



Minister, MSME kicks off Swachhata Abhiyan at Central Office, KVIC

Jagruti

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कामये कुरुवनामानम्।
प्राणिनाम् अतिनिश्चयम्॥

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" whenever I look at the overall outcome of 'Mann Ki Baat', it reinforces my belief, that it is intrinsically, inseparably woven into the warp & weft of our common citizens' lives, cent per cent. Take the examples of Khadi and Handloom. On Gandhi Jayanti I have always advocated the use of handloom and Khadi. What has it led to? You will be glad to know that on the 17th of this month on the day of Dhanteras, the Khadi Gramodyog Bhavan store in Delhi witnessed a record sale of Rupees one crore, twenty lakhs. You too must be feeling happy with a sense of satisfaction at this mega sale in just one Khadi & Handloom store. During Diwali, Khadi gift coupon sales recorded an overwhelming 680 per cent rise. Compared to last year, the total sales of Khadi & Handicrafts have risen almost by 90%. One can clearly see that today, the youth, the elderly, women, in fact every age group is taking to Khadi & handloom.

I can imagine how many weaver families, poor families, and the families working on handlooms must have benefitted from this. Khadi was Khadi foundation earlier and we talked of Khadi fashion but with my recent experience I can say that after Khadi for nation and Khadi for fashion now, it is becoming Khadi for transformation. Khadi and Handloom have transformed the lives of the poorest of the poor and are emerging as a powerful means of empowering them. It is playing a very important role for gramodaya."



Shri Giriraj Singh

MoS, MSME

Yes! It's a record breaking data All thanks to our PM Khadi is Back. Huge growth in sale & it's becoming public movement now.

Vinai Kumar Saxena

Chairman, KVIC

Pathbreaking Rs 1.19 Cr single day sales at KhadiIndia,CP outlet is a Diwali tribute to our artisans. Thanks to Khadi lovers.

After Nation and Fashion, PM wants Khadi to take for Transformation

New Delhi: On Sunday, when Prime Minister Narendra Modi – in his latest episode of 'Mann ki baat' – said that Khadi is empowering the poor by bringing positive and qualitative changes in their lives, it was not indicating his love for Khadi only. Instead, it was also aimed to bring out some unique positive changes in the lives of artisans associated with it.

Citing the examples of Khadi, the Prime Minister said, “You will be glad to know that on the 17th of this month on the day of Dhanteras, the Khadi Gramodyog Bhavan store in Delhi witnessed a record sale of Rs 1.2 crore. During Diwali, Khadi gift coupon sales recorded an overwhelming 680 per cent rise. Compared to last year, the total sales of Khadi and village industries products have risen almost by 90 percent. One can clearly see that today, the youth, the elderly and women of every age group are taking to Khadi.”

Outlining how Khadi and handloom could benefit many families involved in this sector, he further said, “Khadi was nation earlier and we talked of Khadi fashion but with my recent experience I can say that after Khadi for nation and Khadi for fashion now, Khadi is becoming for transformation. Khadi and handloom have transformed the lives of the poorest of the poor and are emerging as a powerful means of empowering them. It is playing a very important role for gramodaya.” he said.

The Prime Minister has always some

innovative ideas about Khadi and even the results of this sector also second him with some stupendous performance in the recent past. Sample few of the figures: The sale of Khadi Bhawan at New Delhi was Rs 74.7 lakh on October 28, 2017, which is nearly 225 percent more than the sale of Rs 33.23 lakh same day in the previous year 2016. Similarly, the sale of Khadi coupons between April 2017 and September 2017 was recorded Rs 5.85 crores, which is 680 percent more than the coupon sale of Rs 86 lakh last year. Between April 2016 and September 2016 the overall sale this year also recorded a massive growth of 89 percent with a sale of Rs 813.86 crore between April 2017 and September 2017, with respect to sale Rs 429.93 crore last year in the same period.

And, when Prime Minister Narendra Modi mentioned about the sale record, it was enough to pooh-pooh the tall claims made by people that the purchasing power of people have gone down due to demonetization and implementation of GST.

Extending his gratitude to the trust bestowed in him, KVIC Chairman Vinai Kumar Saxena – who has recently completed two years of his chairmanship, said that PM's immense love for Khadi has been proved as the heartbeat of KVIC. “It was due to the appeals made by Prime Minister Narendra Modiji that the sale of this outlet has gone up from Rs 27 lakh – highest in 2015, to Rs 1.2 crore on October 17 this year,” he said.

Corroborating similar views, the Minister of
(Contd. on p.20)

1st ever technological intervention after independence



Fulfilling the dreams of PM, KVIC launched improved course count Charkha. 1st ever technological intervention after independence was held on 10th October 2017.

Hon'ble Minister MSME, Shri Giriraj Singh with Shri V. K. Saxena Chairman, KVIC inaugurated the 10 spindle solar charkha manufactured by Prayog Samiti on 10th October 2017. On this occasion the Minister MSME threw light on drudgery less solar charkha.

Chairman KVIC reiterated on development and growth of Khadi in past two years. The change is enormous. The sector has witnessed 38% growth in past two years.





'Charkha to provide jobs to five crore women in next five years'

New Delhi: The Minister of State (Independent Charge) for Micro, Small & Medium Enterprises (MSME) Shri Giriraj Singh, on 2nd October, said that following the 'Khadi for Fashion' call of Prime Minister Narendra Modi, the ministry had planned to connect not less than five crore village women to Charkha (spinning wheel).

Addressing the Gandhi Jayanti Celebrations at Khadi Bhawan in Connaught Place here, the minister said Khadi is now been popular in younger generation also. “For a significant span of time Khadi was meant for either dadaji (older ones) or netaji (politicians). But, it was the initiatives and appeals made by our Prime Minister – who is himself the latest USP of Khadi – that Khadi has now become a fashion trend among the youths,” he said, adding, “Even the results speak. The previous governments could increase the sale by 70 percent in 10-odd years, but we

enhanced it to 90 percent.”

Speaking of solar charkhas, the minister said that it would provide employment to at least five crore village women in the coming five years. “We are already on our heels in this connection, with five pilot projects at Varanasi (PM’s constituency), Nawada (minister’s constituency) and other places. It will ensure a regular income between Rs 6000 and Rs 10,000 to each of the women,” he said and claimed that to make Khadi a fashion brand across



the globe, the department is in regular contact with all leading fashion institutes of the country.

Shri Singh further said that even in Africa, as a part of Centenary Year celebrations of Gandhiji's Swadeshi Movement alias BUBU, the High Commission of India in Uganda, in association with the Republic of Uganda, is unveiling the Gandhi Charkha – gifted by Khadi and Village Industries Commission (KVIC) – at the Gandhi Heritage Site at Jinja in Uganda today, which is also the International Day of Non-Violence.

Khadi and Village Industries Commission (KVIC) Chairman Shri Vinai Kumar Saxena, in his address, said that Khadi had been spreading its wings in all directions for creating maximum job



opportunities for the artisans. “Since sanitation and Khadi was close to Mahatma Gandhi’s heart, the KVIC is all set to take his legacy forward,” he said, adding, “We have also taken up the call of Prime Minister’s call of ‘Sweet Revolution’ very seriously and we are trying to give a major push to our ‘Honey Mission’ in the coming days.”

Shri Arun Kumar Panda, Secretary, MSME, also laid stress upon to enhance the total turnover of Khadi and Village Industries.



Earlier, the Minister inaugurated the 60 Khadi outlets – which were renovated and re-launched during the completion of KVIC’s 60th anniversary and a Khadi outlet at Chaudhary Charan Singh International Airport at Lucknow, through remote device. He also handed over the cheques to

(Contd. on p.20)

We are not selling Khadi but making it available at your door steps

-Chairman, KVIC



'KHADI FEST-2017' an exhibition of Khadi and Village Industries products was organized at Irla Road, Vile Parle, Mumbai which had larger foot falls due to its ethic and traditional collection of products. The exhibition was inaugurated by Shri Vinai Kumar Saxena, Chairman Khadi & V.I. Commission (KVIC). In his opening remarks the Chairman said that Khadi has been spreading its wings in all directions for creating maximum job opportunities for the artisans.

“Since sanitation and Khadi was close to Mahatma Gandhi's heart, the KVIC is all set to take his legacy forward. The Khadi Fest organized in the premises of Khadi and Village Industries Commission since past few years is one the many efforts in this direction to artisans and generates employment opportunities. we are not selling Khadi but making it available at your door steps", he added.

Beginning from 2nd October this one month long Khadi Fest is organized every year to exhibit KVI products at doorstep of Mumbaikars. Passion of every women the hand spun hand woven varieties of sarees of India like baluchari, katha, moonga and endi silk sarees, pashmina shawls, kosa silk, muslin khadi, from Bengal, patola from Gujarat and many more

were available to cherish festive moods of ladies .

The fest also had a kaleidoscopic collection of exclusive almost every variety of art and artifacts from West Bengal, Orissa, Karnataka, Maharashtra, Tamil Nadu, blankets, jackets, woollen caps etc. A very wide range of designer readymade designed by young entrepreneurs under the PMEGP is attracting



youths.

Besides this the wide range of other natural beauty products like herbal cosmetics, shampoos,



soaps, cane and bamboo products from North East, artificial jewelry, phulkari from Punjab, Punjabi Juttis, pickles, amla murabba, Bikaneri snacks, leather products, lamps, miniatures, different types of honey from various states, handmade paper products, incensed sticks, perfumes, sandal wood oil and products, bell metals and many more products attracted customers.

On this occasion Chairman KVIC Shri Saxena along with Shri Mohit Jain, CVO Ms Usha Suresh, and Financial Advisor visited the stalls set in the



exhibition and had interaction with representatives of the stalls. He also addressed the Media representatives.

Shri Giriraj Singh Minister MSME who was on his visit to Central Office visited the stalls placed in exhibition organised in the premises. He appreciated the eco friendly products especially cane and bamboo floor mats and decorative goods.

The Minister also Kicked off the Swachhra Mission drive with the motive to uplift the ambiance of the Office. He also planted a sapling in the office premises.



Khadi Lounge India inaugurated at Bhopal



KHADI Lounge India was inaugurated in a special event at Jawahar Chowk at Bhopal on 30 October 2017. In the launching ceremony Archana Chitnis Minister, Women and Child Development; Antar Singh Arya Animal Husbandry, Fishermen Welfare and Fishermen Welfare and Fishers Development, Cottage and Rural Industries; Shri Suraj Singh Arya, Chairman Environment Khadi Gram Udyog Board; Shri SP Singh, Dy.CEO(CZ) said that this was achieved due to the stringent effort done by KVIC.

Ms. Archana Chitnis, Minister Women and Child Development said that in Burhanpur District Khadi Production Centre is going to be opened. To promote the sale and marketing of Khadi and/or products of Village Industries of handicrafts, efforts will also be done to forge linkages with established marketing agencies wherever feasible and necessary. Besides, this to encourage honey production honey boxes will also be distributed especially to women artisans to felicitate them to get more revenue.

Shri Antar Singh Arya, Minister for Animal Husbandry, Fishermen Welfare and Fisheries

appreciated the work done by Khadi Gramodyog and assured to provide all kind of the Government help.

It has to be mentioned that KVIC also helps in including the use of non-conventional energy and electric power with a view to increase productivity, eliminating drudgery and otherwise enhancing their competitive capacity and arranging for dissemination of salient result obtained from such efforts.

Shri Suraj Singh Arya, Chairman,MPKVIB said that KVIC in collaboration with Madhya Pradesh Government is working to create self reliance among

(Contd. on p.20)

500 bee-boxes distributed among tribal villagers of Gujarat



Kumhera (Arawali): Taking Prime Minister's 'Honey Mission' on its top priority, the Khadi and Village Industries Commission (KVIC), distributed 500 bee-boxes among 100 adivasi families in the Kumhera village of Arawali district of Gujarat. The boxes were distributed by Chairman, KVIC Vinai Kumar Saxena.

These boxes were given mostly to the tribal women, who had successfully completed their five-day-training in beekeeping. The bee-keeping in this sleepy hamlet of Kumhera, which has an abundant

flora and fauna, would create a positive impact through pollination on the yield of crops like cotton and maze – grown by the adivasis here.

After distributing the bee-boxes, Shri Saxena informed that it was the mission of Hon'ble Prime Minister not only to double the income of farmers through bee-keeping, but to make them healthy also with the consumption of honey. The Chairman also distributed 200 bottles of honey at this function among the 200 adivasi families present there. Along with bee boxes, tools such as protection caps, hand-gloves and nets were also given free to these adivasi farmers.



NATIONAL STAKEHOLDER CONSULTATION ASSESSMENT OF KRDP



A National Stakeholder Consultation meet was organised with the purpose to share the findings of the study with all the stakeholders of KRDP on 28 October, 2017.

The consultation meet was inaugurated and chaired by Shri Vinai Kumar Saxena, Chairman, KVIC. The workshop had 135 participants which included representatives from ADB, CEO, KVIC/Joint Secretary, MSME; Commission Members, Financial Advisor, KVIC; KVIC officials from Central, Zonal, State and Divisional offices, Chairman and Secretaries and artisans from around 20 Khadi Institutions.

Chairman, KVIC while addressing the consultation, expressed that in the history of KVIC there has not been a

program which has provided a comprehensive support to the development of KVI Sector. He also congratulated the KIs who have come forward and have availed for KRDP.

Shri B.H. Anil Kumar, CEO and Ms. Usha Suresh, FA, KVIC also shared their views regarding KRDP. Representatives of Khadi Institutions, spinners and weavers shared their experiences, as to how KRDP has improved the way they work in production and sales of Khadi products and the improvement in their lives in

comparison to the way they used to work before KVIC.

Shri D. Dhanapal, Dy. CEO, KVIC proposed the vote of thanks



Khadi India

Khadi India store at Navi Mumbai

Khadi and Village Industries Commission (KVIC), in yet another initiative created a history by giving a Khadi Franchise Showroom to the people of New Mumbai by opening its another Chain of Franchisee Showroom - Design Aricoz, Khadi India store at Real Tech Park, Vashi, Navi Mumbai on 16th October 2017.



Pleased to inform over this latest series of venture, KVIC Chairman Shri Vinai Kumar Saxena said," it is our mission to make Khadi available at every door step for sale. This franchisee inaugurated here today is another step in this direction. We are planning to bring up a robust sales network in every town, District and city. The response is very encouraging.

We have received interest in franchisee



sale from major metro cities like Mumbai, Delhi, Chennai, Puducherry, Goa, and Kolkata and even for Dubai for KHADI INDIA outlets". He further said " due to pro-active support of our Hon'ble Prime Minister Shri Narendra Modiji who has been championing cause of Khadi through "Maan Ki Baat" the demand of Khadi has been surging between the sales of Khadi during 2016-17 rose to Rs. 2005 crores from a figure of Rs.1510 crores in the previous year which is 33% increase. "KVIC has taken several marketing initiatives in the recent past, to involve corporates like Raymond, Arvind Mills Ltd, ABFRL and NIFT and PSUs like ONGC, Railways, REC, Ministry of Health, Delhi Police, NTPC, Air India, JK Cement etc for providing quality products to the



high end buyers and developing global market for Khadi and generating sustainable employment to its artisans", he added. On the other hand, Ms. Saree Basu says, "Retail is a new vertical started by Design Aricoz of which khadi India store in New , M u m b a i i s t h e first and subsequently few more stores we plan to open both in the country and abroad." Sharee has been associated with KVIC for almost 15 years as a designer and has won many awards for KVIC for designing various events and exhibitions and most recently designed the tableau for KVIC at Rajpath on 26th January. Her love and passion for khadi has given her the urge to start this store.

The retail shop of the Franchisee at the Franchisee Premises will sell only the Products approved by KVIC and not sell any products which do not bear "Khadi Mark" as per Khadi Mark Regulations, 2013 issued by Khadi and Village Industries Commission.

A New Khadi Gramodyog Bhavan in Modasa



Earlier, Shri Sanjay Hedao, State Director, Gujarat threw light on how the institution was provided support for its growth. He also appreciated the workmanship of the Institution.

Later, Shri Dharmendra Yogi and Jaswant Yogi informed about the various



Chairman KVIC, Shri Vinai Kumar Saxena inaugurated the new Khadi India showroom of Yogikripa Khadi Gramodyog Bhavan on 28th September 2017. Shri Saxena in his inaugural address briefed on the favorable initiatives taken by Govt. of India and Gujarat Govt which will certainly benefit the artisans. He said that through its vigorous efforts KVIC is taking the Government's Schemes to the masses.

activities of the institution. The institution works in the tribal area of Gujarat and has around 450 artisans.

KVIC has many Schemes and Programmes which will provide new avenues to the people for their benefit. He also explained about *Sweet Kranti* which has immense opportunities for setting a Village Industry. In past two years the growth rate of KVIC has increased 34%, he added.



Swachhata Abhiyan Pakhwada and Award Distribution



graded department RID in central office and Secretary of Bhandup residential complex for maintaining cleanliness in the complex. The awards were distributed by Shri Vinai Kumar Saxena Chairman KVIC and Financial Advisor Ms, Usha Suresh .

During this fortnight essay writing, drawing and similar other

On third anniversary of Swachh Bharat Mission, which is the most significant cleanliness campaign of Govt of India, KVIC celebrated Swachhata Abhiyan Pakhwada from 15th September to 5th October .

The drive included massive cleanliness campaign in central office and state offices and residential complex of the office.

To appreciate the extra efforts taken by employees , prizes were distributed to the best



competitions were organized for staff and children of employees. The winners were awarded here today.



KVIC introduces IFMS for Accuracy and Transparency



3rd November 2017: KVIC launched the Integrated Finance Management System (IFMS) go live here today from its Central Office, Mumbai in presence of Ms Usha Suresh , Financial Advisor, Shri Mohit Jain , Chief Vigilance Officer and Shri K.S.Rao , Shri Y.K.Baramatikar , Shri P. Dhanpal, Dy. CEOs and all the programme Directors at Central office KVIC respectively. With this inventiveness, the entire system of finance, budget and accounts will be digitalized and simplified, be accurate, faster and transparent. The programme is developed by IT team of KVIC in coordination with ITOs, ABB and BWC.

Expressing her content over this development Ms Usha Suresh, Financial Advisor said, this is a leap forward in the direction of digital transformation in KVIC and a great achievement which was long awaited. Now the onus lies on KVIC that the system sustains for the journey ahead, she opined.

Mr. Srivastava from ADB who was online connected applauded the effects of KVIC. Shri K.S. Rao speaking on this occasion reiterated that the system will revolutionarise the entire financial management system of KVI Sector. It is a dynamic intervention and a leap for KVIC he added. On this occasion user acceptance test was also performed to test the live operation of the programme. Earlier, Shri M. Rajan Babu, Director Information Technology

introducing the Entire IFMS system said “ IFMS is an integrated solution which provides consolidated and consistent information about the expenditure and receipts across the state. It integrates major functions carried out by finance, accounts and treasury, pension, provident funds, examines the local as well as drawing and disbursing office. This will certainly benefit KVIC”.



A Special Block Level Exhibition in Ahmedabad



Govt of Gujarat is trying its best to promote Khadi activity through various medium and distribution of khadi. In this direction various initiatives have been taken at Govt level. Integrating sales of Khadi with Pandit Dindayal Upadhyay Jann Shatabdi and Mahatma Gandhi Jayanti, various programmes were organised from 25 September to 2nd October 2017.

arrangements were also made by Gujarat institutions in coordination with Education department of Govt of Gujarat and KVIC . Local leaders, MP/MLA visited khadi stall and purchased khadi and V I products.

For this Block level exhibition/ sales

In this sequence Shri Bhupendra Chudsama , Minister made a purchase of Khadi on 29th September 2017 at Gujarat Bhavan along with Secretary of Education, Smt. Sunayana Tomar and other senior Officials . They made purchase of Rs. 73000/.



Few activities conducted on 2nd October



On Gandhi Jayanti Shri Vajubhai Vala Hon'ble Governor Karnataka visited Khadi India outlet at Bangalore.



A view of Ahinsa divas celebration at Gram Swaraj Parishad Rangia, Assam on 2nd October.



State Office also celebrated Gandhi Jayanti with much fervor.

DLTFC recommends 60 PMEGP projects

The 66th meeting of the District Level Task Force Committee [DLTFC] pertaining to A&NI KVIB along with the DLTFC for DIC was held on 11th October 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 KVIB under the aegis of the A&NI KVIB and DIC

The DLTFC recommended 60 loan proposals [23 cases sponsored by KVIB and 37 cases by DIC] duly involving of an amount of Rs. 3.71



crore as total project cost for the current financial year 2017-18.

Khadi Expo 2017 in Leh

KVIC attaining new heights.1st ever KHADI exhibition organised in Leh. Throng by locals and foreigners on 30 September 2017.



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State for MSME (Independent Charge) Giriraj Singh said that KVIC had done a commendable job in fulfilling the dreams of our PM. “I am sure that this bumper sale would silence the critics of our government's economic policies,” he said.

It may be noted that Mangalore refinery, GAIL and ONGC had also decided to give gift coupons to its employees. Not only that, other orders for coupons had been also made from some corporate players, including REC, Raymond and Hotel Janpath.

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five artisans each from two Khadi institutions of Uttar Pradesh and Haryana, under the new sales initiatives undertaken by KVIC. Later, he inaugurated a Honey Parlour – showcasing several qualities of honey – at Palika Bazaar.

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rural sector workers. Its functions also comprise building up of a reserve of raw material and implements for supply to producers, creation of common service facilities for processing of raw materials as semi-finished good and provisions of facilities for marketing of KVI products apart from organization of training of artisans engaged in these industries and encouragement of cooperative efforts amongst them. In Omkareshwar also khadi production centre of training of artisans engaged in these Industries and encourage going to be opened and also through honey mission honey box will be distributed at various centres at Gwalior, more district.

In the concluding session fashion show was organized by various fashion designers who showcased their innovations in Khadi Fabric which witnessed applaud from the audience.

Ministers including Antar Singh, Arya and Archana Chitnis also participated in the walk to encourage young fashion designers.

Highlights of 649th Commission Meeting

The 649th Meeting of the Khadi and Village Industries Commission was held on 26th September, 2017 at Mumbai presided over by Shri Vinai Kumar Saxena, Chairman, KVIC. 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); Dr. Hina Shafi Bhatt, Zonal Member (NZ); Shri Ashok Bhagat, Expert Member (Rural Devl.); Shri Rajendra P. Gupta, Expert Member (Mktg.); Dr. Sheila Rai, Expert Member (Tech. Edu. and Training); Shri Sandeep Mishra, Dy. General Manager SBI and Shri B.H. Anil Kumar; Joint Secretary, MSME / CEO, KVIC and Smt. Usha Suresh, FA, KVIC were present in the meeting.

- Joint Secretary/CEO, KVIC informed all Commission Members that the Ministry of Finance, New Delhi has taken a favorable decision to exempt “Khadi Fabrics” from the purview of “GST”. In this context, it was unanimously agreed by the Commission Members to convey gratitude of KVIC to the Hon'ble Minister of Finance and Hon'ble Minister of MSME from the desk of Chairman KVIC.

- a) Shri Ashok Bhagat, Expert Member(RD) : Chairman
- b) Shri Rajendra Pratap Gupta,
Expert Member (Marketing) : Member
- c) Shri K.S. Rao, Dy.CEO(Marketing) : Member
- d) Shri Y. K. Baramatkar, Dy.CEO (VI) : Member
Covenor

- It was also appreciated by the Commission Members that our Hon'ble Prime Minister in his “MAN KI BAT” telecast/ broadcast on 24.09.2017 had praised the developmental initiatives/ actions initiated by KVIC in Sevapuri and Pampore for the development of KVI sector. Hence, it was also unanimously decided by the Commission to convey to the Hon'ble Prime Minister, the gratitude of KVIC for the wholehearted support extended regularly by our “Hon'ble Prime Minister of India” through his “MAN KI BAT”. A letter of gratitude will be sent to Hon'ble Prime Minister by the Chairman KVIC.

Power point presentations were made by the Directorate of Khadi on “KHADI VISION”:

Based on the briefings given by Dy.CEO (Khadi), it was directed that the proposal earlier prepared by the Hon'ble Chairman and sent to the Ministry of MSME on Khadi Development i.e. (Khadi Focus) be integrated with the plan now prepared under Khadi Vision.

A committee has been also constituted zone-wise for the above purpose as shown below :

- a) CEO, KVIC - Chairman
- b) F.A, KVIC - Member
- c) Dy.CEO(Khadi) - Member
- d) Dy.CEO(Marketing) - Member
- e) Dy.CEO(NZ/SZ/WZ/EZ/NEZ) - Member
- f) Director (KRM) - Member
- g) Director(Khadi) -Member
convenor

Agenda :

Power point presentations were made by the directorate of VIC:

Dy.CEO(VI) and Link Officer (VIC) made the power point presentation on “Village Industries Mission” duly furnishing Industry wise number of working institutions and outlining the areas to be focused for Revitalizing the “Village Industry Sector” and also the requirement of funds. Based on the above presentation, it was decided to constitute a committee as shown below for offering their views on the “concept of Vision-22 for V.I.”

Agenda :

Actions envisaged under “Abhayaranya project”

The Dy.CEO(PMEGP) explained in detail in the meeting about the actions taken so far under “Abhayaranya project” after it was inaugurated/launched from Ranchi in the month April, 2017 for developing the “Red Corridor Areas” in the states affected by LWE. Further deliberations made on the said subject matter has yielded

following decisions:

- a) All Zonal Members may like to take actions to achieve the increased targets allocated during 2017-18.
- b) Linking the PMEGP entrepreneurs with RSETIs for enabling the entrepreneurs to avail all sort of guidance/support to identify viable projects and launch it successfully.
- c) Two days workshop to be organized for “NGOs” in association with RSETIs.
- d) Under the phase – (I) of Abhayaranya project, much focus/ thrust be given for implementing it in the states like Orissa and Jharkhand, and targeting SC/ST youth.
- e) The NGOs are also to be tied-up with RSETIs.

SUO-MOTO DECISIONS :

Travelling arrangements of Commission Members :

The Commission Members pointed out that the field offices are facing problems in providing them the vehicles while they are on tour and also they referred about their TA bills pending for payment. The detailed deliberations made on this area have culminated into following points :

The FA, KVIC pointed out the fund under TA and Contingency is very limited, and the funds released by the Ministry in the current year has been completely exhausted. She requested that expenditures on contingency must be restricted and the guidelines for austerity measures of the Govt of India must be followed.

- a) The Commission Cell, KVIC, Mumbai has provided to the Commission Members (viz. – (a) Shri Jai Prakash Tomar, Member(CZ), (b) Shri Chandramouli, Member(SZ), (c) Dr. Sangeeta Kumari, Member(EZ), (d) Shri Rajendra Pratap Gupta, Expert Member(Marketing) and (e) Shri Ashok Bhagat, Expert Member(RD)) the detailed statements of TA bills payments made from November, 2015 to June, 2017 alongwith copies of various letters issued by Ministry of MSME, New Delhi, with regard to the entitlements of

travel allowances of members of the Commission by Air. The Dy. CEO (Commission Cell) informed the Members that the details have already been provided to the Members by mail earlier also. The Member (CZ) confirmed that he has received such details earlier also.

- b) All TA bills pending for payments against the Air journeys undertaken by the Commission members by “Private Airlines” are to be passed for payments now and the matter may be taken up with the Ministry of Civil Aviation and the Ministry of MSME by highlighting that (i) Some times, Travel by Air India flights are very expensive when compared with Private Airlines (ii) More availability of Private Airlines flights in different sectors at any time than Air India flights. (iii) Time saving due to easy connectivity.
- c) The bills for travel by private airlines by members shall also be got approved from Ministry of MSME, in keeping with the existing guidelines.
- d) Member (CZ) Shri Tomar raised the point about members of the Commission travelling in Economy Class although their status is equivalent to Joint Secretary who is entitle to travel in business class. The Hon'ble Chairman suggested that since the members status is equivalent to Joint Secretary, they should also be entitle to travel in Business Class. Henceforth All Commission members are entitled to travel by “Business class” as per the existing entitlements issued by Ministry of MSME. The preference would be given to travel by Air India.
- e) The necessity was also felt by all the Commission members to meet the Minister, Ministry of MSME and brief him the problems faced by them in complying with the existing guidelines with regard to travelling only by “Air India,
- f) Shri R.P. Gupta, Expert Member (Marketing) informed that he flies only in Economy class despite entitled to travel by Business Class.
- g) It was also decided that many good practices are there in Khadi and V.I. Institutions across the country, therefore, exposure visits may be organized for KIs motivating them to adopt the

same.

- h)** Commission also decided a “Special Kurta and Jacket shall be launched to capitalize on the present trend in the market.

Budget of Vinoba Seva Samiti, Jaipur :

Dr, Sheila Rai, Expert Member (TET) has drawn the attention of Commission to the present status of Vinoba Seva Samiti, Jaipur. While discussing on the said matter, it was informed to the Member(TET), that necessary action has been already taken by KVIC to revive the functioning of Vinoba Seva Samiti, Jaipur since there are many artisans associated with the institution.

Quality testing of Khadi ;

Dr. Sheila Rai, Expert Member(TET) emphasized on strengthening the facilities/procedures for carrying out “Quality testing” of Khadi produced in KVI sector.

Conducting refresher courses for KVIC officials.

It was pointed out by Dr. Sheila Rai, Expert Member(TET) that there is the necessity for Conducting refresher courses for KVIC officials, to upgrade the skills of KVIC employees for better efficiency/output, for which necessary actions are to be taken by Directorate of Capacity Building.

Furnishing the details of funds released and utilization made.

While having discussion on the details furnished by Directorate of Ec.R. with regard to the “Targets and Achievements” from April, 2017 to August, 2017 it was felt to incorporate the details of performance/Achievements in comparison with the corresponding period in the previous year. For this all concerned Industry/ Programme Directorates may compile the details in respect of their “Targets and Achievements” (corresponding to the previous year/period) also indicating the, opening balance during current year and balance funds available against the releases made during current year. The detailed statements thus compiled need to be furnished to the Directorate of Ec.R. regularly for presenting it in the Commission meetings every month by the Directorate of Ec.R.

Since the Directorate of EcR has not furnished the information under “General Component” in the statement

presented in the 649th Commission meeting, it was directed that the Directorate of Ec.R. may ensure furnishing the information related to the above area also in future.

The state-wise details of opening balances, funds released and utilization made (scheme wise details) be compiled and regularly furnished to the Directorate of Ec.R. for presenting it in all monthly Commission meetings.

Financial powers delegated to the KVIC officials.

In the discussions made in the 649th Commission meeting on various issues, the necessity was felt to send a proposal to the Secretary, Ministry of MSME for making necessary modifications in the existing financial powers delegated at present to the KVIC officials/executives.

Sanctioning of Budget to the institutions in Jammu and Kashmir.

It was pointed out by the Member (NZ), that due to the activities of few institutions, the smaller institutions in J and K were suffering. In this regard it was clarified by FA, KVIC that the budget has been sanctioned for 65 institutions in the previous meeting and budget for another 17 institutions have been placed for ratification in the SFC. The Financial Advisor informed that the budget was approved on the basis of the recommendation of the State Director and audited balance sheet of 2014-2015 of the KIs. Those KIs which refused to provide the audited balance sheets and refused to carry out audit had not been provided any budget. Since completion of audit in time is very essential for all institutions, it was decided in general that the certificates of such institutions are to be suspended for one year which do not comply with the audit requirements.

Matter taken up by KVIC with SBI for Waiving the SBI dues.

The Commission noted the letter from CMD addressed to the CEO which while stating that there was no possibility of considering a waiver also stated that an amicable solution could be worked out. It was made clear to the representative from SBI (Shri Sandeep Mishra, DGM, SBI) who attended the 649th Commission meeting, that the interaction of KVIC with SBI on the matter related to “Waiving the SBI dues” will be only with the CMD of SBI.

Annexure -I

Areas/points emerged out while confirming the minutes of 648th Commission Meeting held at Srinagar on 21st August, 2017.

- i. As regards certain points raised by Shri Rajendra Pratap Gupta, Expert Member (Marketing) in the minutes of 648th Commission meeting; it was clarified by Chairman that due seriousness will be given to the matters highlighted by him in the said minutes and all efforts will be made to comply to it.
- ii. The following modifications have been approved by the Commission on Agenda point no.3 on the Commission decision submitted by Dte. of Marketing on new marketing initiatives and seeking in-principle approval as pointed by Expert Member (Marketing):-
 - d) He informed further that he had requested for the collection of the outlet wise data in December-2016 and the same should have been done by now.
3. (3) Incentive Scheme for departmental sales outlets:-
 - a) The scheme will be implemented in all units (profit and loss making). There will be the ratio of 60:40. A portion of 60% incentive will be for the Sales persons and the 40% will be distributed among the other staff members as under:-

Target incentive on achieving the target and up-to 10% over and above the target.0.5% of the Total sales.If sales exceeds the target by 10% to 20% 0.75% of the total salesIf sales exceeds the target by 20% and above 1% of the total sales

In the decision last to second line, the same may be read as

under:-

The Commission granted in-principle approval as per discussion and directed the Dy. CEO (Marketing) to prepare the draft of the Incentive Scheme and submit to Expert Member (Marketing), CEO as well as Chairman, KVIC within 2 days time.

3 (5) (b) Khadi Manthan/Khadi Week Concept:-

During the discussion the Expert Member (Marketing) informed about the displeasures of the Hon'ble Minister of State (Civil Aviation) about the quality of the toiletries (Kits) and packaging supplied to Air India. He further requested that KVIC should make the kits world class to cater to Air India passengers and the same may be done on priority. The Dy. CEO (Mkt.) assured to do the needful within a fortnight.

- iii. In order to ensure the timely payment and transparency in financial dealings by the departmental sales outlets (DSOs) of KVIC to the suppliers/vendors/designers/tailors etc., 45 days time limit is fixed so as to ensure that no suppliers/ vendors/designers/tailors etc. are forced to visit Bhavans for their payments. Henceforth all payments (credit balance) to the suppliers/vendors/designers/tailors etc. will be released within 45 days. It has also been decided that if the due payment is not released within 45 days, the concerned Chief Accountant/Accounts Officer/Accountant /Manager etc. responsible for releasing the payment will be held responsible for the delay and 5% interest will be recovered from his/their salary and will be paid to the respective supplier/vendor. If the delay is due to genuine reasons and beyond his/their control, in all such cases, the Dy.CEO (Marketing) shall have powers to condone the delay.
- iv. As a part of facilitating smooth/timely payment by the departmental sales outlets of KVIC to the suppliers/ vendors, it was directed that the Circulars/Orders already issued, if any, with regard to making the payments to the

suppliers/vendors need to be re-examined and necessary modifications also need to be made to the above effect.

- v. The Dy. CEO (Marketing) will also regularly review the functioning of Departmental Sales Outlets of KVIC and take necessary corrective measure as per the need.
- vi. As regard the delay in process of clearing the files by KVIC officials (the point raised by Expert Member (Marketing), it was decided that maximum 7 days may be fixed for clearing the issue/files at every level and files must move only three levels (the proposing official, Zonal Deputy CEO/ CEO and the Chairman (Except for the files that require SFC/Commission approval) and necessary directions to this effect need to be issued through Circular immediately.
- vii. While inviting the attention by Dr. Sheila Rai, Expert Member (Tech. Edu. & Training) to the matter related to the Sitting Fee paid at present to the Commission Members, it was clarified by her that the purpose of discussing the point in the 648th meeting with regard to the "SITTING FEE" payable to the Commission Members was the view of all the Commission Members and thus it was unanimously decided by the Commission for sending a proposal to the M/o MSME for taking appropriate decision on enhancing Sitting Fee matching to the status of Commission Members.
- viii. Expert Member (Marketing) drawn the attention on the various Committees constituted for Product Procurement etc. such Committees consists various level officers as Member. Due to non-presence of all members in the meeting, the decisions were getting delayed. He further suggested that if there is a compulsion to form

Committees as per the provision under the KVIC Act, then OK. Otherwise, suitable decision should be taken to ensure that no more committees are formed henceforth. We must not have committees and individuals must be duly empowered to take decisions. With this, we can also fix accountability for delays and decisions taken and there will be an ease of doing business as envisioned by our Hon'ble PM.

Decision : The decision may be read as under:-

The CEO, KVIC/Joint Secretary has informed that the powers of financial matters is defined in the Ministry/ FRSR. Accordingly, he will look in to the guidelines and apprise to the Commission.

Under other issues as Annexure-II of Sub-head (vii) the same may be read as under:-

Shri Rajendra P. Gupta, Expert Member (Marketing) suggested that the officers who have vigilance cases should not be promoted to the post of Dy. CEO being second position in the hierarchy in the organization. He further informed that the Commission officers holding the post of Dy. CEO having vigilance cases against them, shall not be posted in Mumbai and Delhi offices.

MoU with Department of Post, Uttarkhand.

The Hon'ble Chairman informed that Department of Post Uttarkhand which has earlier supported Khadi products in a big way, has offered Post Shoppe's in their Post offices for the marketing of Khadi & V.I. Products. Draft MoU was placed, which was approved.

With PM as face of khadi, sales up by 89%

TIMES NEWS NETWORK

New Delhi: Retailers may be complaining of moderate sales growth, but khadi seems unaffected by the slowdown.

The sale of khadi products — including garments and other items — shot up over 89% to Rs 614 crore during April-September 2017, compared to Rs 450 crore a year ago, drawing praise from PM Narendra Modi in his monthly radio broadcast 'Mann Ki Baat' for transforming the lives of weavers.



BAPU'S LEGACY

"I can imagine how many weaver families have benefited from this. We talked of khadi fashion but with my recent experience, I can say that after khadi for nation and khadi for fashion, now, it is becoming khadi for transformation," the PM said. The sales boom was visible during Diwali too, when luxury brands, jewellers and auto companies were complaining about missing footfalls. On October 17, Dhantora's sales of khadi's flagship outlet in the Capital's Connaught Place hit a record of nearly Rs 1.2 crore, scaling last year's peak of Rs 1.11 crore.

Modi has emerged as a brand ambassador of sorts, helping khadi record impressive sales growth over the last few years. The combined sales of khadi and village industries, will top Rs 50,000 crore in the current financial year. New initiatives like gift coupons, tie-ups with large chains and institutional sales have also helped. Gift coupon sales soared from a Rs 16 lakh in the first half of last year to Rs 5.85 crore in the six months ended September 2017.

CityLine

Khadi Lounge India inaugurated at Jawahar Chowk




Khadi Lounge India has been inaugurated at Jawahar Chowk, New Delhi. The event was attended by several dignitaries and was a significant milestone for the brand. The lounge offers a wide range of khadi products, including sarees, blouses, and dresses, designed by a team of talented designers. The brand aims to promote the use of khadi in modern fashion and create a new vertical in the retail market.

KVIC creates...

Cont. from pg. 1

one of the very large supply base in the Country. We have a vision of increasing Khadi production by 5 times reaching a target of 6000 crores in the next 3 years which would also generate an additional estimated employment up to around 2 million."

for almost 15 years as a designer and has won many awards for designing various events and exhibitions and most recently designed the tableau for KVIC at Rajpath on 26th January. Her love and passion for khadi has given her the urge to start this store.

The retail shop of the Franchisee at the Franchisee Premises will sell only the Products approved by KVIC and not sell any products which do not bear Khadi* Mark* as per Khadi Mark Regulations, 2013 issued by Khadi and Village Industries Commission.

On the other hand, Ms. Saree Basu says, "Retail is a new vertical started by Design Aricoz of which khadi India store in New Mumbai is the first and subsequently few more stores we plan to open abroad." Saree has been associated with KVIC

KVIC creates history, gives a Khadi Franchise Showroom to Navi Mumbai residents




Navi Mumbai: Khadi India, a leading Khadi brand, has been inaugurated as a Franchise Showroom in Navi Mumbai. The event was attended by several dignitaries and was a significant milestone for the brand. The showroom offers a wide range of khadi products, including sarees, blouses, and dresses, designed by a team of talented designers. The brand aims to promote the use of khadi in modern fashion and create a new vertical in the retail market.

KVIC Chairman Shri Yashwantrao Chavan said, "It is a very important step for the Khadi industry. This franchisee has been working hard to bring up a brand which has received interest in Franchisee from major metro cities like Mumbai, Delhi, Kolkata and even Pune. He further said, "Due to the support of our Hon'ble Prime Minister Shri Narendra Modi who



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 पृष्ठ. 18 भास्कर से 24 दिसम्बर, 2017

ब्यापार

टेक्सटाइल

ख़ादी पर साल भर मिलेगी छूट

ख़ादी कपड़ा के कारोबार को मिलेगा बढ़ावा

केवीआईसी द्वारा बिकने वाले

को मिलेगा बढ़ावा



ख़ादी के कारोबार को बढ़ावा देने के लिए के.वी.आई.सी. द्वारा बिकने वाले ख़ादी कपड़ों को 12 महीने के लिए 5 प्रतिशत तक छूट मिलेगी।

ख़ादी के कारोबार को बढ़ावा देने के लिए के.वी.आई.सी. द्वारा बिकने वाले ख़ादी कपड़ों को 12 महीने के लिए 5 प्रतिशत तक छूट मिलेगी।

सिद्धिACTIVITY

‘भाटी कापडने डिजाइनर पासे लघु छुधने युधने गमे अंघुं कलेक्शन तैयार कइसे’

भाटी सामोखिममा सिद्धि, सुवर्णवी अने से. सिद्धि पर प्रदर्शन मे भातीयु



सिद्धि पर प्रदर्शन मे भातीयु

सिद्धि पर प्रदर्शन मे भातीयु

सिद्धि पर प्रदर्शन मे भातीयु

पाटलमा भाटी अरीटवा लोकोने घसारे : अेक ५ दिवसमांझा. १ लाजनी भाटीनी अरीटी थध

भाटी सामोखिममा सिद्धि, सुवर्णवी अने से. सिद्धि पर प्रदर्शन मे भातीयु



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पंजाब केसरी ई-पेपर

1/4

कश्मीर में के.वी.आई.सी. ने मनाई 'गांधी जयंती'

पी.एम.ई.जी.डी. के तहत 200 अरबदन प्राद

सर्वर अरदर के प्राद वसायु अरुणु अरुणु



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