.

The ministry is also looking to expand the khadi stores network through more franchisees and tie-ups with partners for e-commerce sales, Singh said.

KVIC is also looking to digitise its systems to facilitate e-governance to reduce paperwork and save time, he said. PTI



Minister of State for MSME Giriraj Singh at the opening of 'Khadi by Raymond', India's first branded khadi label in Mumbai Thursday. He was the chief guest at the event. Aishwarya Maheshwari

One shouldn't hesitate to say 'Bharat Mata ki Jai' or buy khadi: Giriraj Singh

EXPRESS NEWS SERVICE
MUMBAI, MAY 18

ONE SHOULDN'T hesitate to say 'Bharat Mata ki Jai' and neither should one hesitate to buy khadi, according to Minister of State for Micro, Small and Medium Enterprises Giriraj Singh on Thursday.

Singh, who was in Mumbai to unveil Raymond Limited's khadi collection, said khadi, Gandhi, Modi and Raymond were now tied together through the convergence of the Khadi and Village Industries Commission (KVIC) with Raymond Ltd.

"Gandhi's dream and Modi's dream to take khadi to the global market will not be fulfilled unless we take the entrepreneurial route," said Singh, adding that the benefit of the artisans should be at the heart of the initiative.

The ministry aims to generate over five crore jobs by 2022 in the khadi industry, he said. KVIC chairman Vinai Saxena said khadi has to be taken to the corporate level to make it a success. Sanjay Behl, CEO, Raymond Limited, said their venture will help create 2.7 lakh man hours of employment for artisans. Mahatma Gandhi's granddaughter Sumitra Kulkarni, too, was present on the occasion.

Khadi industry plans to employ 5 cr people in 5 yrs: Giriraj

Special Correspondent

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Man commits suicide hours prior to his wedding in Nashik

Special Correspondent

A 26-year-old man allegedly committed suicide hours before his wedding ceremony in the district, police said.

Prashant Namdev Khairnar, who worked as a junior engineer in a Nashik-based firm, was scheduled to get married yesterday.

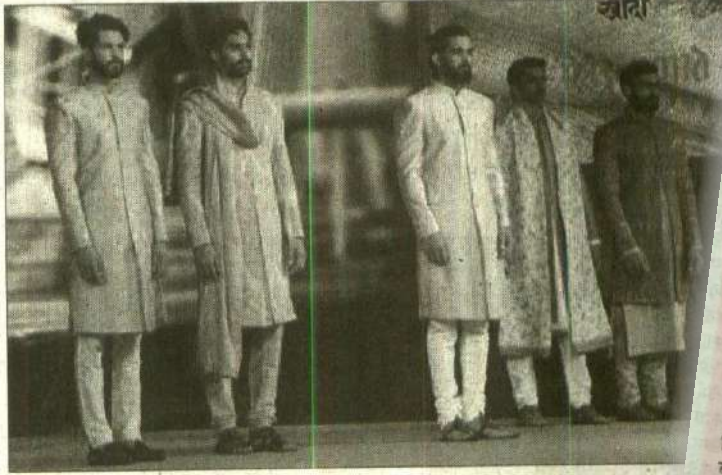
However, just a few hours before the wedding was to be solemnised, Prashant hanged himself from the ceiling at his house in Pimpalgaon-Wakhari village of the district, an official at Devala police station said.

Police were yet to ascertain the reason behind suicide.

The Devala police registered a case in this connection.

The man's body was handed over to his family members after a postmortem was done at Devala rural hospital.

'खादी बाय रेमंड' - भारतातील खादीचे पहिले ब्रॅण्डेड उत्पादन



● मुंबई । प्रतिनिधी

रेमंड्स या भारतातल्या अग्रेसर ब्रॅण्डने मुंबईत साजऱ्या झालेल्या एका भव्य कार्यामात ही कंपनी प्रथमच खादी वस्त्रोद्योगात प्रवेश करत असल्याचे जाहीर केले असून त्यांनी 'खादी बाय रेमंड' हे नवीन लेबल प्रस्थापित केले आहे. या भव्य कार्यामाला प्रमुख पाहुणे म्हणून माननीय राज्यमंत्री (एमएसएमई - सुक्ष्म, लघू व मध्यम उद्योग) श्री. गिरिराज सिंग आणि विशेष अतिथी म्हणून महात्मा गांधी यांची नात माननीय सुमित्रा कुलकर्णी गांधी उपस्थित होते. यावेळी महाराष्ट्र राज्य सरकारचे कॅबिनेट मंत्री (उद्योग व खाणकाम) माननीय श्री. सुभाष देसाई, गुजरातचे कॅबिनेट मंत्री (शिक्षण विभाग) श्री. भूपेंद्रसिंह चुडासमा आणि केव्हीआयसीच्या सीईओ श्रीमती अन्शु सिन्हा तसेच, केव्हीआयसीच्या एफए श्रीमती उषा सुरेश उपस्थित होत्या.

भारतीय टिक्ही व चित्रपट क्षेत्रातील ज्येष्ठ अभिनेते कबीर बेदी आणि भारतीय चित्रपट अभिनेत्री तनिष्ठा चटर्जी या दोघांनी या कार्यामाची संध्याकाळ संस्मरणीय केली असून भारतीय स्वातंत्र्यलढ्यातील 'खादी' चळवळीचे महत्त्व व त्याचा स्वावलंबन तत्वाशी असलेला संबंध विषय केला. 'खादी बाय रेमंड' या लेबलअंतर्गत येणाऱ्या कलेक्शनमध्ये भारतीय संस्कृतीशी मिळत्याजुळत्या, पारंपरिक खादी कपड्यांसह रेमंडच्या शाही परंपरेला व आधुनिक पिढीच्या निवडीला साजेसे रेडीमेड कपडे तसेच, शिलाईसाठीचे खादीचे नुसते कापडही उपलब्ध होणार आहे.

'खादी उद्योग से 5 करोड़ को मिलेगा रोजगार'

■ बिजनेस डेस्क : मीडियम, स्मॉल एंड माइक्रो एंटरप्राइजेज (एमएसएमई) मंत्रालयाने आणले गेलेले पाच वर्षांचे खादी उद्योगाचे पहिले पाच करोड लोकांना रोजगार उपलब्ध कराने का लक्ष्य रखा आहे. केंद्रीय मंत्री गिरिराज सिंह ने यह बात कही। उन्होंने गुरुवार को कहा, 'हमारी योजना केवीआईसी (खादी ग्रामोद्योग) में सौर ऊर्जा से चलने वाले कटाई चक्के लाने की है। इससे अगले पांच सालों में देशभर में पांच करोड़ लोगों को रोजगार उपलब्ध कराया जा सके।' उन्होंने कहा, 'मौजूदा समय में कुल कपड़ा उद्योग में खादी एक फीसदी से भी कम है। लेकिन बीते दो वर्षों में दोस प्रयासों के चलते खादी उद्योग की सेल 35,000 करोड़ रुपये (2014 में) से बढ़कर 52,000 करोड़ रुपये हो गई है।' केंद्रीय राज्य मंत्री ने यहां एक कार्यक्रम से इतर यह बात कही। गिरिराज सिंह ने कहा कि एमएसएमई मंत्रालय खादी ग्रामोद्योग को बढ़ावा देने के लिए कई कदम उठा रहा है। कयर उद्योग (नारियल के रेश) के साथ-साथ खादी उद्योग सरकार के अजेंडा में शीर्ष पर है। सिंह ने कहा, 'कई तरह की योजनाएं जैसे कि ब्याज सहायता देना, बाजार उन्नयन और विकास योजना के तहत वित्तीय सहायता, क्लस्टर आधारित विकास के अवसर और इसके साथ ही नए डिजाइनों को बढ़ावा देते हुए पब्लिक प्राइवेट पार्टनरशिप योजनाओं को प्रोत्साहित किया जा रहा है। खादी ग्रामोद्योग ने खादी कपड़ों के संयुक्त तौर पर संवर्धन के लिए निजी क्षेत्र की कंपनियों अरविंद, रेमंड और अन्य के साथ भी भागीदारी की है। इसके पीछे उद्देश्य खादी को विशेषतौर पर युवाओं और कंपनियों के बीच प्रचलित करना है। केंद्रीय मंत्री ने कहा कि खादी के वातावरण अनुकूल और गुणवत्ता वाले कपड़ों को बाजार में उतारने के लिए फैशन डिजाइनरों को भी शामिल किया जा रहा है। उन्होंने कहा कि 'प्रधानमंत्री नरेंद्र मोदी ने खादी कपड़ों की गुणवत्ता को बेहतर बनाने के लिए 'जीरो डिफेक्ट, जीरो इफेक्ट' योजना को शुरू किया है। इससे खादी उत्पादों को वैश्विक मानकों के अनुरूप बनाने में मदद मिलेगी।'

खादी ग्रामोद्योग ५ वर्षांमध्ये ५ कोटींना देणार रोजगार

■ मुंबई : खादी उद्योगाद्वारे येत्या ५ वर्षांमध्ये सुमारे ५ कोटी लोकांसाठी रोजगार देण्याचे उद्दिष्ट असल्याची घोषणा केंद्रीय सुक्ष्म, लघू आणि मध्य उद्योग राज्यमंत्री गिरिराज सिंह यांनी शुक्रवारी येथे केली. खादी ग्रामोद्योग आयोगातर्फे (केव्हीआयसी) सौरऊर्जेवर चालणारी स्पिनिंग व्हील्स आम्ही बनवून त्याद्वारे ५ कोटी लोकांना देशभरात रोजगार निर्माण करून देणार असल्याची योजना तयार केली, असे त्यांनी सांगितले.

रेमंडद्वारा खादी या कार्यक्रमाच्या निमित्ताने ते आले असता त्या वेळी ते बोलत होते. सध्या खादी वस्त्रोद्योगात एक टक्का कमी असून गेल्या दोन वर्षांमध्ये त्या उद्योगावर लक्ष केंद्रित केल्याने ही स्थिती वेऊ शकली आहे. खादीची विक्री वाढून २०१४ मध्ये ती ३५ हजार कोटी होती, ती ५२ हजार कोटी रुपयांवर गेली आहे, असेही त्यांनी सांगितले. खादी ग्रामोद्योगाला गतिमान करण्यासाठी काथ्या उद्योगाबरोबरही विविध पावले उचलली जात आहेत. आपल्या मंत्रालयाने त्यासाठी सर्वोच्च प्राधान्य दिले आहे, असे ते म्हणाले. ज्या नात सवलत, बाजारपेठेच्या प्रमाणात अर्थसहाय्य, विकास योजना, क्लस्टर आधारित विकासाच्या संधी आणि सरकारी व खासगी उद्योगांच्या भागीदारीने विविध योजना आम्ही या खादी उद्योगाच्या विकासासाठी विकसित करत आहोत. अरविंद, रेमंड व अन्य खासगी उद्योगांच्या सहकार्याने संयुक्तपणे वस्त्रोद्योगात प्रोत्साहन देत आहोत. युवकांमध्येही खादीचा वापर वाढवाय व लोकप्रिय व्हावा, हा त्यामागचा उद्देश आहे, असे सिंह यांनी सांगितले.



झीरो डिफेक्ट, झीरो इफेक्ट

पंतप्रधान नरेंद्र मोदी यांनी झीरो डिफेक्ट, झीरो इफेक्ट ही नवी योजना सुरू केली असून त्यामुळे जागतिक दर्जात आपण पोहोचू. त्यात तशा दृष्टीने दर्जात्मक वाढ होईल, असा विश्वास सिंह यांनी व्यक्त केला.

७००० शोरूम्स

खादी ग्रामोद्योगाने विक्री प्रोत्साहनसाठी शोरूममध्येही वाढ केली असून आज खादीच्या शोरूमसची संख्या देशभरात ७००० पेक्षाही अधिक झाली आहे. अजूनही खादी र्टोर्सच्या वितरणच्या जाळ्यामध्ये वाढ करण्याचे व फ्रॅंचाईजी नेमण्याची योजना असल्याचे सांगत ई कॉमर्स विक्रीही वृद्धित करण्याचे त्यांनी सांगितले.



हातेहात: मुंबईये एक अनुष्ठाने रेमंड गौठीर सिअमडि गौतम सिंहानियार सजे गौंशीजिर नातनि सुमित्रा कुनकार्नि गौंशी पिटिआई

पांच साल में पांच करोड़ रोजगार

मुंबई। सरकार की खादी उद्योग में अगले पांच साल के दौरान पांच करोड़ लोगों को रोजगार उपलब्ध कराने की योजना है। सूक्ष्म, लघु और मध्यम उद्योग (एमएसएमई) राज्य मंत्री गिरिराज सिंह ने यह जानकारी दी। सिंह ने बताया कि हमने खादी एवं ग्रामोद्योग आयोग (केवीआईसी) में सौर ऊर्जा से चलने वाले कताई चक्के लाने की योजना बनाई है ताकि इस क्षेत्र में अगले पांच साल के दौरान पांच करोड़ से अधिक लोगों को रोजगार उपलब्ध कराया जा सके। केंद्रीय एमएसएमई मंत्री रेमंड की खादी कार्यक्रम के मौके पर अलग से बातचीत कर रहे थे। उन्होंने कहा कि इस समय खादी कुल कपड़ा उद्योग का एक प्रतिशत से भी कम है, लेकिन पिछले 2 साल के दौरान किए गए प्रयासों से खादी उद्योग का कारोबार 2014 के 35,000 करोड़ रुपए से बढ़कर 52,000 करोड़ रुपए पर पहुंच गया। उन्होंने कहा कि एमएसएमई मंत्रालय खादी ग्रामोद्योग को बढ़ावा देने के लिये कई कदम उठा रहा है। कथर उद्योग के साथ साथ खादी उद्योग सरकार के एजेंडा में सबसे शीर्ष पर है। सिंह ने कहा कि कई तरह की योजनाएं जैसे कि ब्याज सहायता देना, बाजार उन्नयन और विकास योजना के तहत वित्तीय सहायता, क्लस्टर आधारित विकास के अवसर और इसके साथ ही नए डिजाइनों को बढ़ावा देते हुए सार्वजनिक निजी भागीदारी योजनाओं को प्रोत्साहित किया जा रहा है।

भादी उद्योग 5 वर्षमां 5 करोड रोजगारी आपशे : गिरिराज सिंह

भास्कर न्यूज | मुंबई
भादी उद्योग आगामी पांच वर्षमां 5 करोड लोकाने रोजगार आपशे. भादी अने ग्रामीण उद्योग पंथ (केवीआईसी)मां सौर ऊर्जा पर खालता खरभा लाववानी अमारी योजना छे, जेथी राष्ट्रभरमां आगाम पांच वर्षमां पांच करोडथी वधु लोकाने तेना थकी रोजगार आपी शकशे. पास करीने वृद्ध अने अशक्त मखिलाओ आ सौर ऊर्जा पर खालता खरभा पर आसानीथी काम करी शकशे, अेम मध्यम, लघु अने सूक्ष्म उद्योग (अेमअेसअेमई) मंत्री गिरिराज सिंह जेज्जाव्यु छतुं.

भादी साथे रेमन्डे सहयोग साधवाथी छे तेनुं कौपरिटाईजेशन थयुं छे. भादीनुं वेखाण 2014मां रु. 35,000 करोड छतुं, परंतु वडा प्रधान नरेन्द्र मोदीअे भादी अपनाववा आपेला भार अने अन्य पगलांओने लीधे आ उद्योग आज्जे आशरे रु. 52,000 करोड सुधी पछोंची गयो छे. छेव भादीनुं लेवल मणतां तेमां ओर वधारो थवानी आशा छे, अेम तेमणे जेज्जाव्यु छतुं.

रेमन्ड विमितेडे भारतनुं प्रथम ब्रान्डेड भादी लेवल भादी



आ कार्यक्रममां गौतम सिंहाशियाअे सुमित्रा कुलकर्णी- गांधीनु भादीनी शाल आपीने सन्मान कर्नु छतुं.

बाय रेमन्ड मुंबईमां अेक लव्य समारंभमां लोन्य कर्नु ते समये तेओ भोलता छता. आ समये सन्माननीय अतिथि तरीके मछात्मा गांधीनां पौत्री सुमित्रा कुलकर्णी - गांधी छज्जर छतां. अन्योमां गुजरातना शिक्षण विभागना डेबिनेट मंत्री भूपेन्द्रसिंह युडासमा, केवीआईसीना सीईओ अंशु सिंहा, केवीआईसीना अेडअे उषा सुरेश अने अन्य मानवंता मछेमानो छज्जर छता.

रेमन्ड विमितेडना खेरमेन अने मेनेजिंग डायरेक्टर श्री गौतम छरी

सिंहाशियाअे जेज्जाव्यु छतुं के देभीती रीते ज भादी धराववी ते गौरवनी वात छे. आपण्णा राष्ट्रनुं आ वस्त्र अमारा प्रोडक्ट पोर्टफोलियोनो छेव छिस्सो छे. अमुक नवा डिजाईन प्रवाछो अने तेना गुणवत्तायुक्त रेमन्ड भादी पसंङगीना वस्त्र तरीके नवी डिजाईन सर करवा सुसज्ज छे.

केवीआईसीना खेरमेन वी के सकसेनाअे जेज्जाव्यु छतुं के आ ऐतिहासिक अवसर श्रेष्ठ निष्ठातो भादी साथे संकणावा माटे अेकत्र आव्या छे.

खादी बाय रेमंड; खादीचे पहिले ब्रॅण्डेड उत्पादन

प्रतिनिधी

मुंबई:- रेमंडस या भारतालत्या अग्रेसर ब्रॅण्डने मुंबईत साजत्या झालेल्या एका मव्य कार्यक्रमता ही कंपनी प्रथमच खादी वस्त्रोद्योगात प्रवेश करत असल्याचे जाहीर केले असून त्यांनी खादी बाय रेमंड हे नवीन लेवल प्रस्थापित केले आहे. या भव्य कार्यक्रमाला प्रमुख पाहुणे म्हणून राज्यमंत्री (एमएसएमई-सूक्ष्म, लघु व मध्यम उद्योग) गिरिराज सिंग आणि विशेष अतिथी म्हणून महात्मा गांधी यांची नात सुमित्रा कुलकर्णी-गांधी उपस्थित होते. यावेळी महाराष्ट्र राज्य सरकारचे वॅंबीनेट मंत्री (उद्योग व खाणकाम) सुभाष देसाई, गुजरातचे कॅबिनेट मंत्री (शिक्षण विभाग), भूपेन्द्रसिंह युडासमा आणि केळीआयसीच्या सीईओ श्रीमती अन्शु सिंहा तसेच,



केळीआयसीच्या एफए श्रीमती उषा सुरेश उपस्थित होत्या. भारतीय टिकी व चित्रपट क्षेत्रातील ज्येष्ठ अभिनेते कबीर बेदी

आणि भारतीय चित्रपट अभिनेत्री तनिष्ठा चटर्जी या दोघांनी या कार्यक्रमाची संध्यकाळ संस्मरणीय केली असून भारतीय

स्वातंत्र्यलढ्यातील खादी चळवळीचे महत्त्व व त्याचा स्वावलंबन तत्वाशी असलेला संबंध विषय केला.

खादी उद्योगात येत्या ५ वर्षांत ५ कोटी लोकांना देणार रोजगार - गिरीराज सिंग

लोकमत न्यूज नेटवर्क

मुंबई : मध्यम, लघु आणि सूक्ष्म उद्योग राज्यमंत्री गिरीराज सिंग यांनी सांगितले की, खादी उद्योगात येत्या पाच वर्षांत ५ कोटी लोकांना रोजगार देण्याची योजना सरकारने हाती घेतली आहे.



गिरीराज सिंग यांनी वृत्तसंस्थेला सांगितले की, खादी आणि ग्रामोद्योगात सौर ऊर्जेवर चालणारे चरखे आणण्याची योजना आम्ही आखली आहे. त्यातून येत्या पाच वर्षांत पाच कोटी लोकांना रोजगार देण्याचे उद्दिष्ट आहे.

येथे 'रेमंडची खादी' या कार्यक्रमानिमित्त गिरीराज सिंग येथे आले होते. त्यानिमित्त त्यांनी वृत्तसंस्थेशी बातचीत केली. त्यांनी सांगितले की, सध्या कापड उद्योगात खादीच्या कापडाचा हिस्सा एक टक्क्यापेक्षाही कमी आहे; मात्र गेल्या

दोन वर्षांत करण्यात आलेल्या प्रयत्नांमुळे खादी उद्योगाचा व्यवसाय ५२ हजार कोटींवर गेला आहे. २०१४ मध्ये तो ३५ हजार कोटी रुपये होता. आपले मंत्रालय खादी ग्रामोद्योगास प्रोत्साहन देण्यासाठी विविध प्रकाश्ची पावले उचलत आहे. काथ्या (नारळाच्या शेंड्या) उद्योगासह खादी उद्योग सरकारच्या अजेंड्यावर शीर्षस्थानी आहे.

गिरीराज सिंग यांनी सांगितले की, व्याज सवलत, बाजार प्रोत्साहन आणि विकास योजनेअंतर्गत आर्थिक मदत, क्लस्टर आधारित विकासाच्या संधी

आणि नव्या डिझाईनला प्रोत्साहन देतानाच सार्वजनिक आणि खाजगी भागीदारीला प्रोत्साहित केले जात आहे. सार्वजनिक-खाजगी भागीदारी उपक्रमांतर्गत अरविंद, रेमंड आणि अन्य मोठ्या उद्योगांशी भागीदारी करण्यात आली आहे. तरुण आणि उद्योग जगतात खादी लोकप्रिय करण्याचे आमचे उद्दिष्ट आहे.

गिरीराज सिंग यांनी म्हटले की, पर्यावरणपूरक, तसेच वापरनेही उत्पादने तयार करण्यासाठी फॅशन डिझायनरांना सहभागी करून घेण्यात येत आहे. पंतप्रधानांनी नुकतीच 'झीरो डिफेक्ट, झीरो इफेक्ट' योजना सुरू केली आहे. त्यातून खादीचा दर्जा जागतिक पातळीचा होईल. खादीला फॅशनचा दर्जा देण्याचा आमचा प्रयत्न आहे. त्यासाठी आपल्या मंत्रालयाच्या ७ हजार शोरूमचा वापर विक्री केंद्रे म्हणून करण्यात येईल.



मुंबई : रेमंड समूहाने खादी क्षेत्रात पदार्पण केले आहे. यासंबंधात झालेले कार्यक्रमाला कंपनीचे मुख्य व्यवस्थापकीय संचालक गौतम सिंघानिया आ महात्मा गांधी यांच्या नात सुमित्रा कुलकर्णी गांधी उपस्थित होत्या.

खादी उद्योग से 5 करोड़ को मिलेगा रोजगार

कार्यालय संवाददाता

मुंबई. मीडियम, स्मॉल एंड माइक्रो एंटरप्राइजेज मिनिस्ट्री ने आने वाले पांच वर्षों में खादी उद्योग के द्वारा पांच करोड़ लोगों को रोजगार उपलब्ध कराने का लक्ष्य रखा है. केंद्रीय मंत्री गिरिराज सिंह ने यह बात कही. उन्होंने कहा, हमारी योजना केवीआईसी में सौर ऊर्जा से चलने वाले कताई चक्के लाने की है. इससे अगले पांच सालों में देशभर में पांच करोड़ लोगों को रोजगार उपलब्ध कराया जा सके.

उन्होंने कहा, 'मौजूदा समय में कुल कपड़ा उद्योग में खादी एक फीसदी से भी कम है. लेकिन बीते दो वर्षों में टोस प्रयासों के चलते खादी उद्योग की सेल 35,000 करोड़ रुपये (2014 में) से बढ़कर 52,000 करोड़ रुपये हो गई है. केंद्रीय राज्य मंत्री ने यहां एक कार्यक्रम से इतर यह बात कही. एमएसएमई मंत्रालय खादी ग्रामोद्योग को बढ़ावा देने के लिए कई कदम उठा रहा है. कयर उद्योग के साथ-साथ खादी उद्योग सरकार के एजेंडा में शीर्ष पर हैं. सिंह ने कहा, कई तरह की योजनाएं जैसे कि ब्याज सहायता देना, बाजार उन्नयन और विकास योजना के तहत वित्तीय सहायता, क्लस्टर आधारित विकास के अवसर और इसके साथ ही नए डिजाइनों को बढ़ावा देते हुए पब्लिक प्राइवेट पार्टनरशिप योजनाओं को प्रोत्साहित किया जा रहा है.

52,000

करोड़ रुपये तक पहुंची सेल

7,000 से अधिक शोरूम देशभर में

खादी ग्रामोद्योग ने खादी कपड़ों के संयुक्त तौर पर संवर्धन के लिए निजी क्षेत्र की कंपनियों अरविंद, रेमंड और अन्य के साथ भी भागीदारी की है. इसके पीछे उद्देश्य खादी के कपड़ों को विशेषतौर पर युवाओं और कंपनियों के बीच प्रचलित करना है. केंद्रीय मंत्री ने कहा कि खादी के वातावरण अनुकूल और गुणवत्ता वाले कपड़ों को बाजार में उतारने के लिए फॅशन डिजाइनरों को भी शामिल किया जा रहा है.



उन्होंने कहा, प्रधानमंत्री नरेंद्र मोदी ने खादी कपड़ों की गुणवत्ता को बेहतर बनाने के लिए 'जीरो डिफेक्ट, जीरो इफेक्ट' योजना को शुरू किया है. इससे खादी उत्पादों को वैश्विक मानकों के अनुरूप बनाने में मदद मिलेगी. सिंह ने कहा कि केवीआईसी खादी को नए फॅशन के साथ आगे बढ़ाना चाहती है.

उसने देश के प्रमुख शहरों में आधुनिक खादी कपड़ों के प्रीमियम लाउंज खोलने का भी फैसला किया है. देशभर में खादी कपड़ों के 7,000 से अधिक शोरूम हैं जिनमें खादी उत्पादों की बिक्री की जा सकती है. एमएसएमई राज्य मंत्री ने कहा कि मंत्रालय खादी स्टोर नेटवर्क का विस्तार करने पर भी गौर कर रहा है.

खादी उत्पादों की ई-कॉमर्स प्लेटफॉर्म के जरिए बिक्री के लिए भागीदारी और गठबंधन पर ध्यान दिया जा रहा है. उन्होंने कहा कि केवीआईसी अपने पूरे कामकाज का डिजिटलीकरण कराने पर भी ध्यान दे रहा है ताकि कागजी काम को कम से कम किया जा सके.

06/12/2016

Raymond, KVIC launch India's first branded Khadi label - Daily World

Raymond, KVIC launch India's first branded Khadi label

Daily finance

Mumbai, Dec 6: The Khadi & Village Industries Commission and Raymond Ltd. have joined hands to launch India's first branded Khadi label as part of a strategic marketing initiative for the product from February 2017, it was announced here on Tuesday.

By this, KVIC will permit Raymonds to use the Khadi Mark, branded as 'Khadi by Raymond' and the latter will source all its Khadi requirements from stores in Mumbai and Delhi.

Besides positioning Khadi as a 'fashion fabric' globally, the initiative is expected to generate incremental employment of around 2.10 lakh man-hours for spinners and weavers.

'Khadi by Raymonds' will hit the stores at KVIC outlets and Raymond shops across the country from February 2017 and also be available online.

The agreement was signed between KVIC CEO Usha Suresh and Raymond Ltd CEO Sanjay Behl in the presence of KVIC Chairman Vinai Kumar Saxena and Raymond Ltd Chairman & Managing Director Gautam Hari Singhania.

Terming it as a historic partnership between KVIC and Raymond for value-added marketing of Khadi, Saxena said it is in tune with the Make in India initiative and help bridge the rural-urban industry divide.

"Spinning the charkha has always been a symbol of self-reliance and now Raymond has Khadi, a true Indian fabric as part of its product portfolio. It will create multiple employment opportunities and empower artisans, especially the women, in rural areas," said Singhania.

Suresh said by this partnership, Khadi will be promoted as a global and fashionable fabric and Raymond will provide a khadi niche among the fashion conscious global Indians who love genuine hand-spun fabric.

In view of evolving trends of customers' preferences, Behl said through the partnership, Raymond will promote Khadi globally and offer a wide array of fabric blends and garments spanning suits, jackets, shirts, trousers in tune with international design and quality trends.

AANS

KVIC, Raymond join hands to launch Khadi label

Khadi & Village Industries Commission (KVIC), part of the MSME ministry, and apparel major Raymond today announced a joint initiative to market the khadi fabric to position it as a fashion trend. Raymond will be sourcing all India variety of khadi from KVIC departmental sales outlets from Delhi and Mumbai, for over the counter sales as well as crafting readymade garments for its apparel brands. **PTI**

06/2017

ABFRL and KVIC joins hand to launch 'Khadi by Peter England', Retail News, ET Retail

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Apparel & Fashion » Apparel » Peter England, KVIC outlets, ABFRL

ABFRL and KVIC joins hand to launch 'Khadi by Peter England'

As a part of this partnership, Peter England will be among the brands to develop an exclusive product line product line branded as 'Khadi by Peter England.'

Varun Jain | ETRetail | May 23, 2017, 16:29 IST

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New Delhi: Aditya Birla Fashion and Retail (ABFRL) and Khadi and Village Industries Commission (KVIC)

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Government of India today announced collaboration to produce a range of strengthen its popularity among the

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ADITYA BIRLA FASHION PARTNERS KVIC, TO SELL KHADI PRODUCTS

Wednesday, 24 May 2017 | PTI | New Delhi

Rate : 0/5 Like : 0

Aditya Birla Fashion and Retail on Tuesday said it has tied up with the Khadi and Village Industries Commission (KVIC) and launched a product line 'Khadi by Peter England'. Peter England is a menswear brand from the fashion brands portfolio of Aditya Birla Fashion and Retail Ltd (ABFRL).

As part of the collaboration, Peter England will develop an exclusive product line branded as 'Khadi by Peter England', the company said in a statement. Under the partnership, Peter England has agreed for a guaranteed minimum procurement of Khadi and Khadi products for a period of five years with primary purchases of muslin cotton and silk. Commenting on the development, ABFRL Business Head Ashish Dikshit said: "Through our partnership with KVIC, we aim to bring the rich Indian heritage of hand-woven fabric closer to our discerning consumers." The company said the new label will be available at around 700 Peter England stores and KVIC outlets besides leading e-commerce portals. It further said KVIC has permitted ABFRL to promote the sale and marketing of Khadi or products of village industries or handicrafts and forge links with established marketing agencies through the PPP mode. Peter England will procure all India Khadi varieties from departmental sales outlets of KVIC for OTS sales as well as crafting garments for its apparel brands.

Additionally, Khadi logo will be displayed across Peter England stores through visual merchandising, where Khadi products are displayed, the company said. Currently, Khadi is being marketed by Khadi Gramodyog Bhavan's stores as well as through the sales outlets run by the institutions financed by KVIC and KVIB.

06/2017 Marketing convergence between Khadi and Village Industries Commission, | Latest News & Updates at Daily News & Analysis

Marketing convergence between Khadi and Village Industries Commission,

Ministry of MSME, Government of India and Aditya Birla Fashion and Retail Ltd.

New Delhi, India, May 23 (ANI-NewsVoor). Adding a new strength to Khadi India's fashion power-house, Aditya Birla Fashion and Retail Ltd. and Khadi and Village Industries Commission, Ministry of MSME, Government of India today announced a strategic collaboration to strengthen the synergies between the two iconic Indian brands.

This initiative is in line with the Hon. Prime Minister's vision of promoting 'Khadi for Fashion' and hand-woven fabric. The agreement document was exchanged between Ms. Anshu Sinha, CEO, KVIC and Mr. Ashish Dikshit, Business Head, Aditya Birla Fashion and Retail Ltd. in the august presence of Shri Vinai Kumar Saxena, Chairman KVIC and other dignitaries.

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CORPORATE WORLD

Peter England to produce Khadi garments

Dipen Pradhan, New Delhi
24/05/2017 (Mailto:info@bureaucracytoday.com) 0 Comments

UK's leading clothing brand, Peter England, has been chosen to develop an exclusive product line branded as "Khadi by Peter England".

The initiative is part of the alliance reached between Aditya Birla Fashion and Khadi Village Industries Commission, in line with Prime Minister Narendra Modi's vision of promoting "Khadi for Fashion".

The KVIC, a statutory body established by an Act of Parliament, permits sale and marketing of Khadi, a hand-woven fabric or products of Village Industries or handicrafts, and forges links with established marketing agencies through the PPP mode.

Under this convergence, Peter England has agreed for a guaranteed minimum procurement of Khadi and Khadi products for a period of five years with primary purchases of muslin cotton and silk.

The "Khadi by Peter England" will be made available at all the Peter England stores spread across the country, including KVIC outlets and leading ecommerce portals, Aditya Birla Fashion has said in an official statement.

Currently, there are around 700 retail points selling Peter England brand which will be added.

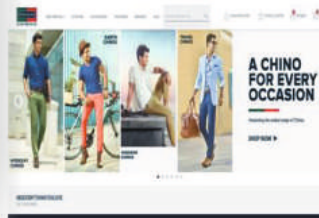
The convergence is also expected to provide around 2 lakhs man hours to the Khadi artisans.

The KVIC, on the other hand, said to have received bulk orders from other corporate entities like Health, JK Cement etc., to develop the market for Khadi.

live mint Wed, May 24 2017, 01:22 AM IST

Peter England to launch khadi line

The collection named 'Khadi by Peter England' will be launched in the metros, starting October 2017



Currently, Peter England operates 700 exclusive brand outlets in India and around 15 stores outside the country.

New Delhi: Aditya Birla Fashion and Retail Ltd (ABFRL), formerly known as Pantaloon Fashion, on Tuesday partnered with Khadi and Village Industries Commission (KVIC), ministry of micro, small and medium enterprises (MSME) for a period of five years, to launch a new line of Khadi products under the brand Peter England.

The menswear brand from Madura Fashion and Lifestyle, a unit of Aditya Birla Fashion and Retail Ltd (ABFRL) is the latest to partner with KVIC, after textile and apparel maker Raymond announced the launch of its Khadi label—Khadi by Raymond on Monday. Apart from Peter England, Madura Fashion and Lifestyle has brands like Louis Philippe, Van Heusen and Pantaloon in its portfolio.

"It is a big step for sustainable fashion which is our objective. Consumers understand the ethnicity and nationalism of Khadi. So far, the availability of Khadi and Khadi products in the branded space has been limited. That's the bridge we are trying to cross," said Ashish Dikshit, business head at ABFRL.

The collection named 'Khadi by Peter England' will be launched in the metros, starting October 2017. The garments will be priced between Rs1,000 and Rs3,000, which is the regular price range of Peter England. Going forward, ABFRL is also looking to introduce Khadi range of products under other brands (depending on the cost-benefit analysis) from its portfolio.

Last year, the brand had also partnered with India Handloom Brand (a government initiative to promote high quality handloom products) and collaborated with handloom weavers from Andhra Pradesh to develop an exclusive line of shirts. Currently, Peter England operates 700 exclusive brand outlets in India and around 15 stores outside the country.

"With this convergence, over 2 lakh man hours will be generated which will benefit our artisans to a great extent. The KVIC - Aditya Birla Fashion and Retail Ltd. convergence is a major initiative to bring Khadi into the branded garments market in a big way with better designs, colours, and style to cater to the youth segment and the high end market," said V.K. Saxena, chairman at the state-run KVIC.

This partnership comes after KVIC, in 2016, had sent notices to a few apparel companies including Madura Fashion and Lifestyle over unauthorized use of the word 'Khadi', following which most of the companies had stopped the production under their Khadi labels and revised their existing collections.

According to the Khadi Mark Regulations of 2013, notified by the ministry of micro, small and medium enterprises, brands that put out khadi products or garments have to apply for a Khadimark Regulation Certificate. No product can be sold as khadi without the Khadi mark tag, according to the regulation.

Earlier in February, KVIC had also sent a legal notice to garment retail chain Fabindia for continuing to sell garments in the name of khadi.

For the quarter ended March, ABFRL reported a net profit of Rs21.83 crore on standalone basis, up from a net loss of Rs108.97 crore in the year ago period. The company had reported a standalone net profit of Rs53.50 crore for the entire year 2016-17, compared with a net loss of Rs109.75 crore in 2015-16.

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Mahatma's fabric dons a fashion avatar — 'Khadi by Peter England' | Business Line

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Mahatma's fabric dons a fashion avatar — 'Khadi by Peter England'

Our Bureau
New Delhi, May 23:

Khadi, the hand-spun iconic fabric associated with India's freedom movement, discovered and promoted Mahatma Gandhi, will soon be available in a new avatar — "Khadi by Peter England".

To give a fashion push to the fabric, Aditya Birla Fashion and Retail and Khadi and Village Industries Commission (KVIC), Ministry of Medium, Small and Micro Enterprises (MSME) on Tuesday announced a strategic collaboration to strengthen the synergies between the two Indian brands.

As a part of the strategic partnership, Peter England, a well-known menswear brand from the portfolio of Aditya Birla Fashion, will develop an exclusive product line branded 'Khadi by Peter England', a company release said.

Under this convergence, Peter England has agreed for a guaranteed minimum procurement of Khadi and Khadi products for five years with primary purchases of muslin cotton and silk. Peter England will also bring in the design interventions at Khadi manufacturing clusters along with providing technical expertise, the release added.

'Khadi by Peter England' will be available at Peter England stores across the country, KVIC outlets and leading ecommerce portals.

KVIC Chairman VK Saxena, claimed the convergence will provide around two lakh manhours to Khadi artisans and will bring in the "much-needed professional input in Khadi readymades."

On the marketing initiatives, Anshu Sinha, CEO, KVIC, said: "KVIC has developed convergence with major market leaders, such as like Raymond and Aditya Birla Fashion and Retail. This will be a win-win proposition for both the organisations and will bring in sustainable employment to Khadi artisans."