



World Honey Bee Day Celebrated in Rashtrapati Bhavan

Jagriti

A Monthly Journal of KVIC on Rural Industrialisation

Vol.61 No.10 Mumbai September-2017



कामये कुरुवनामानम्।
प्राणिनाम् आतिथिशनम्॥

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Published By:

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Subscription

Annual : Rs. 100/
Subscription for 3 Years : Rs. 250/-

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WORLD HONEYBEE DAY

HONEYBEE DAY
MOTTO

**KVIC started 'Sweet Kranti'
from Rashtrapati Bhavan
Celebrates World Honey Bee Day**



Khadi and Village Industries Commission (KVIC) today started Honey Mission from the Rastrapati Bhawan. Hon'ble President, Shri Ram Nath Kowindji, visited the apiary set up by the KVIC last month inside the Rastrapati Bhawan. The visit of Hon'ble President in

the apiary was aimed to celebrate the World Honeybee Day .

Always on the lookout for innovative ideas to change the face of the nation, Prime Minister, Shri Narendra Modi recently said that along with “Shwet



students of Dr.Rajendra Prasad Vidyalaya situated in the Rastrapati Bhawan. Shri Kalraj Misra ,Minister MSME, Shri Giriraj Singh ,Minister of State MSME were also present on this occasion.

KVIC has set up an apiary of 150 Beeboxes in the Rasrtrapati Bhawan and will increase it upto 500 Beeboxes in the next few months which will produce around 15,000 KG high quality honey in the Rasrtrapati Bhawan .To celebrate World Honey Bee Day, KVIC has decided

Kranti” there is also need to launched “Sweet Kranti”. The PM Vision is to make India a world leader in the production of honey and bee wax and the convince the farmers to increase crop production through pollination.

Hon'ble President Shri Ramnath Kovind, not only spent good time in the apiary to understood the process of honey production which was explained to him by the KVIC Chairman Shri V.K.Saxena , but he also distributed honey bottles to the



to distribute 10,000 bottles of Honey to the school children across the Country. In which 250 bottles were distributed to special children of President Easte, 1200 bottles to the Dr. Rajendra Prasad Vidyalaya of President Easte and 1200 bottles to N.P.Co. Education Sr. Secondary School of NDMC.



Addressing the school children Ms.Lekhi emphasized the importance of honey and honey Bees. She also explained the nutrition value of Honey and its impact building “Swasth Bharat” bees in our life and said that bees are fine example



of collective discipline. Shri V.K.Saxena , Chairman KVIC, Dr. Arun Kumar Panda, Secretary, MSME, Shri Naresh Kumar, Chairman, NDMC, Shri B.H. Anil Kumar, JS. MSME/CEO, KVIC were present.

Addressing on this occasion Shri Saxena, KVIC Chairman said, "we are taking ahead the objective of Prime Minister to make the sweet nectar available to each and every family for their daily consumption. Since honey helps boosting immunity and purifies blood we



are distributing honey to the school children for promoting good health.

World Honey Bee Day in Mumbai



Taking ahead prime Minister Shri Narendra Modi's dream project of sweet kranti , Central Office Khadi & Village Industries Commission celebrated the world Honeybee Day in Mumbai by distributing 10gm honey bottles among 1000 students of Vidyarthi Vikas Mandal, Shramik Vidyalaya, Meghwadi, Jigeshwari, East in Mumbai.

Shri Y.k.Baramatikar, Dy.CEO, KVIC speaking on the occasion said, 'sweet kranti' will not only promote good health of children but if they learn the skill of beekeeping it will also helps in increasing their earnings. It also helps in increasing productivity and farmers income, thus

prevents them from committing suicide. Smt. Smita Chauhan, trustee of the school expressed her gratitude for selecting her school for this genuine cause and expressed her desire to setup bee apiaries in her school premises.

Shri M.T.Wakode on this occasion informed about procedure of bee rearing and its marvelous advantages. 'Earn while you learn' through beekeeping, he said to the students.

Shri Babul Mandal, Director Finance speaking on this occasion talked about KVIC and its genuine motive.





At Ahmedabad

On world honey day team State Office Gujarat celebrate world honey day at Vinay Mandir school. Gandhi Ashram Ahmedabad and shared information about importance of honey. Shri Haribhai Chaudhary also distribute honey samples.



At Chandigarh

World honey bee day was also observed at State Office Chandigarh on 19th August 2017. To mark the occasion a seminar on importance and relevance of honeybees for human race was organised at the State Office, which was participated by beekeepers of Punjab, students, big-b



L to R Officer, PKVIB, Jt. Director, Dept. of Industries & Commerce, Govt. of Pb. Officer, PKVIB, Sh. V.K.Sharma, Dy. Director, KVIC, Chandigarh, Director, REGD, NGO and Chairman, Big Bee Association.



association, Director of honey hut, KVIC and KVIB Officials. The 10gm honey bottles were distributed among the students. The beekeepers shared their experience of beekeeping and their personal growth due to this venture.





At Ambala



The World Honey Bee Day was observed at State Office, Ambala on 19th August 2017. To mark the occasion Shri V.K.Nagar, State Director Ambala threw light on importance and relevance of honeybees. The programme was participated by Dr. Ved Prakash, Nature Care Centre Ambala Cant. representatives of Institutions and employees of KVIC and KVIB.



World Honey Bee Day celebration at SBEC Trichur, Kerala



Natural Honey
50 Gram
Free Distribution to Children
By
Khadi India
On
WORLD HONEYBEE DAY
19th August 2017
Packed by CBRTI, KVIC, Pune



Rashtrapati Bhavan



Agartala



Ahmedabad



Ambala



Dehradun



Guwahati



J & K



MDTC, Bangalore

Khadi goes global

US Ambassador to wear Khadi Saree on Independence Day



New Delhi: In what comes as a matter of pride for the Khadi – the symbol of Swadeshi, used by Mahatma Gandhi during the Freedom Struggle – the US acting Ambassador to India Mary Kay Loss Carlson had visited the 'Khadi India' outlet at Connaught Place here on Wednesday as she decided to wear a Khadi Saree during the Independence Day celebrations on August 15.

Ms Carlson was received at the Khadi Bhawan by Ms Sangeeta Saxena, wife of Khadi and Village Industries Commission(KVIC) Chairman V K Saxena, who guided the US envoy in choosing the Indian attires for her, besides describing the importance of Khadi.

During her hour-long stay at the outlet, Ms Carlson got mystified with the big range of Khadi products there. She surfed more than three

dozen sarees, to finally select five best ones for her, apart from some fine Khadi fabrics like raw silk, *matka* silk and *katiya*. She even tried few of them before the mirror that how it looked on her. Not only that, she even shared the video of her visit to 'Khadi India' outlet on her official twitter account. Earlier, she also paid floral tribute to Mahatma Gandhi there.

Meanwhile, enthused by the US Envoy's visit to 'Khadi India' outlet, KVIC Chairman V K Saxena said that it was an honour for Khadi artisans. “What else can be a better pride for us that the Ambassador of the first democracy of the world has visited our outlet, to select the sarees for the occasion of the 70th anniversary of our democracy,” he said.



A view of Department related Parliamentary Standing Committee meeting held in Ahmedabad on 24th and 25th August 2017. CEO, KVIC Shri B.H.Anil Kumar, welcomed Hon'ble Chairman of Committee Shri Narendra Budaniyaji and members of the Committee.



During DRPSCI Gujarat visit on 23-25 August 2017 State Office Gujarat organised one small exhibition at the meeting place. CEO KVIC, Dy. CEO Khadi, and Members of DRPSCI visited the exhibition and appreciated KVI product.



1st Khadi India Franchise store inaugurated in Pune

KVIC creates history in historic city of Pune



After creating a niche in the hearts of people the Khadi and Village Industries Commission (KVIC), in yet another initiative created a history in the historic city of Pune, by opening its first Chain of Franchisee Showroom at Pune on 19th August 2017.

Expressing contentment 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. The first franchisee inaugurated here today is a small step in this direction. We are planning to bring up a robust sales network in every District. 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. The total KVI total over of the sector is an astounding figure of Rs. 51997 crores making it 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."

"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,



Contd on pg...12



Shri Haribhai Chaudhary ,
MoS, MSME inaugurated
Shakti - Women
Entrepreneurship and
empowerment function
along with Hon'ble Min
WCD Smt. Nirmala
Wadhwan on 20th
August, 2017.

Contd from pg.11

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.

Shri Anil Shirole, Hon'ble Member of Parliament, on the occasion spoke on relevance and quality of khadi. He assured to provide his full support in promoting this nation fabric khadi in Pune.

On the other hand, Mr. Saurabh Chaterjee, Proprietor of this store said that "opening an franchise under the umbrella of Khadi and Village Industries Commission (KVIC) is substance of great pride for me and has given new significance to my dreams".

The programme was also addressed by Shri Anil Shirole, Hon'ble Member of Parliament, Shri Jagdish Mulik, Hon'ble Member of Legislative Assembly, Government of Maharashtra and Shri Vishal Chordia, Chairman, Maharashtra Khadi and Village Industries Board.

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.



Khadi India franchise in Thiruvalla

Khadi and Village Industries Commission (KVIC) 's first franchise in south india and second in the country was inaugurated in Thiruvalla on,24th August by International Cricket player, S. Sreesanth. Various political and cultural personalities participated in the event. The showroom is located at Thukalassery Junction, Thiruvalla.



and Sarvodaya movement in Kerala. He established several weaving centres, village industry outlets and also Khadi weavers training centres under khadi board. He found the Rural Institute at Tavanur.

Khadi clothes, Khadi silk sarees, dress material, bed sheets, scarf, readymade shirts ,Dhotis and other kinds of dresses would be available at the new store.



Keralites can now access a wide range of khadi products sourced from various parts of the country. Shri Narendra Modi Hon'ble Prime Minister of India had given a clarion call to the Countrymen through 'Mann Ki Baat' urging people to buy Khadi. Khadi users in Kerala has substantially increased-understanding the value and quality of the material.

August 24th was also the 128th Birth anniversary of Kerala Gandhi Shri K Kelappan, He was the pioneer in the Khadi





CHAIRMAN, KVIC REVIEWS WORKING OF CENTRAL SLIVER PLANTS

From 15th September 2017 onwards DSOs will accept the Khadi fabric products from KIs along with test report. Similarly bulk supplies to government departments will only be undertaken along with test report from the concerned CSPs said Shri Vinai Kumar Saxena, Chairman KVIC in a review meeting of CSPs on 11th and 12th August 2017 at Central Office, Mumbai in which the Project Managers of all six CSPs, FA, JT.CEO, Dy, CEO(Marketing), Dy. CEO(Khadi) and Directors of Khadi wing, RID participated.

The Chairman earlier visited few of CSPs to study the working and also the costing/pricing system of the roving in each CSP. He visited CSPs Chitradurga and Kuttur and also another CSP at Trichur, run by a Khadi Institution namely “Kerala Khadi VI Association”, Trichur, Kerala from 8th to 10th, August 2017. He observed cost of production, percentage of wastage, manpower reduction, upkeep of plant/machineries, cleanliness, procurement cost of cotton, proper utilization of land, cost of sliver/roving, deployment of casual labour, smart working of plants, production pattern of each plant,

reduction of wasteful expenditure, utilization of 100% production capacity, purchase of Cotton, preferably from the online market and recycling of waste material, Diesel and power consumption, CCTV surveillance system in the plant and bio-metric attendance system, performance of workers and other related issues.

Further, the Sundry Debtors position was also reviewed by the Chairman, KVIC.

During the meeting at Central Office the CSP Managers were given suggestions for smooth functioning like preparing monthly checklist for preventive maintenance, to workout cost of roving, to maintain stock of finished goods, to intend supply of roving from Khadi Institutions well in advance and to prepare transfer policy for the CSP staff and to reduce the expenditure by 15% this year in their plants in comparison to the last year's expenditure and earn minimum 20% net profit this year of their total turnover.

To improve their performance and meet their targets the CSP were assured of basic infrastructure like godowns, carding

**Thanks to
Shri Prakash Javdekarji
for visiting
KHADI INDIA outlet
at CP and patronising
National fabric
on 31st July 2017.**



machines, draw frames etc. as per their requirements. For a uniform appeal, the CSPs were also directed to have a common signage of Khadi India and display the message of Hon'ble Prime Minister at a prominent place in the plant.

The waste recovered from the CSPs should be recycled and the good fibre should be utilized in the production of coarse roving. This roving can be utilized for spinning of coarse hanks for selling in the Heritage Charkhas in Museum, New Delhi and other tourist places as souvenir said the Chairman KVIC.

Shri Satpal, Joint CEO suggested that possibility may be explored for purchasing the cotton parameter wise instead of variety wise.

It was also decided that the surplus land will be used for Honey Mission by growing Tulsi and Murunga (drumsticks) plants in the premises immediately. Bee boxes with bee colonies will be supplied to CSP Sehore and Chitradurga by MTDC, Delhi. Dr. Greep, Director (SNT) KVIC, who is qualified agriculture scientist, will be directed to visit the plants to prepare a blue print for adopting scientific methods to create flora – fauna in the premises to produce high quality honey and other bee products round the year.

It was also decided that henceforth, supplies to KIs will be released only after



receiving 25% upfront payment along with 25% payment by post dated cheques and balanced 50% will be recovered from MDA claims.

During the meeting discussion was also held on spurious Khadi being supplied by the KIs to the Bhawans and to the government department also, this dents the reputation of KVIC. Hence Khadi products should be tested in the nearest CSP laboratories before supplying to the Bhawans and before executing government orders.

Maintaining cleanliness in the premises of CSPs was also adhered. The meeting concluded with vote of thanks by Director (KRM).



Chairman, KVIC Shri Vinai Kumar Saxena inspected various departments of Central Bee Research Institute, Pune on 28th July 2017. He gave suggestions to improve its performance and attended 2 days orientation programme with KVIC field staff of beekeeping at Pune.



JK-KHADI-TRAINING

**KVIC revives historical training site
at Pampore in J&K New Delhi**



during peak of militancy in 1990s by installing solar charkhas and looms to spread Narendra Modi government's message of peace," KVIC Chairman VK Saxena said. The KVIC will spread the message of Prime Minister Narendra Modi, who on Independence Day resolved to reach out to the people of Jammu and Kashmir by embracing one another and not through "goli aur gaali" (guns and abuses), he added.

The Khadi and Village Industries Commission (KVIC) today revived its defunct training centre in Pampore district of Jammu and Kashmir on 22nd August 2017 which was destroyed decades ago during the peak of the militancy. The occasion was marked by the installation of a statue of Mahatma Gandhi who in 1947 had visited the Pampore site, about 16 kms from Srinagar, and sat under a Chinaar tree to impart Charkha and loom training. "We have revived the multi-disciplinary training centre in Pampore which was destroyed



The KVIC Chief Executive Officer Shri Anil Kumar said Pampore has special significance as Mahatma Gandhi had on August 2, 1947, visited the place for three days and sat near a Chinaar tree there to give training of Charkha and loom making. "The massive Chinaar tree is still there," he said, adding that the KVIC training centre was built at the same site. Saxena said that within six months, the commission will complete the training of





Saxena said the one month training programme on using the solar charkha for stitching and weaving would be linked with the Prime Minister's Gramin Awas Yojana. "We have revived the training centre. 100 honey bee boxes have been established, charkhas set up and stitching and weaving work has begun. People are very happy as after a longtime there was a congregation of people," he said

the programme and set up a Khadi India outlet at the same venue. He said that in the ceremony today, which was also attended by Jammu and Kashmir Industries and Commerce Minister Chander Prakash Ganga, a solar charkha was installed for the first time in the state.



Shri Vinai Kumar Saxena, Chairman KVIC visited Avanissery Gram Panchayat, the only Panchayat in Kerala run by BJP. KVIC to start various activities to create employment.



A zonal level review meeting of KRDP and PMEGP

A zonal level review meeting of KRDP and PMEGP was held at Ahmedabad on 28 August under the chairmanship of Shri B H Anilkumar, CEO, KVIC,



In meeting Dy CEO WZ Shri Y K Baramatikar, Dy CEO Khadi Shri Dhanpal, Director PMEGP, State Director, Shri S G Hedao, Shri R R Gajbhiye, Director Nagpur, Shri S S Tambe, Dy. Dir I/c Goa, Govt of Gujarat officials and Bank Representative were presented.



AWARENESS CAMPAIGN-CUM-PEOPLES EDUCATION PROGRAMME ON PMEGP SCHEME AT CALICUT



The Andaman & Nicobar Islands Khadi & Village Industries Board organized Awareness Campaign-cum-People's Education Programme on PMEGP and other Government sponsored self employment schemes at the Gram Panchayat, Calicut, South Andaman on 09th August 2017. The programme was organized in association with the

Directorate of Industries, Agriculture, AH & VS, Fisheries, DIC, NYKS, Banks and PRIs to disseminate information about PMEGP for providing gainful self employment opportunities to the unemployed / under employed youths. The programme was also attended by 53 prospective entrepreneurs of the concerned area.

KVIC Celebrates 71st Independence Day



Khadi and Village Industries Commission on 15th August 2017 celebrated the 71st Independence Day with patriotic fervor. Ms. Usha Suresh, Financial Advisor, KVIC unfurled the national flag in a solemn flag-hoisting function organised at KVIC, H.Q. Mumbai, while the senior officials and staffs of the organisation attended the flag-hoisting ceremony. The tricolour was hoisted amid singing of the National Anthem.

A variety of special events to mark Independence Day have been scheduled all over the KVIC field offices and KVI boards during the course of the day.

In her address to KVIC, Financial Advisor said Khadi was associated with the country's freedom struggle and Swadeshi movement led by Mahatma

Gandhi. Gandhiji made the Swadeshi Movement synonymous with Khadi. He promoted its simplicity as a social equalizer and made it nation's fabric. We as an organization are proud to be affiliated with this heritage fabric since pre and post independence period. KVIC is a major organization assigned for generating employment with remunerative wages to millions of artisans, entrepreneurs and unemployed youth in the country. In the present global scenario, KVIC has been making persistent efforts to deliver quality products at competitive prices and contributing towards the inclusive growth of Indian economy. Conveying her heartfelt thanks to everyone she said there is a long way to go and lots to achieve in this field.

Shri Satya Pal, Jt. CEO, KVIC wished KVIC for 71st Independence Day and said this day is a day of great significance for the people of India. He paid tribute and commemorated all the freedom fighters who had contributed a lot and fought for the Independence of India from the British rule. He said 'Khadi' has been traditionally associated with the freedom struggle and today has been in the forefront to provide rural artisans and youth a steady source of income by promoting and marketing the products of KVI artisans.

Shri K.S. Rao, Dy. CEO, KVIC addressing the event emphasized on the usage of social networking platforms at workplace and on personal level. He said, social networking platforms such as facebook, twitter, instagram, linked in etc allow the organization to improve communication and productivity by disseminating information in a more efficient manner. Presence on social media is more likely to increase customer retention. For organizations social media is potentially an incredibly powerful tool. On this Independence Day we should take resolution to join various social networking platforms and learn to operate them.

Dy. CEO, Shri Y. K. Baramatkar said, KVIC has taken number of initiatives to promote Khadi. 'Swaraj se Suraj tak' is the guiding spirit for strengthening KVI sector. We all should take resolution on every Independence day to start some new initiatives and accomplish them and review it on next Independence Day. This resolution should be our personal mission statement. This will provide a framework for our efforts and help to define how we will approach our venture in the coming year.

Shri Babul Mandal, Director, Budget and finance extending his wishes

of Independence Day said, building up a nation isn't only about being a part of politics, its about being a part of a social awakening, a change that matters. We all should think how we can contribute in nation building and welfare through our organization. Dream big, work hard and stick to your principles. The ride is sure going to be bumpy, but you will sure succeed one day.

Smt. P. M. Joglekar, Director, PMEGP in her address said women entrepreneurs plays major part of holistic



development of KVI sector. Women Empowerment in KVI sector refers to increasing and improving the social, economic strength of the women. Women are increasingly participating in the national development process and through schemes of KVIC can motivate and encourage them. KVIC has been extending best of its support to rural women to fulfilling the vision of nation development.



When tribal women rock on the ramp:

KVIC scripts a new chapter of women empowerment in Narmada Valley



Indore: In a move to multiply production, sale and employment, the Khadi and Village Industries Commission (KVIC), through its Sahyog Programme on Saturday here, had given 45 Charkhas to tribal women at Omkareshwar to start Khadi activities in the Narmada valley areas of Madhya Pradesh. And, when the tribal women were rocking on the Ramp walk after the inaugural function, it left all the audience spellbound with their confidence.

After inaugurating the centre, KVIC chairman Vinai Kumar Saxena said that it is a new beginning in Narmada valley

and KVIC would provide looms and more Charkhas to create more employment in remote areas. “Our priorities have always been to create maximum number of jobs for the womenfolk of Narmada valley areas. In my last visit to Onkareshwar, I had promised to open a Khadi production centre – to provide better job opportunities for the women of this area. And, today the new centre is equipped with 45 charkhas and 60 trained artisans, with adequate training and remuneration.

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Chairman KVIC inaugurated PMEGP unit Balaji Herbals at Jambudi Hapsi, Indore on 27th August 2017. The unit is build with an investment of Rs 25 lakhs, and will provide employment to 16 local boys and girls.



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Malwa Bheel Sewak Sangh, a financially-aided institution of KVIC, has been assigned to run this centre. “We are trying to engage the youths in this sector for formation and innovation of Khadi institutions, besides implementing the target and incentives relating to Khadi production set by the Ministry.”

Comparing women artisans as the spinal cord of the Khadi industry, Mr Saxena further said that it was the sheer determination of the women artisans that Khadi had been achieving new milestones every day. “The all 45 women artisans, after imparting proper training, have virtually become a role model for the other tribal women. Keeping in mind the continuous demand of more charkhas, we have asked the



running agency to increase the capacity of Charkhas to 100, which will soon be done,” he said, adding, “I have never in my life seen that kind of confidence on tribal women, which they displayed on ramp walk. Since the Narmada Valley has immense flora and fauna, KVIC has decided to launch bee-keeping programme here soon, to increase the job opportunities and income avenues for the locals here.”

“We are leaving no stone unturned to take Khadi to new heights across the globe, with the mission of our PM Narendra Modiji and the determination of our adroit artisans,” he further added.

Among the other dignitaries, who attended this programme were local MLA and the Lady Sarpanch

KHADI PE CHARCHA

*in Hyderabad
on
27th August 2017.*



Zonal Review Meeting Chaired by FA/Chief Executive Officer, KVIC

20th July 2017, KVIC, Mumbai -

With a view to review progress of various activities, a review meeting with all the Zonal Dy.CEOs was held on 20.07.2017 at KVIC, Mumbai. The progress of the zone in particular reference to the performance of major schemes / programmes was also reviewed during the meeting.

Diverse imperative issues like non-uploading of MDA claims by the KIs in time, making Khadi sector online by developing a MIS portal under PFMS, issues of defunct institutions, status of issuance of Khadi certificate online and offline, issues of new KIs registered with KVIC who are willing to undertake Khadi activities, recategorization of all registered KIs, issue of convergence of insurance scheme, of sliver supply to KIs from the CSPs and proposal of the Ministry for outsourcing sliver supply from other government agencies, status of implementation of SFURTI clusters, of the SFURTI proposals, status of compliance of tranche conditions in implementation

of KRDP activities, implementation of KRDP activities, status of pending audit paras, utilization of funds allocated for capacity building activities of the KIs assisted under KRDP programme, to codify NMCs (name of the institution/number) procured under the KRDP activities, review of the progress under PMEGP activities, 100% physical verification of the PMEGP units.

Ms. Usha Suresh, FA/CEO I/c Shri Satya Pal Joint CEO/Dy.CEO(EZ), , Shri S.P. Singh, Dy.CEO(CZ), Shri G. Guraprasanna, Dy.CEO(SZ),. Shri Satyanarayan, Dy.CEO(NZ), Shri Y. K. Baramatikar, Dy.CEO(WZ), Shri D. Dhanpal, Dy.CEO(EcR), Shri Babul Mandal, Director(Finance/Audit), KVIC, Smt. P.M. Jogalekar, Director(PMEGP), Shri J.K. Gupta, Director(Khadi), Shri K. B. Rao, Director(RID), , Shri S.S. Greep, Dy. Director I/c (SFURTI), and Shri S.P. Khandelwal, Dy.Director I/c (KRM), KVIC respectively participated in the meeting.

Armed forces may soon wear Khadi uniform



The armed forces may soon wear uniforms made of khadi. The Ministry of Defence has sent samples and specifications of uniforms worn by personnel in the armed forces — Army, Navy and Air Force to the Khadi Villages Industries Commission (KVIC).

"Required specifications of uniform, along with samples, have been sent to KVIC," Minister of State for Defence Subhash Bhamre said in a written reply in the Lok Sabha.

KVIC is a body under the Ministry of Micro, Small and Medium Enterprises promoting the use and development of khadi.

It not just the armed forces but also schools, police, government hospitals, Air India and railways where the use of khadi is being promoted by KVIC.

Air India crew members have already donned khadi uniforms. The first time Air India crew wore khadi uniforms was during one of Prime Minister's foreign visits last year.

The idea is aimed at achieving Prime Minister Narendra Modi's 'Make in India' vision and will also give a boost to rural economy.

The Prime Minister has also spoken about promoting the use of khadi in the past.

KVIC is also in touch with state governments for providing khadi uniforms to various government officials at various levels.

Plantation of Tulsi (Basil) saplings in MDTC campus at Trichur, Kerala





Khadi hit among fashionists, may soon have stores in Paris, Dubai

With the addition of 286 new stores in the last 3 years, KVIC is now experimenting with lounge format stores called 'Khadi India Lounge' to target upmarket clientele.

By Tasmayee Laha Roy

Khadi is no longer content staying in the shadows, it is making strong, confident strides, branding itself in trendy fashion circles and it is staying for long in the fashionista's wardrobe.

Eyeing their first set of global stores in Paris and Dubai by the end of this year Khadi and Village Industries Commission (KVIC) is pursuing its growth trajectory at an aggressive rate.

“The remarkable growth that Khadi has witnessed in the recent past is only due to the comprehensive attitude of our prime minister to attain growth. He has not only made Khadi a signature fabric for the people-particularly the millennial with his appeal, Khadi has also become a model of socio-economic independence,” said KVIC Chairman Vinai Kumar Saxena.

Taking off from dressing the staff of

Air India One, Prime Minister's official carrier, the fabric has also been sported by Bollywood celebs like Salman Khan, Akshay Kumar and Sonam Kapoor. With fashion designer Ritu Beri being brought on board of KVIC by the Modi government and the Khadi Mark mandate- the once known tough cotton Khaddar is evolving as brand Khadi.

Beri's exclusive Khadi collection 'VicharVastra' did business worth Rs 78 lakh in 2016 and a similar collection with a new idea is being designed for this year's fall collection.

The Modi effect

Since 2014, sales of Khadi clothes have jumped by close to 70 percent and the department attributes this to the growing interest taken by the Modi government in promoting Khadi as a brand not just in

India but internationally.

Having clocked sales worth Rs 2,005 crore in 2016-17 as against Rs 1,510 crore in the previous fiscal, KVIC is targeting Rs 5,000 crore in sales by the end of 2018-2019.

Large orders from corporates are a part of Khadi's success story. While organisations like ONGC, Air India, Indian Railways and others have given out orders to KVIC, institutions like IIT Bombay and the Institute of Company Secretaries of India have also moved to using only Khadi gowns and shawls for their annual convocation ceremonies.

Joining the bandwagon, even private brands are leaving no stone unturned to glamourize the fabric. For instance, Arvind Ltd has promised to order 1 million metres of fabric from KVIC worth Rs 40 crore and plans to use it exclusively for their Khadi denim collection.

Major brands like Raymonds, Allen Solly and Turtle have also joined hands with Khadi.

“We let the company select their fabric and allow them design intervention to make the fabric fashionable and commercially viable,” added Saxena.



Raymonds has already placed orders worth Rs 6 crore over a period of two years for a mixed bag collection.

With the addition of 286 new stores in the last 3 years, KVIC is now experimenting with lounge format stores called 'Khadi India Lounge' to target upmarket clientele.

The first set of these lounges have been set up in Delhi, Mumbai and Jaipur at an investment of close to Rs 25 lakh each. Similar stores will be set up in Bhopal, Goa and Lucknow by the end of the year

Courtesy:moneycontrol.com



AGM of all India KVIC Pensioners' Welfare Association



The 26th Annual General Body Meeting of the All India KVIC Pensioners' Welfare Association was held on August 19, 2017, in the Debarbhai Hall of Khadi and Village Industries Commission, Vile Parle (west), Mumbai .

The meeting was attended by around 100 delegates from Mumbai as well as other States, viz. Maharashtra, Gujarat, Rajasthan, Delhi, Haryana, UP, Bihar, Assam, Kerala, Tamil Nadu, Karnataka, etc. The meeting was chaired by Shri K.K. Gupta, Chairman of the Association and piloted by Shri N.N. Laldas, Secretary of the Association. The Managing Committee Members of some of the States also participated in the meeting. The Meeting was also attended by Senior KVIC officers, viz. – Shri K.S. Rao, Dy. CEO and Shri Y.K. Baramatikar, Dy. CEO, who briefed the participants about the ongoing actions at the level of KVIC, especially in case of issues related to the Pensioners and Family Pensioners.

The Meeting opened with the Ganesh Vandana by Kum. Dave, one of the Managing Committee Member of the AIKPWA. The House paid homage to 42 departed Pensioner Members during the year.



The Senior Members of the Association attaining the age of 75 years in case of 52 Males and 65 years in case of 9 Female Pensioners, were felicitated during the meeting. Thereafter, the Agenda items listed for the day were discussed threadbare with Members actively participating during discussions on issues like Medical Assistance for the Pensioners, involvement of Pensioners as resource persons in assisting KVIC for implementation of programmes and schemes being implemented, Annual accounts, etc. One of the issues discussed for the first time was inclusion of Family Pensioners as Members of the Association by issuance of a certificate to the



extent to them. The item, which attracted involvement of maximum Members, was about extension of 7th CPC for Pensioners and Family Pensioners of KVIC. In view of the delay in implementation, the Members expressed their anguish and dismay for being denied the benefits thus far. Keeping in view of the sentiments of all present, Shri K.D. Kamble, Vice Chairman of the AIKPWA, contacted the Joint Secretary, of the Ministry, who was holding additional charge of CEO, KVIC, during the meeting itself when, the Joint Secretary, assured the Members that the Ministry is already seized of the matter and favourable decision is expected soon. The participants appreciated the assurance of the Joint Secretary.

The meeting concluded with Vote of thanks to all the participants as also the Directorate of E&S, Publicity, Canteen, Security personnel, who all contributed immensely for successful conduct of the AGM.

Satyanarayan Mahapooja at Central Office

Following the tradition observed every year the cultural committee of KVIC organized Sri Satyanarayan Mahapooja at Central Office, Mumbai. The Employees participated with great enthusiasm in various programmes organized on this occasion. Shri Satyapal , Jt. CEO, KVIC also marked his presence and was amused to see the musical events and other programmes organized here today.



Minutes of the 647th meeting of the Khadi and Village Industries Commission held on 26th July 2017 at Mumbai

The 647th Meeting of the Khadi and Village Industries Commission was held on 26th July 2017 at Mumbai was presided over by Shri Vinai Kumar Saxena, Chairman, KVIC. The following members of the Commission were present in the meeting.

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.); Dr. Hina Shafi Bhatt, Expert Member (Technical Education and Training), Shri Karnam Sekar, DMD & CCO of SBI;; Shri B.H. Anil Kumar, Joint

Secretary (MSME)); Shri D.P.S. Negi, Economic Advisor, MSME; Smt. Usha Suresh, Financial Advisor/ Chief Executive Officer, KVIC and Shri Mohit Jain, Chief Vigilance Officer, KVIC.

After having the formal introductions as briefed above, with the permission of the Chair, the 647th Commission meeting commenced with following agenda items on which necessary deliberations were made and the decisions were taken as follows:-

1	Agenda	On note submitted by Directorate of Capacity Building for the "conducting the special training programme on Photo/ Picture Framing Technology" of Lion Picture & Frames (India) Ltd. with additional budget sanction of Rs.15.00 lakhs it was directed to re-examine the above proposal afresh .
2	Agenda	On note submitted by Directorate of E&S for (A) approving the policy for devising the active life period for various infrastructures provided to C.O., KVIC, Mumbai and all State/Divisional Offices of KVIC (B) approving the policy for finalization of "Most Swachh State/ Divisional Offices of KVIC.
3	Decision taken	The following decision have been taken:- A. KVIC may follow/adopt the 'Maintenance Manual' published by Central Public Works Department (CPWD) for devising the active life period for various infrastructures provided to C.O., KVIC, Mumbai and all State/Divisional Offices of KVIC.

		<p>B. The Swacch Bharat Abhiyan be made applicable for all filed offices of KVIC, Departmental Sales Outlets, Departmental Training Centers, Departmental CSPs and all Khadi & V.I. Institutions.</p> <p>C. A Committee under the Chairmanship of Zonal member (but not of the same zone) wherein there is also the representative from outside organization/ State government department will select 'Most Swachh State/Divisional Offices/ Departmental Sales Outlet, Departmental Training Center, Departmental CSP and all Khadi & V.I. Institution' and also the 'Worst Swachh State/ Divisional Offices/ Departmental Sales Outlet, Departmental Training Center, Departmental CSP and all Khadi & V.I. Institution'.</p> <p>D. While selecting the 'Most Swachh Khadi & V.I. Institution' under Swachh Bharat Abhiyan the aspects like 'Adoption of village for development', Implementation of Prime Minister Awas Yojana and creation of toiletries (Souchalaya) etc. are to be considered.</p> <p>E. In order to ensure that Swachh Bharat Abhiyan is implemented with its all seriousness, the Committee referred above may also decide for levying penalty on the offices/units/centers/institutions coming under 'Worst Swachh State/Divisional Offices/ Departmental Sales Outlet, Departmental Training Center, Departmental CSP and all Khadi & V.I. Institution' and also for suitably awarding the winners (Rs.1.00 lakh) under 'Most Swachh State/Divisional Offices/ Departmental Sales Outlet, Departmental Training Center, Departmental CSP and all Khadi & V.I. Institution'.</p> <p>F. The parameters for objective assessment should be worked out by Directorate of E & S immediately and conveyed to all the offices and institutions under KVIC.</p> <p>G. Joint Secretary, MSME informed that MSME has created a web portal on “Swachata Abhiyan” where the photographs of all MSME Departments are to be uploaded before and after swachata Abhiyan out come.</p>
3	Agenda No. 5	<p>On note submitted by Directorate of Administration to consider and approve the Financial upgradation under MACP scheme in respect of Group 'A' Officers.</p>

4	<p>Decision taken</p> <p>Agenda</p>	<p>A. The MACP is sanctioned to Shri Utkal Kesari , Dy. Director;Shri A.L.Meena,Director;Shri K.J.Bhosale, Director and Shri Radhakrishnan,Dy. Director.</p> <p>On note submitted by Directorate of Administration; seeking the ratification of the Commission for the reimbursement of outpatient medical treatment expenditures incurred by Shri K.V. Dalal, A.D.-II (ABFPI) for Rs.1,62,402/- and by Shri Ramji Asthana, A.D.-II(HMPFI) for Rs.93,710/, The Commission said that</p> <p>Since the Commission has delegated the powers to CEO, KVIC for the timely/prompt disposal of the claims submitted for the reimbursement of outpatient medical treatment expenditures, Directorate of Administration shall issue necessary orders in this regard.</p>
5	<p>Agenda</p> <p>Decision taken</p>	<p>On note submitted by Directorate of Administration; seeking the ratification of the Commission for the order issued to Shri M.T. Wakode, Director promoting him to the post of Dy.CEO as per the decision taken in the DPC meeting held on 10.07.2017.</p> <p>Ratified the action taken by Directorate of Administration for issuing the order to Shri M.T. Wakode, Director promoting him to the post of Dy.CEO as per the decision taken in the DPC meeting held on 10.07.2017.</p>
	<p style="text-align: center;">6</p> <p>Agenda</p> <p>Decision taken</p>	<p style="text-align: center;"><u>Additional Agendas</u></p> <p>On note submitted by Directorate of Legal Affairs for ratifying the action taken by Directorate of Legal Affairs in issuing the advertisement inviting EOI for engaging the Legal Advisor for KVIC.</p> <p>Ratified the action taken by Directorate of Legal Affairs in issuing the advertisement inviting EOI for engaging the Legal Advisor for KVIC.</p> <p>Joint Secretary, Ministry of MSME also directed that the central government counsel may be engaged and all panels of advocates prepared by state offices of KVIC be scrapped.</p>

Agenda	On note submitted by Directorate of PMEGP to apprise the Commission about action plan prepared on the decisions taken in the Abhayaranya workshop organized at Ranchi in the month of April 2017.
Decision taken	<p>While deliberating on the above note, the Expert Member (RD) suggested the need for visiting 'Red Corridor Area' comprising Jharkhand, Andhra Pradesh, Maharashtra and Odisha by the team of KVIC officials consisting of (a) State Director Jharkhand (b) Dy.CEO (PMEGP) (c) Dy.CEO (V.I) and the said team be led by (Member East Zone) for preparing a concrete action plan for the development of areas coming under 'Red Corridor'.</p> <p>After evaluating the success of above briefed strategies for the development of 'Red Corridor Area' in Jharkhand, it can be considered for implementation in the 'Red Corridor Areas' in the other states like Chhattisgarh, West Bengal, Orissa, Andhra Pradesh etc.</p>
Agenda	On note submitted by Directorate of PMEGP to apprise the Commission about the physical and financial achievement made under SC/ST social categories from 2016-17 to the 1st quarter of 2017-18 and as on 21.07.2017.
Decision taken	<p>It was directed by Joint Secretary, Ministry of MSME to prepare the details of backlog of physical and financial achievement under SC/ST social categories; from 2008-09 onwards.</p> <p>In order to accelerate the sanctioning process and financing process of PMEGP projects by the banks, for timely achievement of PMEGP target for 2017-18; the representative of SBI who was present in the Commission meeting was requested to effectively liaison with all the LHOs in the fields.</p> <p>I. Non-sanctioning of Budget of institutions in J&K. The Zonal Member (NZ) has drawn the attention of Commission to the problems faced by the institution in J&K to get their budget sanctioned by KVIC. In this regard the F.A. KVIC briefly explained about the various stages/process involved in the sanctioning of budget for the institutions financed by KVIC and also pointed out that the institutions in J&K had not responded positively to the request made by KVIC to complete their audit which had been pending for more than five years. Finally it was</p>

decided that, the institutions in J&K (Not covered under the investigations carried out by CBI) may be given two months time to complete their audit process by C.A. and further report to KVIC for taking next course of action with regard to approving their budget for 2016-17 by taking into account their actual production and the budget for 2017-18 may be approved on estimated targets.

Member(NZ) also pointed out for setting up “wool Bank” to provide raw material support for the spinners of J&K.

ii. Utilization of property of Gandhi Ashram in J&K.

It was informed by the Zonal Member (NZ) that the property of Gandhi Ashram in J&K is remaining not utilized and hence facing the threat of encroachment. After having necessary deliberations on this area, it was decided to approach the parent body of Gandhi Ashram for collecting necessary details of the above property and their plan of action to utilize the same. After collecting the above details, KVIC may examine the matter concerned and take appropriate decision with regard to the utilization of property of Gandhi Ashram in J&K, including exploring the possibility for constructing Khadi plaza.

iii. Data compilation of Khadi production in meters

The Member (CZ) insisted to have the datas of Khadi production in 'METERS'. While having further discussions, the details/datas provided under Annual Report of KVIC for 2016-17 prepared by Directorate of Ec.R, KVIC; was also referred by F.A. KVIC and the following decisions have been taken:-

- a. Compiling the datas on Khadi production, count wise/fabric wise/meter wise with value details.
- b. Respective Zonal Member shall also be part of cotton purchase committee of CSPs.
- c. Total number of charkhas and looms in working condition and not working condition.
- d. Undertaking State wise mapping of Khadi & V.I. institutions, KVI products.
- e. Preparing the product wise target
- f. Preparing the action plan for increasing the artisans' base during next five years.

iv. Compiling the costing details for various varieties of Khadi

The Dy.CEO (Marketing) KVIC informed the forum about commendable results obtained to the meeting arranged with

52 KIs in Ahmedabad, chaired by Hon'ble Chairman, KVIC wherein all the KIs have agreed to enhance the wages being paid to their artisans, by Rs.4.50 per hank in addition to Rs.5.50 being currently paid as wages to their artisans.

While having further discussions on the above achievement, the Joint Secretary, Ministry of MSME has given the direction to the Dy. Director I/c (CCC) to work out details of costing for various varieties of Khadi being produced at present in our sector, which will help to realize as how much financial benefit is being now extended to the artisans by the Khadi institutions at present.

v. Revival of Village Industries under KVIC

The Expert Member (RD) has drawn the attention of forum to the measures to be taken on top priority for reviving/strengthening the village industries under the fold of KVIC. After having serious discussion on the said area following decisions have been taken.

- a. Conducting the survey for identifying 'Area specific' availability of raw materials, potentiality for setting up industries with local resources.
- b. Identifying the V.I. units (of KVI institutions, REGP and PMEGP) which are working, not working and which could be revived.
- c. Preparing plan for the effective deployment of man power available with KVIC.
- d. Developing the village industries like, honey, palmgur and bamboo on 'Mission Mode'
- e. Considering the development of oil industry under 'Mission Mode' for the 'Edible and Non-Edible Oil seeds'.
- f. Reviving the facilities available under south zone (as informed by Member (SZ)) for the collection and processing of oil seeds.
- g. Considering the restoration of 'ISEC' facility (Implemented earlier for village industries but discontinued in due course) for availing financial assistance from the banks for meeting the working capital requirement for reviving village industries.
- h. Organizing awareness programmes/camps in the fields on GST and to sensitize the entrepreneurs/KIs/ REGP units/PMEGP units under the fold of KVIC about the necessity to register under Udyog Adhaar Memorandum (UAM) to link up them with the data bank of Ministry of

		<p>MSME which will help them to avail 'Booster Dose' While summing up the detailed deliberations made on the points listed as above, the Joint Secretary, informed the forum that Ministry of MSME is working out the modalities for launching new schemes like 'Khadi Vikas Yojana' and 'Gramodyog Vikas Yojana' for invigorating the KVI sector.</p> <p>vi. Extending the time limit for the submission of MDA claims.</p> <p>By taking into account the difficulties involved in procuring the MDA claims by field offices, within the stipulated time period, after much discussions, the Joint Secretary, Ministry of MSME agreed to the request for extending the present time limit by one month for the KIs to submit their MDA claims. The KIs which fail to promptly respond to the time limit thus enhanced, their MDA claims will not be entertained further.</p> <p>vii. Opening the Divisional Office at Dharwad, Karnataka</p> <p>With regard to the correspondences being made by Zonal Office (SZ) KVIC, Bengaluru and the issue raised by Member South Zone on opening the Divisional Office at Dharwad, Karnataka; the Joint Secretary, Ministry of MSME reminded that Directorate of Administration to respond to the letters being sent by Ministry of MSME seeking certain details in respect of opening the Divisional Office at Dharwad, Karnataka.</p> <p>Viii. Bifurcating the Divisional Office, KVIC at Meerut</p> <p>Since the total number of KIs under the jurisdiction of Divisional Office, KVIC, Meerut are numerous when compared with the man power available with Divisional Office, KVIC, Meerut, suitable action plan/strategy need to be worked out on top priority for the bifurcation of Divisional Office, KVIC, Meerut.</p>
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Annexure –I

I. Member (CZ) - Desired to have further discussions on the point of funding the artisans of the institutions; for the schemes like KRDP/SFURTI; which had availed earlier the financial assistance from KVIC for KRDP/SFURTI; but have

new group of artisans and requires the financial assistance for the said new group of artisans.

Detailed deliberations have been made on the above aspect, after which it was decided as follows:-

A. As per Govt. guidelines an institution which has been funded earlier under any scheme is not eligible for refunding for the same purpose. The reason being that funds are limited and priority is given to those institutions which have not been funded earlier under any other scheme.

B. However, if funds are available and those artisans have not been covered, then the funds could be provided to them through a new/same institution.

II. Member (CZ) – He mentioned that though the details of outstanding dues of V.I. have been provided, however, without their postal addresses, it will be difficult to contact them. Hence he requested that details of addresses be provided for all the Vis through the Directorate of I.T.

While discussing on the nature/format of 'NDC' to be issued to the institutions which have cleared/settled their outstanding accounts with the KVIC it was suggested by J.S. MSME that in order to prevent the misutilization of NDC being issued by KVIC, specific mention be made in the "NDC" that it is being issued only with respect to "the loans, (amount Rs.....) given to the institution during the year ----- by KVIC which had been fully repaid by the institution".

III. Member (CZ) – with regard to developing villages under 'Honey Mission' it was suggested by him that the said

programme be implemented in two villages of Nainital of Uttaranchal State where there are basic primary facilities and much potentiality for bee keeping.

IV. As regards waiving the SBI dues, though the matter was taken up by KVIC with SBI (as per the decision taken in the 646th Commission meeting dated 29th June 2017 held at Mumbai) it was noted by the Commission with utter displeasure that the response obtained from SBI – vide the letter No.CBMU;AMT-1-2017-18;1702 dated 24.07.2017 addressed to F.A., KVIC by Dy.General Manager, Commercial Branch (Advances) SBI, Mumbai-400001 was not acceptable in tone and content and the Commission unanimously conveyed its total unacceptance to the representative of SBI who was present as a member in the 647 Commission meeting. The SBI representative informed that the decision was arrived after a discussion with the consortium lenders & will have implications if there is Govt. default. However, it was conveyed to him, that the matter regarding waiver/OTS needs to be reviewed and examined at higher level and SBI may take up the matter with DFS and inform the Commission.

It was also made clear by the Commission to the representative of SBI that next interaction will be made by KVIC with only the CMD of SBI on the above matter.

Sarkar and the softpower: Keeping government out of yoga and khadi

Chidanand Rajghatta

India's assets and treasures are many in areas of 'soft power.' A term first coined by Harvard University savant Joseph Nye to win global support through cultural and political values rather than through coercive means, softpower has served India well with little effort or support from the government.

A notable example is yoga, which spread far and wide across the world long before New Delhi got its track-suit or dhoti on. Yoga masters Pattabhi Jois and BKS Iyengar took yoga abroad without government blessing or backing and as I recollect, Indira Gandhi was said to practice yoga without much to-do about it (right wing cynics will doubtless come up with lurid asides on this one).

The point is soft power does a pretty good job of spreading across the world without government promotion; the government has to only open the doors and point to the direction – and get out of the way. The moment government (any government) gets its fingers too deep into it, it raises doubts.

As Nye explained, in an Information Age where 'credibility is the scarcest resource...the best propaganda is no propaganda.' Just show the way; let free market do its job.

Which is why I will have my eyes peeled to see how the Modi government's decision to promote khadi as

an international brand, 'with a special focus on Indian diaspora' goes.

According to a strategy approved by the Centre, the Ministry of Micro, Small and Medium Enterprises (MSME) there are plans to exhibit branded khadi in all the embassies and consulate offices either within their premises or outside.

The exhibitions would not only showcase Indian khadi products and items but will also give a detailed description on their production and value for the villages. In the second phase, the ministry plans to target Indian Diaspora through regular interventions and exhibitions and participating in their social functions to publicise about khadi. They might even encourage and incentivise Indian diaspora abroad to open and run khadi outlets and shops.

In the third and final stage, the ministry plans to enter into collaborations with the Department of Commerce to boost exports of khadi and will also encourage people settled abroad to open khadi shops and outlets."Till now [a] lot of efforts have been made to take khadi abroad as a brand from India, but none could succeed.

However, this time a full-fledged action plan has been devised with fixed timelines to ensure that khadi becomes India's next big soft-power after yoga," Shailesh Vats, spokesperson of the

Ministry of MSME told Business Standard.

Let me say this as plainly as khadi: I'm skeptical about the success of any venture where government gets in even ankle deep, let alone neck deep. Before you know it, you will have another Air India. Several months ago, I wrote about how, to save khadi and handloom, it first needs to be rescued from Swadesh is and Socialists. Let me add "sarkar" (government) to it. "India is not going back to the charka anytime soon.

A contraption that Gandhiji presented as an epitome of meditative self-reliance was scorned even during the Mahatma's own lifetime by his peers. It is now largely been consigned to museums. Handloom (kargha) is headed the same way. Unlike charka-outputted khadi, which is entirely handmade, handlooms use mill-processed yarn. Both fabrics embody the sweat and equity of human labor and skill in different ways.

Is it possible to revive them – not just save them but make them hot, prized, and coveted products?" I asked. Machine-made goods have overrun the output of skilled hands for a long time now, including in the area of textiles. Pious pronouncements and tedious whining about heritage and legacy are not about to save hand-made products.

The magic mantras, which Prime Minister Narendra Modi correctly identified during fleeting attention to the struggling industry, are branding and marketing. What he did not mention: this needs to happen at the international level.

Famously servile and imitative, Indians will embrace handloom and khadi in a big way once it becomes a rage in the west.

Even that branding and marketing is best left to people in the industry, those with expertise. Indeed, whereas the Prime Minister himself should be the poster boy for these quintessentially Indian fabrics beyond merely flaunting his sartorial flair and mouthing platitudes, he need to keep both the sarkar and the swadeshi brigade out of the business end, because, because, (I cautioned) despite their noble intentions, they are not adept in the warp and weft of modern international commerce.

Scandalous as it may sound, we need Videshi expertize to give the products global heft. The government's lack of expertise in such matters became apparent straight way. The Prime Minister exhorted that Brand India products could be made famous for "zero defect, zero effect."

This was well-meaning, but made nonsense where khadi promotion is concerned. Because insofar as hand-made fabrics are concerned, blemish – caused by the human touch that elevates it in the eyes of a discerning beholder – is the very essence of its beauty. Monetizing the defect is where marketing savvy comes in. Government does not have that expertize; it does not even think that way.

Here's one example of how this works: Back in the 1970s, American counter culturists began wearing jeans down to its threads, partly as a sign of rebellion against capitalism and elite

values. It soon became the norm among the hippy crowd bent on spending the little money they had on more heady pursuits.

Scholars of popular culture called it "excorporation," a process by which the great unwashed create their own fashion and culture — in this case wearing worn, torn jeans — from goods and resources of the mainstream. Some corporations quickly recognized the emerging trend. They created what are now popularly called 'ripped jeans.'

A generation later these torn jeans have become mainstream in a \$60 billion denim industry. Today, some of these trousers, propelled by catchy slogans like 'some breeze on your knees,' retail for as high as \$500. There is a story, possibly apocryphal, about jean-makers rubbing meat on denim and throwing it to dogs to arrive a particular look that sells for even more.

Socialists may scoff at these running dogs of imperialism. There is also no accounting for mankind's sense of fashion (or idiocy). But the story is illustrative of how corporations and marketing machines can create demand for even defective goods, sometimes achieved with deliberation — something governments cannot do.

If the government makes and markets khadi which is flawed, it will be seen as defective goods. Private enterprise will sell it as "style," as a "fashion statement." Any hand-made item is prized — and priced — highly in the industrialized west where labor has been supplanted by machines. Minor blemishes

— seen as a signature of the honest toil that went into its making — only enhances its value. A handmade dining table can retail for \$5000 and more compared to a similar machine-made one that costs \$1000. You pay for the love of labor.

So with all due — and immense — respect to the government and Gandhians and their ennobling philosophy, if you really want an ENABLING policy to rescue the impoverished millions toiling behind charkas and looms, forget the Bharat Sarkar and the swadeshi brigade. Invite Levi's and Louis Vuitton, GAP and Dolce Gabbana, to create value.

Of course, there will be the justifiable fear that going down this road will put khadi and handloom beyond the reach of workaday Indians (who wear synthetic clothes in any case); that multinationals will bilk us of billions. This yarn needs a decent burial in 21st century India. Our model thrives on keeping hand-made goods and fabrics affordable at the expense of the hapless maker, whose toil, much less skill, goes unrecognized and unrewarded. They deserve better. They deserve a global market.

With best wishes

SN Tripathi, IAS

Additional Secretary & Development
Commissioner

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कपड़ों पर जीएसटी हटाने के आसार

5 अगस्त को जीएसटी काउंसिल में हो सकता है फैसला

बि. नवभारत रिपोर्ट्स लखनऊ



खदीसमूह भी हुआ प्रभावित

कपड़ा निर्माताओं व कारोबारियों की हड़ताल से सस्तीसमूह के कपड़ा कारोबार पर भी असर पड़कर खतरा पड़ा. हालांकि मुम्बई व कोलकाता के बीच स्थित सबसे बड़ा कपड़ा मंडी पंढरी लखनऊ के पूर्व अगस्त सुदील अदालत का कहना है कि अगस्त में केरो भी अगस्त पर हट कर खदी कारोबार ठहरा रहता है, जीएसटी का अंतर भी पड़ा है.

दो हफ्ते तक 50 पीएसटी कारोबार

उन्नीस काया कि हफ्ते में जुलाई में होना शुरू हो तीन करोड़ रुपये के कपड़ों का कारोबार होता है, लेकिन इस बार जीएसटी की वजह से यह राधा अथा जो मात्र, राज्य में बार ही से अथा होलसेलर और तीन हजार रिटेलर है. इन रिटेलरों में से 50 पीएसटी कारोबारियों के हाथों से भी जीरो कले है, शिके इस पीएसटी को खाली है.

Khadi may get GST exemption, says minister

New Delhi: Minister for micro, small and medium enterprises (MSME) Kalraj Mishra on Friday said that he was hoping that Khadi products would be exempted from Goods and Service Tax (GST) in the coming days. Currently, khadi products face a 5% levy while the tax on goods produced by village industries is 12%.

While addressing the meeting of Khadi Institutions of the country here at India Habitat Centre on Friday, Mishra said that for the larger interest of weavers and spinners associated to khadi industries, the GST panel had started analysing the pros and cons of GST exemption, to benefit the workers, weavers and spinners — associated with Khadi.

“Even the finance minister (Arun Jaitley) had assured me to give a GST ex-

कपड़ों पर टैक्स हटाने के आसार बढ़ गए हैं. कपड़ा खाना से जुड़े कुछ दिग्गजों ने इस संवाददाता को बताया कि 5 अगस्त को जीएसटी काउंसिल को बैठक दिलाने में ही हफ्ते में खदी कपड़ों पर टैक्स हटाए जाने की पूरी संभावना है. कपड़ा कारोबारियों ने टैक्स नहीं हटाए जाने पर फिर से हड़ताल की धमकी दी है. कपड़ा क्षेत्र के दिग्गजों का कहना है कि यदि कपड़ा पर जीएसटी खाना नहीं किया गया तो गुजरात, महाराष्ट्र, राजस्थान, उत्तर प्रदेश, दिल्ली, गजिलाना, कर्नाटक और झारखंड में स्थित कपड़ा उत्पादकों और व्यापारियों पर गहरे की धमकी दे चुके हैं.

जीएसटी काउंसिल ने कपड़ों पर टैक्स लगा दिया है. एक हप्ता से कम के कपड़ों पर 5 पीएसटी और उससे ज्यादा पर 12 पीएसटी जीएसटी है. निर्माता और व्यापारी इसी का विरोध कर रहे हैं. गुजरात, दिल्ली, उत्तर प्रदेश, महाराष्ट्र में कपड़ा निर्माताओं ने इसका विरोध करते हुए सड़कें पर जाकर आंदोलन किया था. इसके बाद केंद्र सरकार के अध्यक्ष इला पर पहाल के बाद यह हड़ताल समाप्त कर दी गई, लेकिन इसके बाद भी सरकार ने इसकी बातें नहीं मानी तो कपड़ा सेक्टर खबरे व्यापार नुकसान उठाएगा. साथ ही सरकार को भी बड़े हानि से हाथ धोना पड़ सकता है.

दैनिक जागरण

जल्द जीएसटी से मुक्त किया जाएगा कपड़ा कारोबार को...

मुंबई के मुख्यमंत्री देवेंद्र फडणवीस ने कहा कि जीएसटी से कपड़ा कारोबार को मुक्त किया जाएगा. उन्होंने कहा कि जीएसटी से कपड़ा कारोबार को मुक्त किया जाएगा. उन्होंने कहा कि जीएसटी से कपड़ा कारोबार को मुक्त किया जाएगा.

गांधी की खादी भी जीएसटी के दायरे में, खादी संस्थाओं में रोष

असम उद्योगिक अध्येता यूनियन

गांधी की खादी पर भी जीएसटी लग गया है। ऐसे में खादी का काम करने वाली संस्थाओं के सामने समस्या आन खादी है। इसके साथ ही संस्थाओं ने विरोध शुरू कर दिया है। इसी के चलते 14 जुलाई तक खादी केंद्रों पर बिक्री बंद करने का फैसला लिया।

खादी संस्थाओं को एक बैठक शनिवार को खादी आइस स्थित सोमबाई हाल में संपन्न हुई। जिसमें प्रदेश की खादी संस्थाओं के प्रदाधिकारियों ने भाग लिया। सभा की अध्यक्षता रघुवीर सेनी ने की, जबकि संचालन संस्था संघ के सचिव आनंद कुमार शरण ने किया।

इस अवसर पर सतपाल सेनी, मुनीष रानी, श्रीराम सिंह, प्रवीण सेनी, मुकेश कुमार शर्मा, ब्रह्म सिंह व संजय गोदारा मौजूद रहे।

बिहार : 'हफ्ते में दो बार खादी पहनें अधिकारी'

एजेसियां, पटना : बिहार में राज्य के खादी और ग्रामीण उद्योग बोर्ड ने आईएस अधिकारियों समेत सभी सरकारी कर्मचारियों से हफ्ते में कम से कम दो बार खादी पहनने की अपील की है। बिहार में इस साल चंपारण सत्याग्रह शताब्दी महोत्सव बड़े पैमाने पर मनाया जा रहा है। खादी बोर्ड के सीईओ बी.एन प्रसाद ने कहा कि सीएम नीतीश कुमार के खादी को बढ़ावा देने के अभियान के तहत हमने यह अपील की है।

चरखा चलाने के लिए नहीं आ रही हैं पूजा

खादी पर जीएसटी से बुनकरों की हालत हुई खस्ता

रोजी-रोटी का गम्भीर संकट बना

बुनकरों का गम्भीर संकट

खादी के उद्योग में पारदर्शी कर खादी पर लगे जीएसटी से खादी के बुनकरों की हालत खस्ता हो गई है। खादी का मुद्दा बढ़ाते खादी बुनकरों की हालत खस्ता हो गई है। खादी का मुद्दा बढ़ाते खादी बुनकरों की हालत खस्ता हो गई है। खादी का मुद्दा बढ़ाते खादी बुनकरों की हालत खस्ता हो गई है।

बुनकर हुए बेरोजगार-

खादी के बुनकर भी बेरोजगारी की पीड़ित हैं। खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है।

दुनिया का कहना है

खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है।



बिहार

आज का दिन 1850 को अमेरिका के डॉ. जॉन जोटो ने वैक्सिन लैप पर (खादी) जलाई गईं बर्फ का पहला सांकेतिक प्रदर्शन किया।

आजादी के बाद पहली बार खादी पर लगा टैक्स

06 खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है।

400 खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है।

66 खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है। खादी बुनकरों की हालत खस्ता हो गई है।

ISSN-0071-7153



नाबालिकार विरोध आंदोलन के अंतर्गत खादी बुनकरों को साइकिलें उपहार में दी गईं।

मुख्यामंत्रिके डेप्युटीेशन

सिपाहिजला जेलाय

नाबालिकार विरोध आंदोलन के अंतर्गत खादी बुनकरों को साइकिलें उपहार में दी गईं।

Central Board of Excise and Customs
Goods and Services Tax

22. Persons liable for registration.

(1) Every supplier shall be liable to be registered under this Act in the State or Union territory, other than special category States, from where he makes a taxable supply of goods or services or both, if his aggregate turnover in a financial year exceeds twenty lakh rupees:

Provided that where such person makes taxable supplies of goods or services or both from any of the special category States, he shall be liable to be registered if his aggregate turnover in a financial year exceeds ten lakh rupees.

(2) Every person who, on the day immediately preceding the appointed

जागतिक मधमाशीपालन दिनामामत डहाणूत जनजागृती कार्यक्रम!



विशेष कोशिक
दहानू दि. 20 : जागतिक मधमाशीपालन दिनाचे औचित्य साधून खादी ज्योतीयोग केंद्र देवे भलगाव कार्यालयचे आश्रममधु कार्यालय आले होते. यावेळी मधमाशांचे पर्यावरणातील महत्त्वाचे स्थान, मधमाशी पालनाच्या तज्ज्ञांनी, जी याव्यतिरिक्त कायमचा मधु उत्पादक आहेत अशाकरिता खादीत देण्यात आली.

खादीत मधु उत्पादन खादी आश्रममधु केंद्राचे अध्यक्ष विनायक लाले, निरमला चावधानी यांनी यावेळी मधु उत्पादनाचे महत्त्व सांगितले. यावेळी मधु उत्पादनाचे महत्त्व सांगितले. यावेळी मधु उत्पादनाचे महत्त्व सांगितले.

खादीत मधु उत्पादन खादी आश्रममधु केंद्राचे अध्यक्ष विनायक लाले, निरमला चावधानी यांनी यावेळी मधु उत्पादनाचे महत्त्व सांगितले. यावेळी मधु उत्पादनाचे महत्त्व सांगितले.

मधु किट का उद्घाटन



अहमदाबाद, विश्व मधुमक्खी दिवस के उपलक्ष्य में खादी और ग्रामोद्योग आयोग के स्थानीय कार्यालय की ओर से निदेशक संजय हेडाऊ व टीम ने मधु किट का उद्घाटन करवाया।

उन्होंने मधुमक्खी एवं मधु के प्रचार-प्रसार के लिए केंद्रीय सूक्ष्म, लघु व मध्यम उद्योग राज्यमंत्री हरिभाई चौधरी, प्रदेश के शिक्षा मंत्री भूपेंद्रसिंह चुडासमा, महिला व बाल कल्याण राज्यमंत्री डॉ. निर्मला चावधानी से मुलाकात करके मधुमक्खी की जानकारी देते हुए मधु किट का उद्घाटन करवाया।

यहां गांधी आश्रम स्थित वित्त मंदिर की छात्राओं को मधुमक्खी व शहद की जानकारी दी गई और शहद के नमूने छात्राओं व स्टाफकर्मियों को वितरित किए। आयोग की टीम में डी.सी. सिंघल, जगधीरसिंह, अश्विन बारोट आदि शामिल थे।

Times Special

THE TIMES OF INDIA, MUMBAI MONDAY, FEBRUARY 27, 2011

BEES SHOW BRAIN POWER OF INSECTS



Intelligent insects? You wouldn't think so until you considered the humble bumblebee. In the latest triumph for one of humanity's favorite insects, bumblebees learned how to push a ball to the centre of a platform for an experiment. Now, it may be premature to train them to play chess, but scientists say the bees show that just because a brain is small doesn't mean it is simple

A GIANT STEP
 In the experiment, reported in the journal Science, researchers trained bees to push a little ball to the centre of a platform.

SMART LEARNERS
 The bees learned best by watching a fellow bee perform the feat. That kind of imitation is social learning, say the researchers, more often seen in animals with much bigger brains, like monkeys.

SO, CAN INSECTS THINK?
 Clint Perry, a bumblebee trainer at Queen Mary University of London, says a number of recent experiments have shown that "insects can solve problems, they can learn".

250,000 brain cells in the fruit fly

Evidence shows that even fruit flies experience and choose between alternative actions.

But scientists have yet to define the limits of the mental abilities of insects, and thought to be less sophisticated, they would not take certain specific actions.

Thousands of people on online forums have faced it in some form or the other. But the number of people who have decided to grow unchained. But the number of people who have decided to grow unchained. But the number of people who have decided to grow unchained.

मधु क्रांति की दिशा में कदम

मुंबई, कांस. प्रधान मंत्री नरेन्द्र मोदी के मधु क्रांति के सपने को साकार करने के लिए खादी और ग्रामोद्योग आयोग (केवीआईसी) ने मुंबई में विश्व मधु दिवस मनाया.

इस अवसर पर केवीआईसी ने विद्यालय विकास मंडल के श्रमिक विद्यालय के 100 से अधिक छात्रों को 50 ग्राम शहद की बोतलें बांटीं.

केवीआईसी के उप मुख्य कार्यकारी अधिकारी वाई.के.बारामतीकर ने कहा कि स्वीट क्रांति का मुख्य कारण न केवल बच्चों के अच्छे स्वास्थ्य को बढ़ावा देना है बल्कि उन्हें मधुमक्खी पालन के तरीके भी सिखाना है. ताकि लोगों की आय में वृद्धि हो सके. बारामतीकर के अनुसार मधुमक्खी पालन का तरीका जान किसान आसानी से अपनी आय में बढ़ोतरी कर सकते हैं.