



सत्यमेव जयते।  
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# Jagruti

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*Member of Parliament,  
Rajya Sabha  
and BJP President  
Shri Amit Shah,  
unveiled the monumental  
stainless steel Charkha  
at the  
Sabarmati Riverfront,  
Ahmedabad*

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



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KVIC's tributary Endeavour to Mahatma in his homeland

# Shri Amit Shah unveils Monumental Charkha at Sabarmati Riverfront



*Ahmedabad: It was none other than Prime Minister Shri Narendra Modi, who has simplified the message of Khadi and as a result – we see a rocketing rise of 133 per cent in its sale in the last four years, which used to see growth at meager 6 per cent growth annually earlier during 2004 to 2014, said Member of Parliament and BJP national President Shri Amit Shah, while unveiling the monumental stainless steel Charkha at the Sabarmati Riverfront on 26th June, 2018 in Ahmedabad which is installed by Khadi and villages industries commission. The 11 feet high, 22 feet long, and 6.5 feet broad high quality chromium-nickel stainless steel Charkha was made at Ahmedabad, by an institution of Khadi and Village Industries Commission.*







" Prime Minister Shri Narendra Modi has connected employment with Khadi. He has used Charkha as a weapon against unemployment. "





Addressing a capacity crowd, the BJP President said that Prime Minister Shri Narendra Modi is popularising Khadi among the youth and in the last four years Khadi had given employment to more than 15 lakh people through its PMEGP scheme. Comparing Prime Minister's Sweet Revolution with Mahatma Gandhi's Khadi Revolution, he said: "Narendrabhai has connected employment with Khadi. He has used Charkha as a weapon against unemployment. In the last two and a half years, we have distributed over



30,000 Charkhas. Gandhiji had brought Khadi revolution while Prime Minister Shri Narendra Modi will bring Sweet Revolution. Like Charkha is connected with Mahatma Gandhi, honey will be







Government is working to bring the charkha and solar power together under the Solar Charkha Mission, which would provide jobs to five crore women.







associated with Shri Narendra Modi.”

Union Minister of State for MSME (Independent Charge) Shri Giriraj Singh, who was also present on the inaugural function, said that the institutions promoting Khadi had almost disappeared.

The Minister further said that the NDA government is working to bring the charkha and solar power

together under the Solar Charkha Mission, which would provide jobs to five crore women.

KVIC Chairman Shri Vinai Kumar Saxena said that nothing could be the better fitting tribute to Saint of Sabarmati Mahatma Gandhi ahead of his 150th Birth Anniversary that the KVIC had installed the first Grand Steel Charkha of his home state on the other side of his Sabarmati Ashram – to spread his message

of non-violence and self-reliance. “Exactly 101 years ago in June 1917, he established Sabarmati Ashram – to spread his message of non-violence and self-reliance across the nation. And, now we are leaving no stone unturned to spread his policies globally,” he said, adding, “To mark the 150 years of Gandhiji's Birthday next year, we are going to provide Charkhas to all the jails where he had being imprisoned during our







'To mark the 150 years of Gandhiji's Birthday next year, we are going to provide Charkhas to all the jails where he had being imprisoned during our freedom struggle.'





freedom struggle.”

Shri Saxena further said that the Charkha would be spun by a motor from 7pm to 9 pm daily at the riverfront, with the background tune of Gandhiji's favourite bhajan 'Vaishnav Jan to te ne kahiye'.

KVIC Chairman Shri Vinai Kumar Saxena said after getting official consent for the installation of this Charkha from Sabarmati River Front development Corporation Limited , the KVIC has begun the piling work of four-feet-high granite platform near gate number 3 of Subhas Bridge River Front Park. “Much on the reminiscence of Taj Mahal and Lal Quila on opposite banks of Yamuna River at Agra, the stainless steel Charkha will be the first Charkha of this sort in Guajarat – the native state of Mahatma Gandhi. Since the location is so comprehensive, this Charkha will be visible to one and all coming to Sabarmati Ashram,” he said.

It may be noted that in the last three years, the KVIC had installed grand Charkhas across the nation to remind the people about the importance of Charkha in our freedom struggle . While the high-quality teak-wood Charkha, which is the world's largest Charkha , has become an attraction for travellers commuting to Terminal-3 of Indira Gandhi



International Airport, KVIC's 12 feet tall and 25 feet Grand Steel Charkha at Rajiv Chowk in Connaught Place become so popular that now the people have rechristened this area as Charkha Chowk. While under the Champaran Satyagrah centenary celebrations across the nation, KVIC installed a 18 feet long, 5.75 feet wide and 9 feet high Grand Steel Charkha in Charkha Park – located in front of Gandhi Museum at Motihari. As a part of Centenary Year celebrations of Gandhiji's Swadeshi Movement alias BUBU, KVIC donated a Charkha to the High Commission of India in Uganda, in association with the Republic of Uganda, had unveiled the 25-kg high-quality teak wood 3.6 feet long, Charkha – gifted by KVIC – at the Gandhi Heritage Site at Jinja in Uganda on October 2, which is also the International Day of Non-Violence.

Valedictory speech and vote of thanks was given by Smt. Usha Suresh, Financial Advisor, Khadi and Village Industries Commission.





Khadi Gramam project at the heritage village of Aranmula inaugurated

## Khadi sales up, says Textiles Minister

Khadi is very much part of Indian culture and its popularity across the globe has increased manifold ever since the government led by Shri Narendra Modi came to power at the Centre four years ago, Union Minister for Textiles Ms. Smriti Irani has said.

Ms. Irani was speaking after inaugurating the Khadi Gramam project of the Union government at Aranmula on Monday.

She said the Khadi Gramam was part of the government project aimed at making the heritage village of Aranmula self-reliant through the production and sale of Khadi products.



Ms. Irani said the annual sale of Khadi products in the country had gone up from Rs. 3,900 crore to Rs. 7,000 crore now.

She said the Mudra loan project launched by the Modi government was a big hit and a large number of unemployed youth had benefited from it. As many as 70% of the Mudra loan beneficiaries were women, she said.

Anto Antony, MP, presided over the function. V. Muraleedharan, Rajya Sabha member; G. Chandramouli, Khadi Commission member; Ashokan Kulanada, Kulanada grama panchayat president; and Prasad Verumkal, Aranmula panchayat vice president; spoke.





# Khadi Korner with Globus at Chennai



*The heritage's fusion with modernity climbed one more ladder of accomplishment when an MoU was executed here between Khadi Gramodyog Bhavan Ernakulum and M/s. Globus for opening of Khadi Korner in Globus Stores at Chennai on 30<sup>th</sup> June 2018. The store was inaugurated by Shri Vinai Kumar Saxena, Chairman KVIC in the presence of Ms. Vanithi Srinivasan, Director Madras Fertilizers Ltd., and Shri G. Chandramouli, Member (SZ), KVIC. Such tie ups with popular retail chain of stores have the triple benefit effect of enhancement in sales of KVI products, generating employment and invigorating the wages of the artisans and craftsmen involved in the process.*

Shri Vinai Kumar Saxena, Chairman, Khadi and Village Industries Commission (KVIC) said that as availability is one key area of selling in modern world, KVIC has introduced a new initiative of opening exclusive Khadi Korner in major malls and supermarkets in the country. This will ensure Khadi's presence at customer's doorstep. "it will certainly be a

major marketing game-plan for Khadi in retail and expected to give a major push to Khadi sales" he said. Speaking on cultural value of khadi he reiterated that khadi has humanness and it's our duty to protect and promote this fabric as it is also lifeline of our artisans. "Khadi growth has been 133% (25% over last year) with Rs. 2508 crore turnover and



where no infrastructure is available, khadi — with its lowest capital investment helps support families. So there is a need to adopt khadi in order to save the environment,” he added.

Earlier, Khadi and Village Industries Commission had signed an MoU with M/s Globus for setting up of 'Khadi Korner' in Globus chain of stores initially in NOIDA, UP on 12th January 2018 at KVIC Central Office, Mumbai. This tie up provided an excellent shopping platform to Khadi patrons in and around NOIDA.

M/s. Globus Stores has a huge foot fall of young generation buyers who will be exposed to various types of exclusive and ethnic wide range of khadi the hand spun and hand woven signature fabric of India in various forms of cotton, silk, wool, muslin and polyvastra fabrics, ready-mades including versatile and elegant designer wear in various texture, style and designs along with other Village Industry Products like herbal hair care, body care, range of personal care items, honey, designer pottery, leather fancy items, brass items, Ghani oil etc. in the stores. The first store at NOIDA has been marked very encouraging sales at the rate of Rs. 1800/ per sq. feet which has proved to be the best so far.

Earlier, a meeting was held on 16th November 2017 between Chairman, KVIC, Secretary MSME, JS(ARI), with CEOs of major Retail Chain Outlets in Mumbai for propagating sales of Khadi through popular retail chain outlets in Mumbai. Representatives of over 20 popular retail chain outlets like M/s. Globus, Apna Bazar,



Raymonds, Big Bazar, Raheja, Pantaloon etc., including representatives of Retailers Association participated in the interactive session where initiatives by private players and corporate in the retailing business were requested for propagating Khadi through their marketing outlets through initiatives like Shop-In-Shop concept etc.

Consequent to the meeting, M/s. Globus Stores Pvt. Ltd., a retail clothing stores chain having its Head Office at Mumbai, having its presence in 35 locations in 22 cities in India had approached KVIC with offer to provide space in its 'Showrooms' for setting up of “Khadi Korner” initially in Globus Showroom at Noida and Chennai with a view to promote sale of Khadi & Village Industries products. Globus also offered to increase the number of outlets in phased manner through various Globus Sales Outlets including Globus outlets at Varansi and Ahmedabad. Khadi Korner has already been set up in Globus Stores at NOIDA and is functioning from 4th January, 2018.



## *KVIC adopts Jagatpur village near Delhi under its Swachhata Abhiyaan*



**June 19, Jagatpur Village (New Delhi):** *Till Monday dusk hours, for septuagenarian Choudhary Vijay Singh, the village headman, of this sleepy hamlet on River Yamuna –barely 10 kilometers away from Delhi Secretariat – monsoon means piles of garbage! But, when on Monday evening, Khadi and Village Industries Commission (KVIC) Chairman Vinai Kumar Saxena and his KVIC member Jai Prakash Tomar led from the front, with brooms, gloves and dustbins in their hands; it was a dawn of hope for all the Jagatpur residents of all age groups.*

When KVIC decided to adopt this village under the Swachhata Abhiyaan, it virtually injected a good doze of enthusiasm among the village youths. “Financial assistance for the beautification of Yamuna ghats and sanitation drive apart, KVIC has shown us the way to keep our village in good health. If someone of KVIC Chairman's age can sweep nearly one kilometer of our village road and ghat and pick the rags, it is our moral obligation to make Jagatpur a model village for sanitation drive,” said 30-year-old Jagatpur Youth Wing convener Rakesh Kumar.

KVIC's sanitation drive begun with plantation from the Biodiversity Park of this village and summed up with cleanliness drive at other part of the village, i.e. bank of River Yamuna. Addressing thousands of villagers gathered on the finishing point, KVIC Chairman said that he was enthused with the

response reciprocated by all the villagers – right from schoolchildren to old people. “With such quantum of public participation, Jagatpur is destined to be one of the most beautiful villages in Delhi and NCR. KVIC officials are already on their job for proper cleaning, dumping and disposal of garbage here,” he said.

Quoting 15-year-old schoolboy Abhishek's remark 'Nobody likes to blot the figure of his/her mother (land)', Saxena said: “This boy's remark will keep us motivating for cleanliness. KVIC, with active participation of the villagers, can make this village a 'model' one for Swachhata Abhiyaan's call given by Prime Minister, Shri Narendra Modiji. Presently, we have hired the local safai karmacharis for keeping all 18 serpentine lanes of the village and KVIC will pay those Workers .”

Later, in meeting with the KVIC Chairman,

Contd on pg. no.20



## Chairman KVIC exhorted officials to fulfill Mahatma Gandhi's vision of **Clean India**



# Clean India



*KVIC officials of central and State Offices took the swachhata pledge on 15<sup>th</sup> June, 2018. The pledge was administered by Chairman KVIC Shri Vinai Kumar Saxena and CEO KVIC Smt. Preeta Verma at Central Office. Addressing the officials Chairman KVIC reiterated to keep our surroundings of work place and homes clean and hygienic. He also informed about adopting one village in Maharashtra and one near Delhi under this swachhata drive. The swachhata pakhwada will be celebrated from 15th June to 2nd July, 2018.*







एक कदम स्वच्छता की ओर



Jaipur



New Delhi



Kolkata



Chennai



Meerut



Bangaluru



Agartala







Ahmedabad



Ambala



Ernakulam



Etah



Guwahati



Sehore



Bhopal



Shimla



Shillong



Jammu





CB Kora, Borivali



Badmer



Dahanu



Panjkhora



Tripura



Hubli



Nagpur



Dimapur

## स्वच्छता पखवाड़ा

Swachhta Pakhwada





## IMC Donates Rs.19.05 lakh as Charkha Donation

*June 15, Mumbai : The 150th anniversary of Mahatma Gandhi and his becoming the honorary member of the Indian Merchants Chamber (IMC) was highlighted at the IMC building here with Lalit Kanodia, President, IMC presented a cheque of Rs 19.05 lakhs to Shri Vinai Kumar Saxena, Chairman KVIC for supplying charkhas to needy artisans in India. This modest donation of Rs. 19.05 lakhs from IMC would bring self reliance to many artisans and sustain their families for life.*

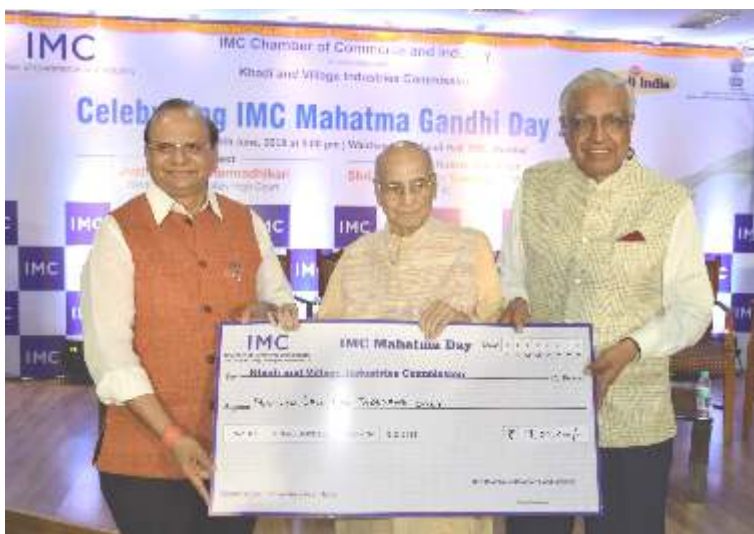


Shri Vinai Kumar Saxena, Chairman, KVIC who initiated this noble cause of Charkha donation reiterated that over a million artisans living in rural India, predominantly women, aspire for one single instrumental possession – charkha, which can empower them to spin the khadi yarn and sustain the family. And when they are enabled to spin a yarn, it gives ability to the whole family to spin the life with the meager amount of Rs, 15000/ for a single charkha. Speaking on cultural value of khadi he said that khadi has humanness, and it's our duty to protect and promote this fabric as it is also lifeline of our

artisans. “Khadi growth has been 133% (25% over last year) with Rs 2508 crore turnover and, where no infrastructure is available, khadi — with its lowest capital investment – helps support families. So there is a need to adopt khadi in order to save the environment,” he added.

Chief Guest Justice (retd.) Shri C. S. Dharmadhikari described khadi is a philosophy that promotes employment and to millions while protecting the environment in its own way. “Khadi has the power to prevent “Suicides” as, when farming season is over, charkha adds to dignity of physical labour and adds to the farmers' income. About two crores khadi artisans will get income if everyone in India wears at least one khadi garment in a year,” he pointed out. Shri Dharmadhikari believes that ' Khadi means freedom from all kinds of exploitation.'

Noting that IMC is the only Chamber that Mahatma Gandhi chose to become a honorary member of, Shri Lalit Kanodia, President, IMC, said Gandhi's usage of a single khadi cloth and







advice to business remained very relevant today. “He outsmarted the British and broke their backs. We too

need to point our vectors in the same direction worldwide through our 111-year-old IMC's voice of two lakh corporates,” he said. IMC is blessed to have patronage of Gandhi ji for his honorary membership with IMC, added Shri Kanodiya.

Ms.Usha Thakkar, President, Mani Bhavan, while releasing a co-authored book Gandhiji in Mumbai towards Swaraj, said Gandhi and

Bombay shared a 'symbiotic' relationship for years

Contd on pg. no.23

## The fascinating Poduru Khadi



Khadi spinners from Srikakulam district of Andhra Pradesh displayed their Charkha skills right from using the fisherbone of a Godavari river fish called “Valugu” (to clean the cotton of dirt) to spinning yarns at IMC. Fisherbone plays important role in cleaning the cotton before preparing it for yarn making. The interesting live demonstration of cotton to yarn was shown by spinners of the institution. These spinners are able to earn around Rs 400 in a week by spinning around 4 days in a week. Altogether their monthly comes around Rs. 1500 to Rs. 1600. A spinner taking part in the demonstration informed that they are able to

fetch around Rs. 100 for making 1000 mts. of yarn. This reverent task makes them economically independent and gives meaning to their life.

Ponduru is truly a spinning and weaving town with looms in the houses of the Pattushali, Sali and Devangi communities. Women from the Pattushali community have all the traditional items necessary for ginning (separating the cotton from seed), carding, slivering and spinning into fine yarn. They were using the red cotton which are grown in Vizianagaram and Srikakulam districts.





# KVIC revived another Gandhian glory in Uttarakhand

*Almora/Nainital: While the Khadi and Village Industries Commission (KVIC) is all set to unveil the large 'Stainless Steel Charkha' on 26th June, 2018 at Sabarmati Riverfront Park, Gate No.3, Ahmedabad by the hands of BJP President Shri Amit Shah, ahead of Mahatma Gandhi's 150th Birth Anniversary, it has also revived his another legacy in Uttarakhand on 23rd June.*

KVIC Chairman Vinai Kumar Saxena, who distributed as many as 20 eight-spindle New Model Charkhas among the artisans on 23rd June, 2018 said that Kshetriya Shri Gandhi Ashram Chanauda in Almora district was established in 1929 by Shanti Lal Trivedi, a disciple of Mahatma Gandhi. "It is the lone Khadi manufacturing institute in the district and was not in a position to manufacture the required quantity due to financial constraints. Once upon a time it was one of the best cotton and wool manufacturing units in North India. As KVIC is committed to safeguard the interests of artisans, we distributed 20 Charkhas there. We will also provide Sliver worth Rs 25 lack to the institution as working capital support to infuse life. It will not only increase the production of Khadi at this heritage institution, but will also increase the earnings of our artisans," he said, adding, "It is our effort to save the symbol of Mahatma Gandhi's vision of Swadeshi fused with Prime Minister Shri Narendra Modi's doctrine of 'Economic Transformation through Khadi'."

It may be noted that the workers of this Gandhi Ashram also played a pivotal role during India's Freedom Struggle, when the British government arrested around 50 workers of the Ashram. Five of them even sacrificed their lives in the Quit India

Movement.

Earlier on the day, Saxena reached the sleepy hamlet Jeoliy Kot in Nainital district, where the KVIC has decided to adopt all 90 families of the village, under its ambitious 'Honey Mission' programme. "We have distributed 300 bee-boxes among 30 families and the 30 more families will get 300 more bee boxes next month," he said, adding, "The development initiatives taken by KVIC in Uttarkhand have given a ray of hope for the rural folk here and they are willing to be the part of development. The bee-keeping will also enhance the rich flora and fauna of the Uttarakhand area through cross-pollination."

**Contd from pg. no.13**

the villagers decided to make two in-charges for each lane, for ensuring cleanliness in their respective lanes. The villagers had also decided to impose penalty on those – who will intentionally make the village dirty.

It may also be noted that KVIC had also decided to install as many as 20 park benches on the bank on River Yamuna. Under the Swachhata Mission, KVIC's next destination is Mumbai's Juhu Beach.





## **KVIC beats its own World Record, distributes 2330 Bee-Boxes in a single day at Kashmir**

*12th June, Kupwara (Kashmir) : If Tuesday's function of Khadi and Village Industries Commission (KVIC) in the Zangalee Army area at Kupwara here is any indication, records are meant to be broken. Yes, in less than a month's time, KVIC makes a new World Record of distributing maximum number of beehives, i.e. 2330 beehives in a single day – beating its previous best of 1000 beehives, distributed in Kaziranga forest area among Mishing tribe there – on the occasion of World Honey Bee Day.*



The KVIC distributed those 2330 beehives among 233 beneficiaries, in association with Indian Army's Sadbhawna Programme.

Addressing the gathering, Jammu and Kashmir Deputy Chief Minister Shri Kavinder Gupta, who was the Chief Guest, said that the KVIC's programmes could generate millions of jobs in the valley, through Prime Minister's 'Make in India' mission. “This Honey Mission of KVIC will certainly script a new chapter of development in Jammu and Kashmir,” he

said.

KVIC Chairman Shri Vinai Kumar Saxena, in his address, said that KVIC's 'Honey Mission' is aimed to fulfil the call of Prime Minister Shri Narendra Modi, who had said 'Nation needs a Sweet Kranti after Shwet Kranti' at a function of Banas Dairy on December 10, 2016. “To make Prime Minister's call for 'Sweet Revolution', the KVIC made an action plan named 'Honey Mission' – with a target to distribute 1.3 lakh beehives before November 2018 across the Nation, in which so far 27,000 beehives





have already been distributed. It is really historical to march ahead with Indian Army – who had won millions of more hearts of people here under its Sadbhawna programme – in terms of establishing peace and harmony in the valley. It also gives me immense pleasure see the rays of hope in the eyes of these 233 beneficiaries belonging to the remotest hamlets of Jammu & Kashmir – which is better known as 'Heaven of earth' for having the richest flora and fauna,” he said, adding, “As KVIC is also the nodal agency of Prime Minister Employment Generation Programme (PMEGP), we will provide loans for setting up units of processing, bottling, packaging and labelling units for the honey.”

Saxena further said that in present times, when sustainable development and job creation have become the buzzwords of the hours, what better enterprise can be better than bee-keeping, which is low-investment and low input business mechanism. “It will certainly open floodgates of self-sustenance in the rural economy but it will also create ecological balance,” he added.

KVIC Member (North Zone) Dr. Hina Shafi Bhat, who had herself monitored the entire process of this

bee-boxes distribution programme, said that the programme was aimed to fulfil the mission of the Prime Minister, to provide jobs to the unemployed youths at their doorsteps. “I am sure that under KVIC's Honey Mission programme, we will not only provide jobs to them – but also give them a proper platform for branding and marketing of Kashmir's honey at global level,” she said.

Major General C. B Ponappa VSM GOC Vajra Division Kupwara, in his address, said that such developmental programmes could play a pivotal role in establishing peace and harmony in Jammu and Kashmir.

It may be noted that the KVIC had aimed to create jobs for youths giving them an adroit pair of hands. In Kupwara, Ganderbal and Pulwama Districts of Jammu & Kashmir practical training was imparted to 233 beneficiaries in examination of honeybee colonies, acquaintance with apicultural equipment, identification and management of bee enemies and diseases, honey extraction and wax purification, and management of bee colonies in spring, summer, monsoon, autumn and winter seasons. In Kupwara District training was conducted in association with Indian Army. Indian Army not only helped in proving training but also provided 10 percent of own contribution to the beneficiaries for setting up their own apiaries, thereby providing them the platform for earning their livelihood.

Besides giving them certificates of trained bee-keepers, the KVIC experts also delved upon honey bee species, colony organization, division of labor and life cycle of honey bees; management of honey





**Hon'ble Chief Minister of Uttar Pradesh Yogi Aditya Nath visited Khadi Information Counter at Trade Facilitation Counter in Varanasi**



*Shri Bhupendra Singh Chudasama , Education Minister, Govt. of Gujarat visited Bardoli khadi bhavan. He is a khadi lover and support khadi activities in Gujarat.*



A Hindi workshop organized on e-Office System at state office Jaipur.

**Contd from pg. no.19**

as, while returning from Africa with his ship docking at Bombay city — which he then described as the “Scum of London ,” — he chose the same city to launch his opposition to British rule through protests on its various beaches. “Gandhi — who was a master director — energized Bombay, which responded with enthusiasm in the Civil Disobedience, Quit

India movements and other protests,” she observed. On this occasion IMC felicitated Rajshree Bajaj, Wife of G.D. Bajaj and Director of three Bajaj group of Companies, Shri Shekhar Bajaj, Managing Director, Bajaj Electricals ltd besides best spinner Ms. Kalpana Cinnamadlu from Andhra Pradesh who is spinning since the age of 16. She is now 65 years old and completely satisfied with her work.





*Smt. Preeta Verma  
Chief Executive  
Officer, KVIC Visited  
two PMEGP Units  
namely, Kanchan  
Steel Products  
Manufacturing Unit  
at Mahim, Mumbai  
and Ketki soap unit  
financed by Dena  
Bank in Palghar  
District on 6th June,  
2018.*





*New Delhi: Maintaining its USP, the Khadi and Village Industries Commission (KVIC), for the third successive time, had received an order of Rs 8 crore from Air India for the supply of Amenity Kits consisting of Khadi herbal beauty care products for its international passengers.*

Giving this information, KVIC Chairman Shri Vinai Kumar Saxena said that to promote the use of indigenous fabric and to increase its sourcing from KVIC, national carrier Air India had decided to repeat its order for the use of natural and eco-friendly Khadi products on its international flights, and had placed an order worth Rs 8 crore with KVIC for getting 1.85 lakh units of amenity kits for its first class and business class passengers. “It is a matter of pride and privilege for the KVIC for being able to bag the repeat order for the amenity kits successfully for the third time. The intimation in this connection



has been received from Air India for extension of the contract for a period of one year from 12th June 2018,” he

said.

The KVIC Chairman further said that the latest order will also greatly support in providing sustainable employment through micro enterprises to the rural artisans. “Earlier in September 2016, the Air India had placed a big order for supplying 5.75 lakh pieces of Khadi soap cakes with the KVIC. Prior to it, in June 2016, it had placed an order worth Rs 8 crore with KVIC to source 1.85 lakh units of amenity kits. In December 2015, the Air India placed a trial order worth Rs 1.21 crore to the KVIC for the supply of 25,000 units of amenity kits – which KVIC supplied satisfactorily maintaining the stipulated timeline,” he said, “As KVIC has never compromised in maintaining the timeline and quality of its Khadi products, the repeat orders have started surfacing from all sides. The amenity kits include Khadi hand sanitizer, Khadi moisturizer lotion, Khadi lemongrass, Khadi handmade soap, Khadi lip balm, Khadi rose face wash, essential oils, etc.”



# International Yoga Day



*1. Hon'ble Minister MSME Shri Giriraj Singh participated in the International Yoga Day by practising yoga at Nawada Bihar.*

*2. On the occasion of yoga day Secretary MSME Dr. Arun Kumar Panda along with all the senior MSME employees practised yoga early morning at Udyog Bhavan, New Delhi.*







# KVIC celebrated International Yoga Day



Yoga day was observed successful by practicing the twelve chakras of Surya Namaskas, along with Anulom Vilom, Bhastrika, Kapal Bhanti and Bhramari Pranayama. On this occasion, Ms. Usha Suresh, Financial Advisor, Khadi and Village Industries

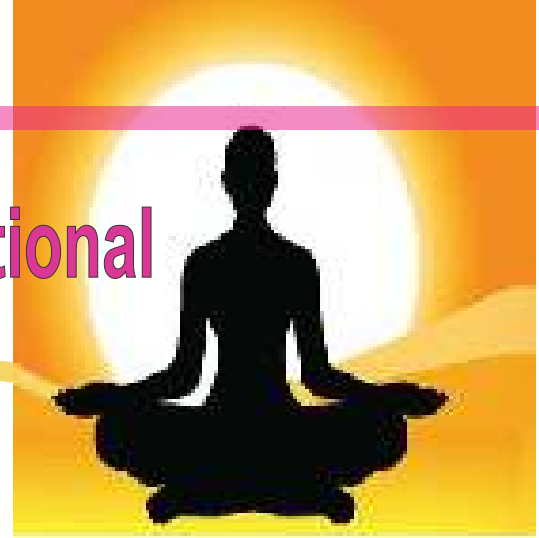
Commission; Deputy Chief Executive Officers and other officers and employees were present.

Khadi and Village Industries Commission, Mumbai celebrated International Yoga Day on 21st June, 2018 by practicing various postures of yoga, mudra and pranayam which started with subtle exercises for body warm up. Following the instructions of Yogacharya, Tadasana, Garunasana, Trikonasana, Vrikshasana and Salabhasan, Dhanurasana, Bhujangasana, Sarvangasana, Makarasan, Bhujangasan etc. were also practiced.





## International Yoga Day



ZMDTC, New Delhi



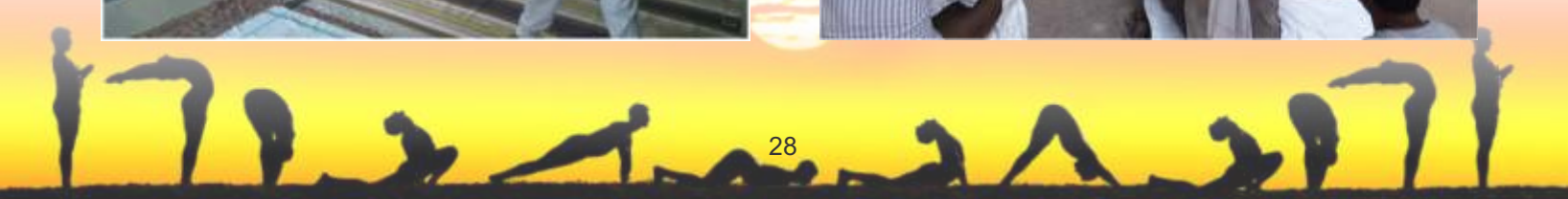
S.O. Jaipur



D. O. KVIC Meerut



Divisional Office Hubli.





## International Yoga Day



S.O. Trivandrum



State Office Chennai



ZO,SO and MDTC Bangalore



KVIC Visakhapatnam



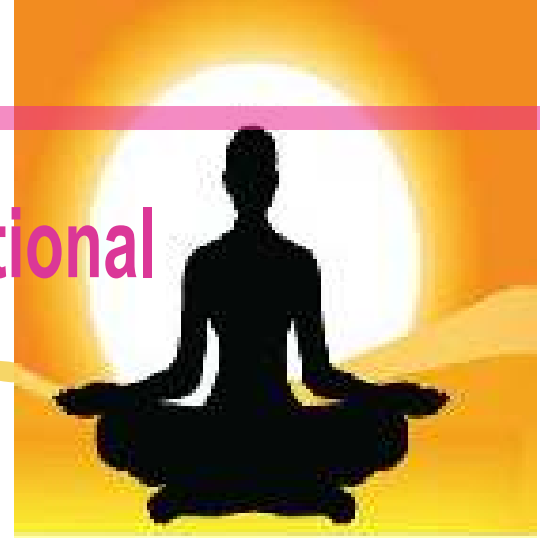
S.O. Agartala







## International Yoga Day





## 'Khadi, a major agent in humanity's fight against global warming and climate degradation'

*New Delhi: The 'zero-effect, zero-defect' global product Khadi has emerged as one of the most eco-friendly product since it has not only given India an unique identity, rather it also coexists with the most modern spinning and weaving mills and has the potential to make a place to itself in the international textile scene.*



*Sample this: For making a metre of Khadi fabric, only three litres of water is required, while for making a metre of mill fabric, 55 litres of water is needed. Khadi and Village Industries Commission (KVIC) Chairman Vinai Kumar Saxena says, "A green economy is one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities.*

The single-most toughest challenge that humanity is confronting with nowadays is the need for economic development within ecological limits. Humanity must live within clear planetary boundaries to attain sustainability in the long run. Human well-being/prosperity should be the core agenda of an economy, which motivates economic activity and justifies economic output."

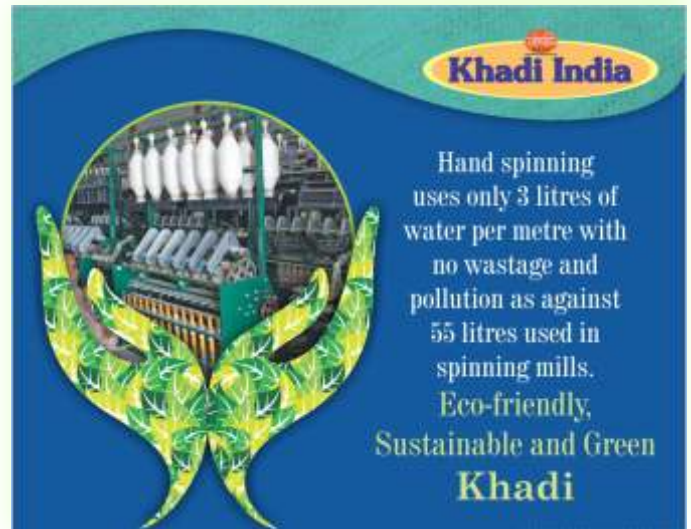
Saxena further said that in the Khadi and Village Industries, human energy is the key factor and its USP as well. "For more than 60 years, Khadi has been linked with India's fight for freedom, but today it is perceived as one of the major agents in our fight

against global warming and climate change. We are fighting a war that we ourselves have triggered. Global warming is the consequence of man's greed and avarice; it is nature's answer to the dastardly acts of man. Energy is a critical requisite for economic growth, especially in a developing country like India. As we know, the textile industry is known to be one of the most polluting and energy intensive industries. It comprises a large number of plants, which consume a significant amount of energy," he said, adding, "Khadi is not a symbol of commercial war, but of commercial peace. And, it has not only spun employment across the nation, rather also



weaved prosperity with sustainable growth. Countries around the world are looking for ways and means to reduce the carbon footprint within textile industries and are spending heavily towards low energy alternatives like Khadi, which is eco-friendly and handmade.”

Briefing about low-carbon footprint, the KVIC Chairman said that all textile processes have an impact on the environment as it uses large amounts of natural resources such as water, energy and coal: while many operations use chemical sand solvents. “We must remember that India is blessed with the most sustainable and eco-friendly product-Khadi, which was given by none other than the Father of our Nation. As Khadi is made from cotton, silk and wool and is spun and woven manually, i.e., without any electrical support, it becomes the only activity that is not utilizing fossil fuel. If dyed with natural dye it becomes a green fabric. The making of Khadi is eco-friendly since, it does not rely on electric units and the manufacturing processes do not generate any toxic waste products,” he said, adding, “Researches have proved that Khadi is approximately 3.24 times energy efficient than mill cloth. All textiles mills use energy, produce solid, discharge effluent and emit dust and toxic gases into



the atmosphere. About 23% energy is consumed in weaving, 34% in spinning, 38% in chemical processing and another 5% for miscellaneous purposes. Thus, the need of energy management has assumed paramount importance due to the rapid growth of process industries causing substantial energy consumption in textile operations.”

It may be noted that based on estimated global textile production of 65 billion kilograms (kg) of fabric, the estimated energy and water needed to produce it is 1082 billion KWh of electricity (or 136 million metric tonnes of coal) and between 7 to 10 trillions of water. The synthetic textile industry is one of the largest greenhouse emitters.

## Foreign delegates at MDTC Bangalore



Foreign delegates from Eretria Africa visited the MDTC training center KVIC Bangalore. Dy.CEO (SZ) Shri G. Guruprasanna addressed the delegates. The delegates also saw the on going training programme.





Hon'ble member (SZ) Shri G. Chandramouli inaugurated the fruits and vegetables processing training program and distributed certificates to the trainees under bakery training program at CPPI, Madhav Nagar, Chennai.



Shri Satyapal, Jt. Chief Executive Officer KVIC visited the Zari Juti cluster at Hissar. The Jt CEO had discussion with the artisans of the clusters.



Shri Mange Ram Dy. Director/Incharge Shimla met Shri Suresh Bhardwaj Hon'ble Education Minister of Himachal Pradesh and requested him to instruct educational institutions to give yoga kits order.



State Office, KVIC, Manipur distributed 200 Honeybee boxes under honey mission at Manipur.

4th in Tripura and 1st in South Tripura district bee keeping training organized on 11th June, 2018.

The bee colony was captured during training and artificial feeding was taught to the trainees.





## Felicitation of retired senior Employees of KVIC



All India KVIC Pensioner's Welfare Association Lucknow felicitated



the KVIC pensioners who achieved more than 75 years of age Shri Surendra Mohahn Rasik, Ex. Asstt. Director; Shri Bhuvaneshwari Prasad Pandey, Ex. D. O. (Khadi); Shri V.K. Sharma, Ex. Senior Steno; Shri Nand Kishor Pathak, Ex. ADO (Palm Gur); Shri A.S. Tiwari, Ex. D.O. (Lime); Shri Ram Singh, Ex. ADO (CMI); Shri Doodhnath Prasad, Ex. D.O. (Pottery).

## Awareness camp on bee keeping at Tripura

On 25th June, 2018 KVIC State Office, Agartala conducted awareness camp on bee keeping at jumpuijala block, dist Sephahijala Tripura State. Five days training started from 26th June, 2018.



Awareness camp on bee keeping at khowai dist Tripura dated 02th June, 2018. Five days training on bee keeping started from 04th June, 2016 at the same venue. This is third such program.

On 12th June, 2018, SO, KVIC, Agartala conducted an awareness camp on bee keeping at Chawmanu Dist Dhalai Tripura. Chawmanu block dominated by tribal people is remotest in dhalai dist which is declared as backward dist by NITI aayog.





## Success Story



### Kanchan Enterprises -

# Home to Hotel Appliances

*Here is another success story of Kshama Tushar Patre and Tushar Kishor Patre who transformed their life by taking up PMEGP programme of KVIC. The couple started their unit Kanchan Enterprises by taking loan to the project cost of Rs. 19 lakhs from Dena Bank in 2014. Manufacturing of stylish kitchen ware and hotel ware utensils is the innovative idea taken up by this couple.*

**W**ith his innovative products, dedication in his business and novel idea to do the business has given him a different identity in the market. The unit is making



Smt. Preeta Verma, Chief Executive Officer on her visit to the unit appreciating the novel ideas said **”You are doing something different and attractive. You have very good range of product. Expand business and expand employment.”**

The Chief Executive Officer also suggested to expand the space and business. **“ Do the automation in your products,KVIC will provide you all sorts of help, she added.”**.



turnover of Rs. 100, 000,00 and has provided employment to around 20 persons whom he is paying wages of Rs. 8000 to 20,000 per month. A tete –e –tete of Tushar Patre with Jagriti:

**Q. 01 How did you get the idea of setting up of this Unit?**

My family business is die making so I already had interest do something like this, but differently , so I chose this business line of manufacturing of Kitchenware and Hotel ware products.

**Q. 02. How did you selected the PMEGP project?**

I got this information from one of my friend. Then I selected this project.

**Q.04 How did setting up of this unit benefits you, your family?**

I am thank full to KVIC for this project. My family is proud of me and benefits are ACHIEVES ECONOMIC VALUE then innovation in our products, set bench mark to others.

For society adopting cleaner and greener technologies, providing a safe and healthy work environment and zero radiation in our products compare to china products.

**Q.05. What Message you would like to give to unemployed youth of the Country?**



I think they should start small business to raise funds for pocket money. It might seem like a waste of time at the time but life is all about give and take....the busier one is the more chances of opportunities coming.



**Q.06 Please describe novel initiative, innovation undertaken by you in area of production, marketing, export, R&D which can inspire others?**

- \* delivering innovative products & services
- \* attractive products
- \* delivering product on-time every time
- \* transparency in our dealing
- \* by training, education and exposures.
- \* opportunities for growth & development
- \* team-work and mentorship
- \* by developing leadership capability



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## Khadi taps Amazon for garment e-sales

### Plans To Encash Recent Boom In Business

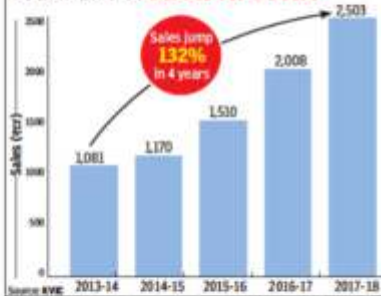
Sidhartha@timesgroup.com

New Delhi: The Khadi and Village Industries Commission (KVIC) is in talks with Amazon to start hawking khadi fabric and ready-made garments, apart from village industry products such as honey soaps and shampoo, some of which have already found their way on the marketplace.

The talks are aimed at cashing the recent boom in the sale of khadi products and making them available at doorstep. Numbers shared with TOI showed that during 2017-18, khadi sales grew nearly 25% to Rs 2,500 crore. This came on the back of a 29% rise in 2015-16 and 23% growth in 2016-17.

While KVIC had started online sales, a tie-up with Amazon is expected to make products much more accessible. Over the last few years, it has expanded sales channels by going beyond its own stores to enter into tie-ups with companies such as Raymond, Arvind Mills and the Aditya Birla Group, apart from store-in-store arrangements with the likes of

### SPINNING A GROWTH STORY



Globes. KVIC is also opening Khadi Malls in addition to re-vamping its existing stores.

Currently, several sellers are registered with Amazon to sell Khadi-branded products such as shampoo and scrubs but KVIC now wants to directly come on to the platform, realising that the middle class is increasingly relying on online shopping to meet its day-to-day requirements.

"We have held preliminary talks with Amazon and the arrangement should be worked out shortly," said a KVIC official, who did not wish to be identified. The government agency is, however, not looking at immediate tie-ups with Flipkart or other marketplaces, sources said.

Under the deal with Amazon, KVIC will maintain its own stocks and warehouses.

## Khadi board moves high court against Fabindia

John Sahar & Sidhartha

New Delhi: Khadi and Village Industries Commission (KVIC) has filed a case against Fabindia in the Delhi High Court, seeking an injunction against the latter from using the Khadi trademark.

Law firm Sachar & Co, representing KVIC, asked Fabindia to pay monetary damages for the loss of profit incurred by the company by using the Khadi trademark and the Khadi mark, which was registered by TOI also.

### SEEKS ₹25CR DAMAGES

When notified, a Fabindia spokesman said TOI "was not in receipt of any communication re the suit move-ment. However, they intend at this stage avoid the premature and highly speculative."

Fabindia had earlier said it has been in conversation with KVIC since 2015 to resolve the matter. But KVIC, an agency responsible for promoting Khadi and village industries, said it did not

grant Fabindia the rights to sell garments under the Khadi brand, since the latter for the suit had failed through due to Fabindia not meeting the procedural norms. KVIC, however, has protested Raymond and Arvind Mills the authorisation to use the Khadi trademark.

KVIC chairman Vinod Kumar Saxena said the agency is keen to protect its reputation and would take necessary measures against all those who violated rules and regulations that have been framed for the benefit of rural artisans associated to it.

KVIC said it filed Fabindia was continuing to sell its garments in the name and style of Khadi despite warnings and sanctions by Fabindia. It will refrain from doing so. The complaint by KVIC was filed on July 20, 2018, 17 days after Fabindia, which revealed they were not Khadi products and

Fabindia was selling factory-made cotton garments in the name of Khadi. Subsequently, it served a notice to Fabindia for the violation of the regulations issued by the retailer's alleged illegal and unauthorised use of the Khadi mark.

The notice asked Fabindia to stop the sale of clothes under the name of 'Khadi' and to discontinue issuing advertisements for Khadi products in newspapers and other media.

Fabindia, in a letter dated August 16, 2018, informed KVIC that it had "struggled all over the world" and had also seen several directions to stop selling the cloth with reference to Khadi. However, success was not, KVIC later to Fabindia using the Khadi mark on its products.

In 2017, the board took an urgent notice when KVIC served a legal notice to Fabindia, asking it to stop using the Khadi brand name and pay compensation for the losses caused to the KVIC.

## The charkha has come full circle

By Bhavdeep Kang

The charkha, a hand-operated spinning wheel, has come full circle. It is now being used to spin the threads for the world's largest steel charkha. The charkha is a traditional spinning wheel used by rural women in India. It is a symbol of the Khadi movement, which was started by Mahatma Gandhi in 1906. The charkha is a simple machine that can be made at home. It is used to spin cotton threads, which are then woven into cloth. The charkha is a symbol of self-reliance and rural industry. It is a reminder of the importance of the rural sector in the Indian economy. The charkha is a symbol of the Khadi movement, which was started by Mahatma Gandhi in 1906. The charkha is a simple machine that can be made at home. It is used to spin cotton threads, which are then woven into cloth. The charkha is a symbol of self-reliance and rural industry. It is a reminder of the importance of the rural sector in the Indian economy.

Khadi fibres are hand-spun, which makes the fabric ideal for all weather conditions - hot, cold or humid. Yes, it accepts every regional fashion, is versatile and not easily available all over the world. But it breathes well, is skin-friendly and gets softer with each wash.

The Khadi and Village Industries Commission (KVIC) is now using the charkha to spin the threads for the world's largest steel charkha. The charkha is a traditional spinning wheel used by rural women in India. It is a symbol of the Khadi movement, which was started by Mahatma Gandhi in 1906. The charkha is a simple machine that can be made at home. It is used to spin cotton threads, which are then woven into cloth. The charkha is a symbol of self-reliance and rural industry. It is a reminder of the importance of the rural sector in the Indian economy. The charkha is a symbol of the Khadi movement, which was started by Mahatma Gandhi in 1906. The charkha is a simple machine that can be made at home. It is used to spin cotton threads, which are then woven into cloth. The charkha is a symbol of self-reliance and rural industry. It is a reminder of the importance of the rural sector in the Indian economy.

## Steel charkha to rise on Sabarmati riverfront

### Will Be 11 Feet High, 22 Feet Long

Times News Network

Ahmedabad: After putting up the world's largest wooden charkha for the Delhi airport, the Khadi and Village Industries Commission (KVIC) formally began work on Saturday to install a large stainless steel charkha at the east bank of the riverfront in Ahmedabad, opposite to the Sabarmati Ashram.

The charkha will be a tribute to Mahatma Gandhi in his 150th anniversary year. The 2.2-tonne stainless steel charkha is made of high-quality chromium-nickel and is corrosion-resistant, non-toxic and will not be affected by heat. The charkha will be 11 feet tall, 22 feet long and 5.5 feet broad.

The work order for the charkha was placed by the Prayas Sankul unit. KVIC chairman V K Saxena said that after getting official consent for the installation of the charkha from the Sabarmati River Front Development Corporation Limited, KVIC began the piling work of four-foot



Work on the installation of the charkha begins on the riverfront

high granite platform near gate No. 3 of Sabhas Bridge Riverfront Park.

Over the past three years, KVIC has installed large charkhas across the country. A high-quality twisted charkha, which is today the world's largest, was installed at Yezmalin-3 of the Indira Gandhi International Airport. Then

KVIC installed a 12 feet by 25 feet steel charkha at Rajiv Chouk in Delhi. During the Champaran Satyagrah centenary celebrations, KVIC installed an 18 feet long, 5.75 feet wide, and 9 feet high steel charkha in Charkha Park, located in front of Gandhi Museum in Motibari. KVIC also donated a charkha to the Gandhi Heritage Site at Jinja in Uganda on October 2 last year.





## KVIC steps up to beautify YAMUNA GHATS

OUR CORRESPONDENT

TILL MONDAY dusk hours, for septuagenarian Choudhary Vijay Singh, the village headman of the place barely 10 kilometers away from Delhi Secretariat – monsoon meant piles of garbage. But, when on Monday evening, Khadi and Village Industries Commission (KVIC) Chairman Vinai Kumar Saxena and his KVIC member Jai Prakash Tomar led from the front, with brooms, gloves, and dustbins in their hands; it was a dawn of hope for all the Jagatpur residents.

When KVIC decided to adopt this village under the Swachhata Abiyaan, it virtually injected a good dose of enthusiasm among the village youths. "Financial assistance for the beautification of Yamuna ghats and sanitation drive apart, KVIC has shown us the way to keep our village in good health.

If someone of KVIC Chairman's age can sweep nearly one kilometer of our village road and ghat and pick the rags, it is our moral obligation to make Jagatpur a model village for sanitation

drive," said 30-year-old Jagatpur Youth Wing convener Rakesh Kumar.

KVIC's sanitation drive begun with plantation from the Biodiversity Park of this village and summed up with cleanliness drive at another part of the village, i.e. the bank of River Yamuna. Addressing thousands of villagers gathered on the finishing point, KVIC Chairman said that he was enthused with the response reciprocated by all the villagers – right from school children to old people. "With such quantum of public participation, Jagatpur is destined to be one of the most beautiful villages in Delhi and NCR. KVIC officials are already on their job for proper cleaning, dumping, and disposal of garbage here," he said.

Later, in meeting with the KVIC Chairman, the villagers decided to make two in-charges for each lane, for ensuring cleanliness. The villagers had also decided to impose a penalty on those – who will intentionally make the village dirty.

Under the Swachhata Mission, KVIC's next destination is Mumbai's Juhu Beach.











**KVIC adopts Delhi village for cleanliness drive**  
Khadi and Village Industries ...  
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**A tangled web KVIC weaves for khadi**  
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**How to tell cotton from khadi: A court case tries to solve the dilemma**  
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### KVIC steps up to beautify Yamuna Ghats

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वीमेंस कॉलेज में ई-चरखे से तैयार होगा सूत, हॉस्टल की छात्राएं दिन में 1 घंटे काटेंगी सूत, मिलेगा मेहनताना...  
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