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Shri Kalraj Mishra Appreciates JK Govt for PMEGP Says Rs 38 Crore Utilised During 2015-16 for Assisting Over 2200 PMEGP Units in JK

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Minister, MSME Appreciates JK Govt. for PMEGP



Shri Kalraj Mishra Appreciates JK Govt for PMEGP Says Rs 38 Crore Utilised During 2015-16 for Assisting Over 2200 PMEGP Units in JK

Appreciating the work of State Government in Prime Minister's Employment Generation Programme (PMEGP) during 2015-16, the Union Minister for Micro, Small and Medium Enterprises (MSME) Shri Kalraj Mishra on Sunday said that 23,140 people of Jammu and Kashmir were employed in 3,772 PMEGP units across the state.

The minister added that a record sum of approximately Rs 38 crores was utilised in past two years for assisting a record number of more than 2200 PMEGP units in Jammu and Kashmir. "During the last two years more than 6,80,000 persons were employed by setting up of 92,508 PMEGP units in whole of India. Out of which 23,140 persons were employed in 3,772 units in the state of Jammu and Kashmir," Mishra said while addressing a press conference here on Sunday.



Earlier, the Union Minister inaugurated and addressed to the participants of PMEGP workshop at institute of Hotel Management Rajbagh, here. Jammu and Kashmir Minister for Industries and Commerce, Shri Chander Parkash Ganga was also present on the occasion.

He said his ministry vide its Gazette Notification, dated 29th May, 2015, notified framework for revival and rehabilitation of micro, small and medium enterprises which is the simpler and fastest mechanism to facilitate the protection and development of MSMEs. "My ministry has developed a transparent system of grievances redressal and attends all the grievances on Centralised Public Grievance Redress and Monitoring System (CPGRAMS)," Shri Mishra said.

He added that under Technology Centre System Programme 15 new technology centres with the help and assistance from World Bank will be set up in various parts of the country. "One such centre is being set up

in the state of Jammu and Kashmir," he said, adding that to facilitate the enterprises to get benefits of various schemes of the ministry, a web-based application module, namely "MY MSME", which is to be converted into mobile app.

Shri Mishra said that the ministry of MSME was always there to ease the lives of stake holders. "More than 6,50,000 units have already got registered on Ydyog Aadhaar Memorandum (UAM) and 15 new technology centres at a cost of Rs 2200 crores are coming up in various states of the country one of which will now be located in IGC Samba as proposed by the state government," he said.

The Union Minister, however, desired that J&K was not making much use of various schemes of the Ministry and asked the state government to come up with more proposals so that more assistance could be given. He even expressed his preparedness to look into assistance of more industrial





states, even in one district, provided the proposal is good for the development of M S M E s .

The Minister stated that it has always been the endeavour of the NDA Government to bring all sections of society into the mainstream, especially the ones who are militancy affected. Earlier, while interacting with the representatives of Khadi Federation, the minister assured them for early rease of MDA. He added that for the first time Rs 155 crores of MDA has already

been released in the first months of financial y e a r .

The Union Minister also inaugurated the Marketing Plaza and first ever National Khadi Exhibition in Srinagar. On Saturday, the Union Minister inaugurated the Harmukh Khadi Gram Udyog Sansthan, a spinning and weaving centre and marketing plaza for khadi goods at a function here. The Minister also distributed 25 new model charkhas among local artisans at the function, which was organised Khadi and Village Industries Board Srinagar at 90 Feet Road, Soura. Speaking on the occasion, Shri Mishra said that the charkha is a symbol of resistance and can help maximum number of unemployed youth and women in far flung areas to attain economic independence.



Khadi Spinning and Weaving Centre Inaugurated in Srinagar

The Union Minister for Micro, Small and Medium Enterprises (MSME) Shri Kalraj Mishra inaugurated the Harmukh Khadi Gram Udyog Sansthan, a spinning and weaving centre and marketing plaza for khadi goods at a function in Srinagar.

The Minister also distributed 25 new model charkhas among local artisans at the function, which was organised Khadi and Village Industries Board Srinagar at 90 Feet Road, Soura. Speaking on the occasion, Shri Mishra said that the charkha is a symbol of resistance and can help maximum number of unemployed youth and women in far flung areas to attain economic independence.

The Minister said that the Centre is ready to provide all sorts of assistance to the state of Jammu and Kashmir in order to remove regional imbalances and urged the state to come forward and seek maximum help from New Delhi. He said that the Centre is especially interested in the progress of Jammu and Kashmir state in view of the disturbed state of affairs here.

Jammu and Kashmir Minister for Industries and Commerce, Shri Chander Parkash Ganga was also present on the occasion. Addressing the gathering, he thanked the Union Minister for the ministries supportive attitude and helping approach towards J&K and also requested the central ministry to increase the targets for the state so that it benefits the local artisans.

The Union Minister was also accompanied by Chairman Khadi and Village Industries Commission Shri Vinay Kumar Saxena and Secretary Ministry of MSME Shri K. K. Jalan.



A new beginning in Srinagar Glimses of various events organised by KVIC in J & K

Hon'ble Minister MSME Shri Kalraj Mishra and . Shri Vinai Kumar Saxena, Hon'ble Chairman, KVIC participating in diverse events.



Khadi -Continues making history

25 Charkhas gifted to Harmukh Khadi Institute ,a KVIC supported institution, at illahi bagh Bushpora, Dist Srinagar, which has provided employment to 25 local ladies.



Met with the members of Khadi Federation of J&K at Srinagar.

Met with the members of Khadi Federation of J&K at Srinagar..



Inaugurated a Khadi and VI Sales Outlets at Srinagar.

CM, J & K bats for cluster approach, tech centres to revitalize local industry

CM, J&K meets MSME Minister

Srinagar, May 08: Union Minister for MSME, Shri Kalraj Mishra, called on Chief Minister, Mehbooba Mufti, at her residence and discussed wide-ranging issues relating to ease of doing business for micro, small and medium enterprises in the state. Minister for I and C, Chander Parkash, Chairman, KVIC, V. K. Saxena and Union Secretary MSME, K. K. Jalan, were also present on the occasion.

The Chief Minister discussed with Kalraj Mishra the need for enhancement of target under PMEGP (Prime Minister's Employment Generation Programme) from 1500 to 4000. She said the credit-linked scheme is quite popular in rural areas and increase in target will enable more entrepreneurs to establish self-sustaining industrial units.

The Union Minister assured Mehbooba Mufti of early action in the matter. He said a proposal for setting up a national-level MSME University is in its advanced stage and once it becomes functional, skill development courses will be imparted to prospective entrepreneurs, including those from Jammu & Kashmir. Mehbooba Mufti also raised the issue of setting up a Technology Centre, on the pattern of PPDC Meerut, for promotion of cricket bat industry in Anantnag. She indicated the possibility of establishing the

Centre under 'Cluster Development Programme', which she said will provide much-needed technical knowhow on value additions, enabling the manufacturers to produce finished cricket bats.

government commits a chunk of land as equity. He also informed in the meeting about setting up of Rural Self-Employment Training Institutes in each district for promotion of viable cottage industries, especially the fabled Handicraft. Keeping in view the huge potential in leather manufacturing, the Chief Minister also underlined the need for cluster-based approach at Lassipora. The State government, with inputs from CLRI (Chennai Leather Research Institute), has worked out the essentials and with help from MoMSME, the leather industry will get a huge boost.

Mehbooba Mufti also urged the Union Minister to expedite clearance of 37 identified clusters for village industry like

underlined the need for cluster-based approach at Lassipora. The State government, with inputs from CLRI (Chennai Leather Research Institute) has worked out the essentials and with help from MoMSME, the leather industry will get a huge boost.

Mehbooba Mufti also urged the Union Minister to expedite clearance of 37 identified clusters for village industry like crewel, sozni, namda, gabba, chain-stitch, silk reeling, willow wicker and honey processing. She also pitched for an Electronic Service and Training Centre in the state to help in transfer of technology in assembly and manufacture of electronic items and parts for our young entrepreneurs. A proposal for establishing rice cluster at Jammu and Papier Machie at Srinagar has also been submitted to MoMSME. The Central Ministry is in the process of simplification of procedure for availing sanctions under Cluster Development Programme the meeting was informed. The Chief Minister also urged the MSME Minister to accord formal sanction to setting up of Market Plazas at Pampore and Jammu, which has already been agreed in principle by Khadi and Village Industries Commission. Regarding the issue of creation of additional infrastructure for ED.I Jammu and establishment of separate Entrepreneurship Development Institutes for women at Jammu & Srinagar, it was decided that a comprehensive proposal will be submitted to the Union Ministry of Skill Development.

Shri Kalraj Mishra discussed with the Chief Minister the launch of updated e-

charkhas for which requisite training will be provided to the weavers, mostly women. He also said that pashmina, which was earlier out of the ambit of MSME, has been included in the list.

Mehbooba Mufti also highlighted the need for broadening the scope of 'SFURTI' (Scheme of Fund for Regeneration of Traditional Industries) in J&K, which aims at making traditional industries like hand-spun, hand-woven and silk varieties more productive and competitive.

Since J&K is geographically disadvantaged, the Chief Minister sought dispensing with the condition of 'one industrial estate for one district' under J&K MSE-CDP scheme. She said since only a few districts like Srinagar, Pulwama and Budgam, Kathua, Samba and Jammu districts with locational advantage have been preferred by investors, J&K should be allowed to set up more than one industrial estate in each of these districts. As J&K, unlike other states, is not benefiting from a slew of MSME schemes, the Union Minister said the state has been unable to get its fair share in growth of MSME sector. He specifically mentioned Mudra Yojana, where hassle-free loans have been advanced to those entrepreneurs who need start-up capital.

It was decided that a high-level team from the State Industries Department will soon visit New Delhi to iron-out issues so that MSME sector is able to revitalize and substantially contribute to the state's economy.

MSME sector to create an upsurge in the employment opportunities in the country

- Shri Kalraj Mishra



The Union Minister for Micro, Small and Medium Enterprises, Shri Kalraj Mishra lighting the lamp to inaugurate the MSME National Conclave on “Clusterization of MSEs- an Approach to Sustainable Growth”, in New Delhi on May 10, 2016. The Minister of State for Micro, Small & Medium Enterprises, Shri Giriraj Singh and the MSME Secretary, Shri K.K. Jalan are also seen.

There is a huge potential in MSME sector. It can create an upsurge in the employment opportunities in the country. Poised for rapid growth and integration with major global value chains, MSEs will make considerable impact in realizing “Make in India” vision. The sector has the potential to market its 'Made in India' brand globally.

This was stated by Shri Kalraj Mishra, Union Minister for MSME while inaugurating Cluster Development Programme and Launch of a compendium “Parcham” with brief collection of success stories of clusters development on 10th may, 2016.

Shri Kalraj Mishra said that the Micro

and Small Enterprises – Cluster Development Programme (MSE-CDP) is being implemented by MSME Ministry for holistic and integrated development of micro and small enterprises in clusters through Soft Interventions such as capacity building, marketing development, export promotion, skill development, technology upgradation, hard Interventions like setting up of Common Facility Centers and Infrastructure upgradation in the new/existing industrial areas/ clusters of MSEs is being also taken up.

A total of 1018 interventions (i.e. diagnostic study, soft interventions and setting up common facility centre) in various clusters spread over 29 States in the country have so far been taken under the MSE-CDP Programme. Out of 1018 interventions, 677 interventions have been completed. Under Infrastructure Development, 178 interventions have been carried out under MSE-CDP for new/upgradation of existing infrastructure facilities, out of which 126 interventions have been completed.

The MSE-CDP scheme has proved to be a key strategy for enhancing the productivity and competitiveness as well as capacity building of MSEs in India. MSME

through this scheme aims to promote entrepreneurship, generate employment and augment productivity. The scheme has touched different sectors of the economy and eminently benefitted large number of enterprises, facilitating economies of scale in terms of deployment of resources. It has brought significant change in flourishing the MSE clusters in India and is expected to facilitate in their endeavor to become globally competitive and enable MSEs to move towards high growth trajectory.

On the occasion Minister of State, Shri Giriraj Singh said that the cluster development approach has built a sustainable eco-system by facilitating investment, foster innovation, augment skill development. It plays a pivotal role in deriving the growth of SMEs in India by geographical proximity of cluster units. Development of clusters, thus, holds key to inclusive growth and plays a critical role in India's future. He Expressed hope that the workshop would prove to be a perfect stage for interactions to help the Government plan, augment and execute various policies and programmes aimed at the sustained development of MSME sector in the country.

MSME with its hard work will rewrite the story of industrialization of modern 21st century India.

Cluster development would enhance the competitiveness of business in changed economic scenario

- Hon'ble Minister, MSME



Enterprise Summit, at St, Regis Hotel in Mumbai on 17th May 2016.

Shri Kalraj Mishra, Hon'ble Union Minister, MSME Chief Guest on the occasion addressing the gathering stressed on skill development and creating supportive and cohesive environment for the young India. Cluster development would enhance the competitiveness of business in changed economic scenario and encourage entrepreneurship, employment and livelihood opportunities,

efforts are also on to develop multi product clusters, he added.

Detailing on initiatives taken for Udyog Aadhar Memorandum which requires minimum information for registration Hon'ble Minister said, good plan and

It was an amalgamation of best and brightest minds to connect with and how to fuel your business at the top level which distinguishes a leader from a follower. Entrepreneur from all walks of enterprise from India and across the Nation congregated at the Outlook Business Smart

determination can execute dream of becoming an entrepreneur into reality.

' Most of our schemes are demand driven and need based, which makes it entrepreneur friendly. A total 1018 intervention i.e. Diagnostic study, soft interventions, and setting up common facility centers in various clusters over 29 states have been taken up so far under MSE_CDP Programme. Out of this 677 have been completed under infrastructural development. 178 interventions have been carried out for up gradation of infrastructure facilities, out of which 126 interventions have been completed', reiterated the Minister.

The MSMEs are important for national objective of growth which will have a multiple impact on economic growth. He also gave thrust on developing infrastructure in NE by setting tool rooms. Not forgetting to mention KVIC, he informed on increase in growth of export by 22%, production and sale by 40% and market Promotion and development assistance by 40%. He also

stressed on Public procurement in micro and small enterprises and said that 20% of this 20% should be purchased by MSEs mandatorily.

In his talk he also mentioned about stand up India and start up India. MSME takes care of their needs, he said. MSME with its hard work will rewrite the story of industrialization of modern 21st century India.

The business summit- ' Power of I' in this one day event had diverse proceedings like video conferencing with Shri Suresh Prabhu, Railway Minister and Steel and Mines Minister Narendra Singh Tomar. Panel discussions with business icons like MDs of Prabhat Dairy, Micromax Informatics, Airbus India, ABB India, CII Kanur District, presentation by big leaps like CMD Prabhat Dairy, and ID Fresh foods, felicitation POWER OF I companies and release of the special issue of Outlook- The Power of I.

Minister MSME- reviewed the KVI programme at Hissar



In an informal visit to Hissar, Haryana Shri Kalraj Mishra, Hon'ble MSME reviewed the Schemes and programmes of KVIC and KVIB, DIC, MSME and NIC. Shri Mohan Bhai Kalyan, Hon'ble Mos for Agriculture, Govt.of India, Shri Kamal Gupta, Local MLA; Shri S.P. Singh, Dy. CEO, KVIC (NZ) Shri V.K. Nagar, State Director, KVIC, Ambala and other KVIC officials were present on the occasion.

Speaking on this occasion Shri V.K.Nagar, Director Ambala briefed on status and progress of Khadi and Village Industries programme and progress in the state. He also spoke on future goals and initiatives taken and under process by KVIC in the state for the benefit of spinners, weavers and artisans of Khadi and Village Industries.

Shri Mohan Bhai Kalyan and Shri Narendra bhai Modi also addressed on this occasion Hon'ble Minister addressing on this occasion said, MSME has taken development and strengthen of village very seriously and working with great dedication . He was also happy to inform about 40 per cent growth in sale of Khadi. The minister also spoke in detail about schemes and programmes taken up by Government of India for the benefit of Khadi artisans like Atal Pension Yojana, Jeevan Jyoti Yojana and so on . He also mentioned about direct benefit transfer under PMEGP Scheme.

The Minister on this occasion also assured that the ministry with provide all possible support for the benefit of this sector.

**Proceedings of 633rd Commission meeting
of KVIC being taken up at Central Office, Mumbai by
Shri Vinai Kumar Saxena, Chairman, KVIC
in presence of Shri Anil Kumar, Jt. Secretary, MSME
& Shri Arun Kumar Jha, CEO, KVIC.**



Minister Power and Coal visited Sewapuri, Varanasi



Under the guidance of Chairman and CEO, KVIC, successful visit of the delegation led by Shri Piyush Goyal, Hon'ble Minister Power and coal, Joint Secretary, power, skill development, Joint Secretary and CEO, skill india, Shri Sunil Ojha, Chairman, TaTa group and Shri Tanmay from PMO organized at Sewapuri, Varanasi.

Established in 1949, Sewapuri, Varanasi produced all kinds of village Industries like leather products, soap agarbatties beside spinning of yarns. In past 8 decades the production has reduced. The visit of the Hon'ble dignitaries concerted on uplifting conditions of all the centres. The Power and Coal Minister and Chairman KVIC discussed on scope of development at

the training centers which are inactive and are in pathetic conditions.

The dignitaries also visited the Jayapur Village at Varanasi, where they had interaction with women spinners and encouraged them for their better future perception. More than

25 families have been provided employment through New Model Charkhas and around 5 families have been provided employment through Gram Laxmi loom. Also around 10 men will be trained on sewing machines for enabling them for self employment in this village.



Dialogue on 'Developing and Upscaling Khadi and Village Based Industries' & Emerging Role of Voluntary Organisations

Mumbai, 1st June 2016: Khadi and Village Industries Commission (KVIC) in collaboration with the Rambhau Mhalgi Prabodhini (RMP), organized a seminar discussion with several Voluntary organizations (VOs). The theme of the seminar was developing and up scaling of Khadi and Village based industries in India. Shri. Vinai Kumar Saxena, Chairman, KVIC inaugurated the seminar by lightening the traditional lamp, accompanied by Shri Ashok Bhagat, Expert Member, Shri Ravindra Sathe Executive Director, RMP.



In his inaugural address, Chairman, KVIC spoke about the need to understand the essential purpose of NGOs. He emphasized that until now NGOs had been only identified with obstructionism. There was a need to change this image and instead focus on aiding the rural population of the country.

Earlier, Shri Ravindra Sathe, Executive Director, RMP welcomed all the

participants and informed that the primary goal of this dialogue was to bring together, on a single platform, various voluntary organizations in the region as well as those that are connected with RMP, in order that these organizations benefit from their interaction with KVIC.

Shri M. Rajan Babu, Director, Publicity and IT, KVIC delivered a presentation outlining the purpose and

He also focussed on the various kinds of Neera plantations in India. He discussed the benefits of Neera as a natural health drink and argued that it could serve as a real employment generator in the country.

Dr. Greep, Assistant Director I/C & S&T, KVIC delivered a presentation on the use and advantages of solar charkha. In his talk, Dr. Greep discussed the costs and efficiency of a Solar Charkha. He informed the audience that the total cost of a 16 spindle charkha is approximately Rs. 70,000 to 1 lakh while the daily productivity is 4.5 kg per yarn. The field trial reports showed better operational performance and quality of yarn. Mr. Greep further declared that KVIC has proposed to increase the share of Khadi in textile industry from current 1% to 10%.

At the end of the presentations, Shri S.B. Mane and Shri M Rajan Babu took questions from several members of the audience. During the course of the interaction, it was outlined that the organisational nature of KVIC primarily caters to the unorganised rural sector. Among other things, various suggestions to facilitate and guide NGOs were sought by the audience. The speakers informed the audience that every state capital had a KVIC office. Shri Rajan Babu emphasised that voluntary organisations (VOs) should provide physical support to artisans. He also

said that VOs should avail of EDP training and acquire knowledge of becoming PMEGP beneficiary. He stressed that VOs should organise awareness camps and mobilise artisans. In addition, VOs should skill the uneducated rural population under skill development programme. Finally, Mr. Babu encouraged VOs to use the KVIC website for grievances. He said they could contact Shri S.S. Tambe, Deputy Director, in case of any specific grievances. Shri Ashok Bhagat (Founder Secretary of Vikas Bharti, Ranchi) delivered the concluding speech. He urged voluntary organisations (VOs) to take more initiatives and not be deterred by instances of corruption in the bureaucracy. He encouraged VOs to look at things positively. He said that VOs should directly contact the regional directors of KVIC. He also shared his personal experiences of working as a social reformer. At the end of the above interaction, Shri Santosh Gupta, CEO, ISRN thanked everyone and delivered the vote of thanks. He said there was a need for voluntary organisations (VOs) to work with rural population and segregate them according to their skills. He further suggested VOs to make use of the emerging eMarket by tying up with ecommerce companies like Flipkart etc. Shri Gupta also discussed about ISRN (Indian Social Responsibility Network).

objectives of the revamped SFURTI programme of KVIC. In his talk, Mr. Babu traced the journey of cluster development under the SFURTI programme since 2004-5. He also discussed the impact of SFURTI at the national level. Mr. Babu asserted that under this scheme KVIC had set a target to develop 800 clusters over the next 5 years. He, however, stressed that only the non-farming sector was eligible under the revamped SFURTI programme. He identified the roles that state governments, technical agencies and nodal agencies play in the SFURTI programme.

Shri B.S.Mane, Director, BT/REI, KVIC delivered a presentation in which highlighted the achievements of the PMEGP programme. He revealed that since 2008-09, when this programme was launched, over 32.84 lakh people have been given employment. He gave the year-wise performance of PMEGP, along with the major industries that were financed by KVIC in 2015-16. He also displayed the online interface that voluntary organisations could use to fill forms and submit project reports. Moreover, the audience was informed about the eligibility of products and categories that are covered under PMEGP. Shri Mane also discussed several new

initiatives taken by KVIC. He also addressed several grievances from the audience regarding physical verification and he assured the VOs that KVIC understood the need for reforms.

Shri B.S.Mane also delivered a presentation focussing on the functioning and significance of the beekeeping industry in various parts of India. He showed how KVIC, the only beekeeping institution in Asia, purchases and sells honey. He discussed the various types of bees and beekeeping techniques used. He explained the reasons, advantages and attributes of beekeeping besides discussing the profitability of beekeeping industry. Mr. Mane explained that KVIC's role in the beeping industry was data collection, and research and dissemination of beekeeping technologies.



Chairman, KVIC released Hand book on handling legal issues and launched **Online monitoring system of court cases in KVIC**

Mumbai, 5th May, 2016 : Shri Vinai Kumar Saxena, Chairman, KVIC released the Hand Book on handling legal issues of Khadi and Village Industries Commission and launched online monitoring system of court cases at Central Office, Mumbai of Khadi and village Industries Commission here today in presence of Shri Arun Kumar Jha, Chief Executive Officer, Smt. Usha Suresh Financial Advisor and other senior officials of KVIC.

Addressing the dignitaries present on the occasion the Chairman KVIC reiterated that the KVIC should try to solve the issues which could be solved outside the court in order to save time, money and difficulties caused due to such proceedings. Appreciating the initiatives of the legal department he opined that



online monitoring will be helpful in maintaining transparency in the functioning.

Next year effort should be made by KVIC to reduce court cases to zero level, he added.

Khadi sales has gained momentum after clarion call of Hon'ble Prime Minister of India

Khadi sales has gained momentum after clarion call of Hon'ble Prime Minister of India to buy Khadi from Khadi sales outlets. Recently, the Khadi and village industry products marked an outstanding sale of Rs. 37,935 crores with the efforts of Khadi and Village Industries Commission.



To cater to the needs of Western suburbs of Mumbai Shri Vinai Kumar Saxena, Chairman, Khadi and Village Industries Commission inaugurated a renovated sales outlets of KVI Products at Viral Apartment, S.V. Road, Andheri (west), on 31.05.2016 where Khadi T-Shirts, polo shirts, and herbal and natural products of

Village Industries along with traditional khadi wear are available. Shri Arun Kumar Jha, Chief Executive Officer, KVIC and other senior officials of KVIC also marked their presence on the occasion.

Khadi Sales Outlets Inaugurated at Mumbai suburb



Earlier, a Review Meeting of Departmental Sales Outlets of Khadi and Village Industries Commission was also taken up jointly at Central Office by Shri Vinay Kumar Saxena, Hon'ble Chairman, , Shri Arun Kumar Jha, CEO, and Smt. Usha Suresh, F.A., and Shri K.S. Rao, Dy. Chief



renewals of Sales Outlets, reducing establishment expenditure on one hand and increasing the sale on other hand, improvement of packaging system, calendar for periodical events, uniform to the Salesman/Salesgirl, modernization in designing the product, engagement of low cost professionals for

designing and advertisement, quarterly monitoring of targets, convergence between the DSOs, special discounts on festivals and holidays, installation of CCTV in Bhavans, computerization of Godowns & Bhavans, Signage Board, etc. were taken up.

Executive KVIC respectively.

In a threadbare discussion with the dignitaries, Managers of all Departmental Sales Outlets (DSOs) placed their comprehensive proposals to make the DSOs attractive for enhancement of the sale.

The key issues discussed in the meeting were, bar coding of the products,

CEO, KVIC reviews MDTC, Haldwani and Deharadun programmes

Shri Arun Kumar Jha CEO, KVIC reviewed MDTC, Haldwani and Deharadun programmes on 10th April.

On this Occasion the CEO, KVIC was briefed on target and achievements of Dehardun programmes.

Speaking on this occasion he was informed that the training centre run 100 percent fees terms.



Chairman KVIC marks his presence in diverse KVI programmes at Madhya Pradesh

Adopt a village says Chairman, KVIC

Shri Vinai Kumar Saxena, Chairman KVIC marked his presence in diverse KVI programmes at Madhya Pradesh from 14th to 17th June along with member KVIC Central Zone.

During his visit Chairman KVIC participated in a PMEGP review meet where Shri Ajay Vyas, Advisor State Level Bankers Committee, Shri D.P.Sharma, Manager, Bank of India and Senior Managers from Bank of Baroda, Union Bank of India and Central Bank of India participated. During the review meet Chairman, KVIC expressed his contentment over progress of PMEGP Scheme in Central Zone.

He also participated in a review meeting with institutions where he felt that in Madhya Pradesh desirable progress has not been made. Speaking on this occasion he well-versed the institutions about order of 1.00 blankets expected from railways which

is to be fulfilled.

The Chairman also visited the State Level Khadi Bazar exhibition organized at Ujjain and Central Sliver Plant at Sihore. In a press conference address at Omkareshwar, he opined that Khadi and Village Industries can play a crucial role in eradicating poverty. He also gave a call to adopt a village for the development of this region. The flagship Scheme PMEGP may be promoted in this for better development, he added.



PMEGP BRINGS UP MORE TRANSPARENCY WITH DIRECT BENEFIT TRANSFER (DBT)



A congregation of PMEGP Nodal Officers was seen at two days workshop on Orientation Training Programme on Direct Benefit Transfer (DBT) for KVIC officers and staff in Mumbai at Sir S. Pochkhawala Bankers training College, Mumbai on 5th and 6th May 2016.

Shri Arun Kumar Jha, Chief Executive Officer, KVIC in his inaugural address opined that the onerous of making PMEGP, the flagship Scheme successful lies on the shoulders of the Nodal Officers of PMEGP who need to given their 100% involvement. The command should be in the hands of KVIC and DRPSC should act accordingly. This is one Scheme which will give respect and create positive

environment, he added.

Throwing light on Direct Benefit Transfer (DBT) he said 'Online system will have continuous inflow of applications and better track record through this system in addition to better satisfaction'. He also informed that Entrepreneurship development programme training before taking up the project, will have greater influence and sense of speediness. In addition to this, it will also boost release of money from Government to release money. Role of Nodal Officers becomes very prominent here, he exhorted. Speaking on this occasion he also gave thrust on paperless work and digitalization whether it is through email or whats app, "ultimately the result and conclusion matters, not the process" said the CEO, KVIC

Addressing the participant, Smt. Usha Suresh, Financial Advisor reiterated that the Direct Benefit Transfer (DBT) will ensure transparency, as every process can be captured at any stage online. This will also



help in better financial management. However, this process will also increase responsibility and accountability. The burden of responsibility of this mechanism rests on KVIC, which looks forward at Nodal Officers for smooth functioning and better results, she said.

Shri K.S.Rao, Dy. CEO, PMEGP,

updating on success ratio of the PMEGP Scheme said, almost 80% of the PMEGP units performance are excelling successfully which could be made possible only because of great efforts of the nodal officers, who are toiling hard to keep this success ratio. He also briefed on functioning through one nodal bank i.e. Corporation

Bank for fast disbursement of fund and Margin Money. He also advocated for providing EDP before sanction of the beneficiaries application. This will develop sense of confidence and faith, he said.

Earlier, Smt. Pradnya Joglekar, Director, PMEGP in her welcome note informed that





80% of the success is taken to the grass root because of PMEGP Scheme. Briefing on modified PMEGP Schemes guidelines, She encouraged the participants to work for the success of the Scheme.



In order to educate the participants on procedure of form filling and cleared their doubts of the procedure during the mid sessions, Shri Rajan Babu, Director DIT made presentation and took practical sessions on how to fill up the online forms in English and Hindi.



Smt. Pinki Bhartiya, Economic Officer educated the participants on progress MIS of link with DBT .

In the concluding session of the workshop the participants from all over India were distributed participation certificate by Chief Executive Officer and Financial Advisor, KVIC.

Later Shri V.G. Raut proposed the vote of



Khadi Commission marching ahead, gets another big order from Air India

Air India which has earlier decided to use natural and eco-friendly Khadi products for its International flights, has placed an another order worth Rs.8 crores to Khadi & Village Industries Commission(KVIC) for the supply of 1,85,000 units of amenity kits.

Earlier in December 2015, the Air India placed a trial order worth Rs.1.21 Crores to the KVIC for the supply of 25,000 units of amenity kits which was successfully supplied by the KVIC in a record time of 40 days.

The amenity kits are given by Air India to its First class and Business class International passengers. The kits includes Khadi hand sanitizer, khadi moisturizer lotion, khadi lemongrass, Khadi handmade soap, khadi lip balm, khadi rose face wash, essential oils etc. KVIC will supply 1,85,000 kits in 4 months time to Air India in which 6000 kits are for First Class passengers and 1,79,000 kits for Business Class Passengers. This order will generate more than 4,40,000 man hours which will be a boost to the workers.

Shri V.K. Saxena, Chairman, KVIC informed that the following an appeal made by the Prime Minister Shri Narendra Modi, through 'Man Ki Baat' for purchasing at least one product of Khadi and support the rural

artisans, there have been tremendous encouraging response in sale of Khadi and more and more people are purchasing Khadi especially the youths and teenagers. In the year 2015-16 the sale of Khadi products has gone up to Rs.1510 Crore, making a whopping 29% increase from Rs.1170 Crore during 2014-15 he said.

In the recent days, KVIC has also taken many marketing initiatives including organizing summer collection, Khadi Utsav in colleges and Universities, designer wear by Ritu Beri, Introduction of Khadi denim, jeans, jackets, t-shirts and skirts etc.

Shri Saxena also informed that a new Khadi India outlet has been opened in Mumbai last week in Andheri West area and 4 outlets one at Vishakhapatnam Airport, and one each at Lucknow, Jaipur and Chennai will be opened shortly. 12 new franchises outlet are coming up in other cities

Focused efforts are being made by KVIC to boost Govt supply as well as exports for Khadi & Village Industry products. He further informed that in the in the first ever national level Khadi exhibition at Srinagar, which was inaugurated on 8th May 2016, a sale of Rs.1.40 Crores has already been registered till 2nd June, which is a record in itself.

PMEGP Bankers Review Meeting on DBT at World Trade Centre



PMEGP Bankers Review Meeting on DBT at World Trade Centre, Mumbai organised by PMEGP DIRECTORATE Chaired by Jt Secretary MSME along with CEO Sir, FA Madam, Dy CEO PMEGP, Dy CEO WZ, Director IT, CEO Khadi Board, Principal Secretaries from various States, CMD, BANKER'S etc .

DLTFC Meeting held at South Andman

The 53rd meeting of District Level Task Force Committee (DLTFS) was held on 06th may 2016 at South Andman under the chairmanship of Shri Vijay Kumar Bindhuri, Dy. Commisioner, South Amdaman.

The meeting was held for processing the loan applications received from the region under PMEGP scheme of KVIC. Various issues regarding PMEGP were discussed.

Khadi Utsav -2016 in Simhastha Kumbh

Khadi and Village Industries Commission, state office, Bhopal organized a Khadi Exhibition, Khadi Utsav -2016 at Ujjain during the Simhastha Kumbh. The Exhibition was inaugurates by Shri Paras Chandra Jain, Hon'ble Minister for School Education , Govt. of Madhya Pradesh on 28th April, 2016.

Shri Makhan Singh, Chairman, Central Committee for Simhastha was the chief Guest and Shri Mohan Yadav , Local MLA was the special invitee on this occasion. Shri Satya Narayan Pawar, Former Member of Parliament, freedom fighter Shri Prem Narayan also graced the occasion.

On the Occasion Shri Makhan Singh quoted Prime Minister's Call for Khadi and emphasized to buy Khadi Clothes.

Paras Chandra Jain, Hon'ble Minister for School Education, Govt. of Madhya Pradesh



spoke on this occasion that Simhastha is huge platform to popularize khadi and VI products among the millions of people are visiting on this Solemn religious occasion.

In the concluding note of inaugural function Shri Jitendra Kumar Gupta State Director, KVIC, Bhopal informed people in detail about the scheme and programmes run by Khadi and Village Industries Commission for self employment.

Solar Panel installation technician training programme at Meerut

A 7 days technician training programme on Solar Panel installation held at Mathura, Uttar Pradesh from 3rd May 2016 to 9th May 2016 .

The training programme was organized by Divisional Office, Khadi and Village Industries Commission, Meerut.

On the concluding day of the programme Shri Jai Prakash Tomar, Hon'ble Member khadi and Village Industries Commission (C.Z.) addressed the



participants and handed over training certificate to them . On the occasion Shri Tomar encouraged participants to take advantage of Prime Minister Employment Generation Programme a flagship programme of Govt. of India run by KVIC.

Shri Gulam Husain, Director KVIC, D.O. Meerut, Shri Padam Singh, Director Din Dayal Dhaam, Village – Faraha, Mathura, and other official of KVIC were present on this occasion.

KVIC urges Government to declare honeybee as a national insect

Calls for steps to encourage non-violent methods of honey harvesting

The Khadi and Village Industries Commission [KVIC] has urged the Environment, Forests and Climate Change Ministry to declare honeybee as a national insect and to end the traditional method of honey harvesting, by which honey hunters smoke and slash the honeycombs in forests across the country.

Even as apiculture is gaining ground, India still gets 70% of its honey from the forest bees called 'Rock Bees'.

In a letter addressed to the Union Minister of State with independent charge of Environment, Forests and Climate Change, Shri Prakash Javadekar, the KVIC Chairman, Vinai Kumar Saxena, pointed out that each beehive of rock bees houses one lakh bees including the brood and every year lakhs of beehives are getting destroyed leading to their rapid depletion.

''Extinction of rock bees will lead to disappearance of even the little forest cover that we are left with. It is because of them that the biodiversity of the forest is maintained. Therefore, we are on the verge of losing the rich bio-diversity and plants of rare species. These non-tameable ferocious rock bees produce the best quality organic honey as they collect honey and pollen from chemical free unpolluted varieties of forest flowers. It is high time that we stop the mass

destruction of rock bees, which are valuable source of organic honey and wax; savior of forest; pollinator of fruit trees and vegetable plants; producer of best quality seeds; redeemer of bio diversity; and rescuer of rare plant species''.

Honey hunters, he said, could be encouraged to follow the non-violent methods developed by the All India Village Industries Association set up by father of the nation, Mahatma Gandhi in Wardha in 1938.

This method uses the fact that Rock bees store all the excess honey on the top portion of the hive (specifically the highest point of the branch). In the portion where honey is stored, the hive walls bulges out therefore it is visible from a distance. Only this part of the hive needs to be cut and harvested without disturbing rest of the beehive. There is no need to smoke and slash the honeycomb.

Honey is collected in the night when

the bees are calm. The honey hunter needs to wear a protective dress made of thick canvas with a specially designed headgear. They require only three tools - a rope for climbing, a knife to cut the honey bulb and a bucket to bring down the honey bulb.

A major advantage of the method is that in one season instead of single harvest the honey hunter can extract honey three times from the same hive, that too without disturbing the productivity or life of the bee colony. Within a week, these hard working rock bees rebuild the honeycomb and collect more honey than before. Thus in every harvest the honey hunter gets two to three fold additional honey. The Government can set up Honey Houses as Common Facility Centre where honey collected can be processed and hygienically packed. The method was developed under the direct guidance of Gandhiji. It not only saves the bees but also the honey hunter from injury, accident and death.

India, he noted, has a potential to keep about 120 million bee colonies, which can provide self-employment to over 6 million rural and tribal families. In terms of production, these bee colonies can produce over 1.2 million tons of honey and about 15,000 tons of beeswax. Organized collection of forest honey and beeswax using improved methods can result in an additional production of at least 120,000 tons of honey and 10,000 tons of beeswax. This can generate income to about 2 million tribal families.

Mr. Saxena pointed out that despite various development projects in the country the beekeeping industry was affected due to deforestations, wild fires, violent method of harvesting honey and urbanisation, among other factors. It is necessary to check this deteriorating trend of the industry, if this important income resource of rural and tribal population depending upon forest has to be maintained.

This, he said, was only possible by taking up extensive afforestation and declaring honeybees as National Insect so that violent method of harvesting honey can be stopped and made punishable.

“India has witnessed the green revolution, white revolution so far. Now the time has arrived to witness the Golden Revolution, which may also bring back second green revolution”, he added.



Khadi sales registers a quantum leap



Even in the face of economic slowdown, Khadi and Village Industries Commission has achieved a remarkable growth in the sale of khadi and village industries' products.

As per the provisional estimates for 2015-16, the sale of khadi products has gone up to 1,510 crore, marking a whopping 29 percent increase from Rs. 1,170.38 crore during 2014-15.

The sales in the period from 2013-14 to 2014-15, in turn, had grown by a more modest 8.26 per cent.

Announcing the physical performance of the Commission, its Chairman, Vinai Kumar Saxena, said the sales of the products of village industries coming under the Commission have also made a significant jump.

The village industries segment registered a sale of Rs.36,425 crore during 2015-16 against Rs.31,965 crore during 2014-15. This marks a jump of 13.95 per cent.

The growth between 2013-14 and 2014-15 was 6.29 percent. [The sales in 2013-14 was Rs. 30,073 crore].

The growth in sales of khadi products has come alongside a robust growth in production. The Khadi sector produced goods worth Rs. 1,065 crore during 2015-16 against Rs. 879.98 crore in 2014-15, a growth rate of 21 per cent. The

production figure for 2013-14 was Rs. 811.08 crore.

The production of the village industries also saw an increase. The segment's production during the year was worth Rs. 26,965 crore against Rs.26,689 crore during 2014-15. The production figure for 2013-14 was Rs. 25,298 crore.

The KVIC also recorded a 3.59 per cent growth in employment during 2015-16. A total of 1.39 crore people were working under the Commission during the year compared to 1.34 crore in 2014-15. The maximum growth was in the village industries segment. The number of artisans in the segment went up to 1.28 crore from 1.23 crore in 2014-15.

Swatch Bharat-Swatch KVIC



Swatch KVIC drive in the Premises of Central Office of KVIC under the leadership of Shri Arun Kumar Jha, CEO, KVIC

Khadi and Village Industries - The Only Solution

T. Krishna Murthy

Any concept associated with Gandhiji should necessarily be a derivative of truth and non-violence. For this Indian rural economy is not an exception. For Gandhiji "Truth and Ahimsa must incarnate in socialism. That economics is untrue which ignores or disregards moral values." Violence is an offshoot of exploitation is it political, social or economic. All wars between countries are fought for economic reasons directly or indirectly.



The recent gulf war is an example. Similarly, lot of killings takes place due to social or inequalities and exploitation. The ever widening gulf between the have and have-nots is the root cause, leading to misery and "When the cup of misery fills it overflow is the form of revolution". Hence, an economic order free from the bane of exploitation is a prerequisite for a nonviolent peaceful society.

THE ALTERNATIVES: Then, how to build an economic system which does not give room for exploitation of one by the other? We have seen that it is the unbridled

play of profit motive of the privileged classes that leads to exploitation is of the under privileged. Such a situation exists in a capitalistic economy where the individual's profit motive is allowed a free play and he is given every opportunity to exploit all situations to his gain even to the extent of injuring the very society he lives in. In trying to stem this rot, the communistic ideology swings the pendulum to the other end by curbing the profit motive of the individual to such an extent that the person loses his individuality and initiative altogether and becomes yet another

cogwheel in the machine. We have seen this system also crumble. The very 'proletariat' for whose benefit the communist philosophy was supposed to have taken birth, rose in revolt against it, because the individual, his aspiration and values were lost sight of. For Gandhiji "No society can be built on a denial of individual freedom."

Gandhiji suggested the third alternative, the 'Sarvodaya' social order, which believes "that every individual has a personality which when properly developed, has a contribution to make to society." In the economic field "decentralized commodity production ensures the producer the product of his labour." Where the producer is ensured of the fruits of his labour, there is no exploitation and there is no violence.

MASS PRODUCTION OR PRODUCTION BY MASSES: Mere production does not contribute to rise in the standard of consumption, which is supposed to indicate the standard of living. What is produced has to be consumed and for consuming, the people require the purchasing power. Purchasing power cannot be distributed either as doles or by emergency programmes like laying roads or building dams. The only effective means of distributing purchasing power is to provide productive employment to all people universally. If the stress is on mass production and not on production by the

masses and for the masses there won't be consumption and in its absence there can not be further production. If the economy has to be healthy the chain of "production-consumption-production" should remain unbroken. Consumption is said to be the mother of production. Students of economies read about the "Great Depression of 1930" its cause, effects and cure. Our production pattern should have a built-in system of providing universal employment side by side with production so that larger number of people gets the purchasing power to purchase what is produced. The only alternative that answers this requirement is the labour intensive decentralized production.

2. Chakravarthi Rajagopalachari also said the same thing in different words. "You can not distribute wealth after producing it. You won't succeed in getting them to agree to it. But you can produce wealth so as to secure equitable distribution before producing it"

3. Gandhiji conceived Khadi Programme as a key to solve the economic problems of the country. According to him "Its one great merit is that it solves, as nothing else can, the economic problem of India and removes starvation" (collected works of Mahatma Gandhi, Volume 23:45859). In the year 1925 he wrote in Young India "If we want the millions to earn a few paises by doing honest and honorable work, the only possible instrument to present them with, in our country, is the gentle and graceful

s p i n n i n g w h e e l . ” By advocating spinning wheel, one should not think that Gandhiji was against machines. But he asserted and said “that to produce cloth, which is our basic need, in mills is an economic blunder of the first magnitude just as it would be to supply cheap bread through huge bakeries established in big cities and to destroy the family stove.” He also associated Khadi with his unique concepts of peace, non-violence, trust and self sufficiency. With the all pervading inspiration given by Gandhiji, Khadi not only prospered but also became the livery of Freedom Movement, in spite of the stiff opposition from the alien government.

4. After we attained freedom the Union Government of free India, continued the legacy of the freedom movement and gave support of the Khadi programme . A statutory Khadi and village Industries Commission was constituted at the All India Level, and State Khadi and Village Industries Boards sprang up in each state. As a result of this all round support, the Khadi sector could make enormous contribution to the nation's economy in terms of production and employment. The annual production of Khadi has touched Rs. 350 Crores, thereby providing employment to 13.87 lakhs of rural people.

Considering the useful contribution the Khadi Sector is making to the country's economy, particularly in the field of rural

employment, the Government of India thought it fit to ensure its continuation even by subsidizing its product. The selling price of Khadi is slightly higher than that of mill made cloth because it is handspun and hand woven. The wage component in the Khadi cloth is higher than in the mill cloth. To ensure that Khadi is sold even though its price is higher and at the same time to see that the buyer is not penalized on account of this, the Government offered what we know as 'Rebate'. This rebate actually goes to the buyer and not to the producing institutions. In fact the Khadi institution are actually the losers because they allow rebate to the buyers and wait for years to get it reimbursed by the Government.

Waning Interests

Of late, the Government of India appears to be losing interest in the development of Khadi Sector. This is perhaps in tune with the policy of Liberalization, Globalization and Free Market Economy. The same Government, which a few decades back, considered assistance to Khadi a Justifiable necessity because of its useful contribution to the economy and its inability to withstand the competition with mill sector. The Government conveniently forgets of Khadi that it is had spun and hand woven which makes it costly is an asset to the society in as much as it results in providing employment to millions of rural people, particularly women.

Some people question about the

economic viability of Khadi. If what is meant by the question is whether Khadi can compete in price with the mill cloth, the answer is an emphatic 'no'. But, this negative answer applies to everything produced by man power applies to everything produced by man power as against the articles produced by labour machinery. Even goods manufactured in factories in India like cloth, iron, sugar etc. required state aid in some form or the other. Such being the case to expect Khadi to stand on its own legs is to ignore its basic character and useful contribution to Indian economy. Khadi sector employs 20 spinners, mostly woman, to produce the same quantity of yarn which is produced by a single power operated spindle.

A Pittance

The extent of support the Khadi sector gets from the Government is a pittance compared to what other Government enterprises and Multi-national companies get in the normal course. Take for instance Maruthi Udyog. To quote Sri Murusoli Maran, Union Minister for industries "Though the Government's contribution to Maruthi Udyog's equity is half of the Rs.133 corers, the public exchequer have already spent hundreds of corers by way of excise concessions, customs duty relief and sales tax waivers. It has become a monopoly company, a champion because of state." Suzuki of Japan has already repatriated Rs. 988.87 corers as profit over the past 12 years. In this

background let us examine the downward trend in the Government's assistance to Khadi sector. In the past the working fund given to khadi programme was interest free. Now 4.5% interest is being charged on Khadi. Earlier the Government used to give loans from plan provision. Now plan provision has depleted and the Khadi sector is financed by the consortium of banks (CBC), which expects working fund to be repaid in installments, along with interest. This is something, which Khadi sector cannot withstand because of provision in the cost chart. Of late, for even the capital expenditure loan for buying charkhas and looms the institutions are directed to go to banks under Margin Money Scheme. Drawing funds from commercial banks is not that easy. Even rebate is being given reluctantly and it may stop any time. Khadi is not mere cloth. It is a process of socio-economic reconstruction of our society. It is linked with the welfare of millions of our rural poor. As long as the government continues to proclaim that its objective is the welfare of the people, it has to continue its support to khadi Programme. Taking the contribution of khadi to the task of employment generation into consideration, Government has to considerate it as a priority sector and do all that is required to keep it healthy. If any one thinks that government is doing a favour to the Khadi Sector, by extending assistance to it, he is completely mistaken. Khadi

contributes to the welfare of the people and therefore it is the people's right to expect support from the Governments. Yes, Khadi sector can forego the governments assistance, if Government's of certain varieties of cloth is reserved for this Khadi sector. Further, about 50% of the cloth required by Government departments like Hospitals & Jails may be purchased from Khadi sector. If these positive steps are taken by the Government, then Khadi sector can become self-supporting. But the chances of Government taking such positive action are bleak.

The Khadi Sector is at cross roads today. It is facing a severe challenge. There is immense scope for expansion. But it is unable to do so for want of support. Even its existence is at stake. There are two options before the Khadi sector.

1. To fight with the Government for getting its legitimate assistance in a democratic and nonviolent way. This is legitimate cause; the programme is in the interest of the country's economy. We have a democratic Government and it is its duty to do what is good for the people, particularly the rural masses. But, such a step needs support of the people. We should do all that is required to people's support. Can we do it is the question.

2. To carry on Khadi programme as at present, that is, on a commercial basis which means production for sale, Government's support is essential. While we continue our

efforts to secure Governments support, we should at the same time try to develop Khadi on individual self sufficiency basis that is "Swavalambi Khadi." Even today there are people, who spin at home and get their yarn woven for their use. There is other who spin and get their yarn exchanged for cloth in the Khadi Bhandars. Number of such Swavalambi Khadi wearers should be made to multiply.

3. Thus, instead of limiting our activity to commercial Khadi as at present we should concentrate more and more on Swavalambi Khadi. That means we will continue commercial Khadi to the extent possible, with or without Government support, and supplement it with Swavalambi Khadi.

Whither are we going?

But, are we going in the path shown by Gandhi ji is the question that each one of us should pose our self. No, we are not going in the path shown by Gandhi ji. It may not be wrong to say that we are going in the opposite direction. The path we are adopting for bringing about development in our country shows that we have ignored the fundamental truth that the bulk of our population live in rural India. That is why Dr. J. C. Kumarappa wrote "The trend of events seems to be such that we shall end by hanging ourselves with scientific ropes".

Globalization & Liberalization:

The new concepts of Globalization and

Privatization being advocated by the World Trade Organization (WTO) are not at all be beneficial to India and to the other underdeveloped and the developing countries. By opening up the developing countries. By opening up the markets of the poor countries for the consumer products produced by the rich countries which are cheaper because of the heavy subsidies and tax concessions, the WTO is only helping the rich countries. Further all sorts of restrictions are imposed for products of poor countries to reach the countries. The policies adopted by the WTO which is dominated by the countries like the USA and the Western Union Countries, are helping the rich countries to exploit the underdeveloped and the developing countries.

Consumer Culture:

These are new concepts of Globalization. Liberalization and privation are further spoiling the people by spreading the consumer culture. Man is getting ready to do anything to meet his consumer needs. One should not forget that the world has enough to meet every man's need but not for any man's greed. Further, the rich nations by adopting industrialization without any control or restrictions are only polluting the mother earth's environment by carbon dioxide emission. This unhealthy trend was discussed with all seriousness in the earth summit held at Rio-de-Jenero. But the summit could not bring about any solution

particularly because of non-cooperation by the developed countries. The General Secretary of this Earth summit Mr. Maurice Stong was so disappointed with the outcome that he said "we have been the most successful species ever; we are now a species out of control. Our very success is leading us into a dangerous future." If we continue to develop this consumer culture, the result will be, as some one has warned "Everyman for himself and the devil takes the hind most."

Growth in gross Domestic product (GDP) alone cannot bring Justice and establish a peaceful society. What India needs is Distributive Justice and environmental protection. Decentralized economic development is the only means for achieving this. Centralization and exploitation are the two sides of the same coin. Exploitation of one by the other leads to violence and violence disturbs peace. The living condition of the poor man living in rural India can be improved only by adopting the policy of sustainable development or in other words economics of decentralization which Mahatma Gandhi and J.C. Kummaraappa advocated. For achieving this they gave us the programme of Rural Development through Khadi and Village industries.

Let us realize this before it becomes too late.

Source: Jay Jagat Mission Samachar, December 5, January 2006

Tourism ministry's ITDC hotels to use khadi bedsheets, toiletries

The ministry is also looking at other options to promote products manufactured by khadi and Village Industries Commission.

A few days ago, the Air India proposed that its crew be draped in khadi. The use of indigenous fabric for the 4,000-strong cabin crew was suggested by the national carrier's internal committee, in accordance with Prime Minister Narendra Modi's 'Make in India' and 'Khadi for Fashion' slogans. Now, the Tourism Ministry has proposed the use of khadi bedsheets and upholstery in ITDC (India Tourism Development Corporation) hotels across India. Currently, ITDC runs 16 hotels – including three in Delhi, and others in cities like Puri, Patna, Bhopal, Jaipur, Guwahati and Puducherry.

The ministry is also looking at other options to promote products manufactured by khadi and Village Industries Commission (KVIC). Keeping with that, besides towels, curtains and sofa covers, toiletries produced by KVIC will also be used in ITDC hotels. A plan is also afoot to open KVIC outlets at various airports across India. Even the Culture Ministry proposes to promote khadi by setting up separate stalls selling KVIC products during all festivals and fairs organised by it across India.

Besides the slogans given by the PM, the proposals are said to be inspired by a letter written by BJPPresident Amit Shah to various ministries, asking the ministers “to do the needful in ensuring that various departments under his ministry maximise the use of khadi in a systematic manner”. In this regard, Mahesh Sharma, MoS Civil Aviation, who also has independent charge of the Tourism and Culture ministries, says, “After receiving the letter, we have been thinking of ways and means to promote and popularise khadi in India. We haven't taken any final decisions but we are surely going to do it in a big way.”

Attached with Shah's letter is a detailed note by KVIC Chairman Vinai Kumar Saxena, citing how the PM had given the slogan “Azaadi Se Pehle, Khadi for Nation. Azaadi Ke Baad, Khadi For Fashion” during his Mann Ki Baat address in January. Saxena, in his letter, also talks about how KVIC employs more than 130 lakh people, and how he seeks inspiration “from the Honourable Prime Minister's governing principles concerning Make in India, Shrameva Jayate, Skill India and Khadi For Fashion”.

Handmade Paper

The Potential Catalytic Role in Swatch Bharat Mission and Development of Smart Cities

Swatch Bharat Mission : “Swachh Bharat Mission/Abhiyaan” which has been recently launched by the Hon'ble Prime Minister of India, Shri Narendra Modi on 2nd October, 2014 aims to achieve Swachh Bharat by 2019, as a fitting tribute to the 150th Birth Anniversary of Mahatma Gandhi.

The Swatch Bharat Mission targets an improvement in the levels of cleanliness in rural areas through Solid and Liquid Waste Management activities and making Gram Panchayats Open Defecation Free (ODF), clean and sanitized while on the other hand it is aimed at utilization of cleaner production techniques, environmental friendly disposal of industrial wastes and every possible effort for pollution free existence of people in the clean urban areas. Thus, we have to actually make our country green and clean in every aspect, and then only we shall be able to realize the dream of “SWATCH BHARAT” in the truest sense of its meaning.

Urbanization: Significance in Swatch Bharat Mission

India which is a home to 1.21 billion people contributes to about one-sixth of the world's population. As the global population continues to grow at a steady pace, more and more people are moving to cities every single day. Experts predict that the world's urban population will double by 2050 – which means we are adding the equivalent of seven New Delhi Cities to the planet every single year. Urbanization accompanies economic development. As countries move from being primarily agrarian economies to industrial and service sectors, they also urbanize. This is because urban areas provide the agglomerations that the industrial and service sectors need. This trend of urbanization continues to take place as seen in figure-1.

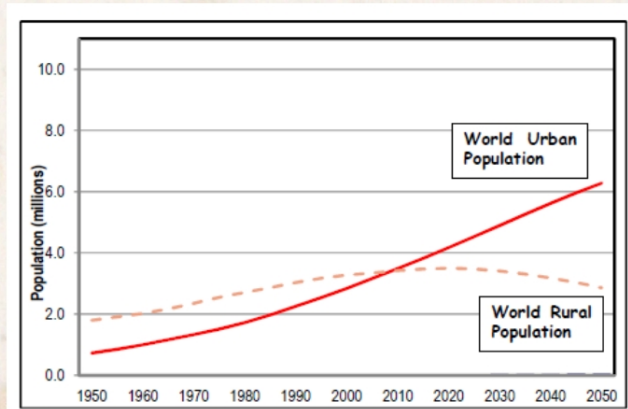


Figure-1: Growing Trend of Urbanization

In fact, 90 percent of the world's urban population growth will take place in developing countries, with India taking a significant share of that. Urban areas also contribute a higher share of the GDP. The share of the GDP from urban areas in India has been growing, as seen in the figure-2.

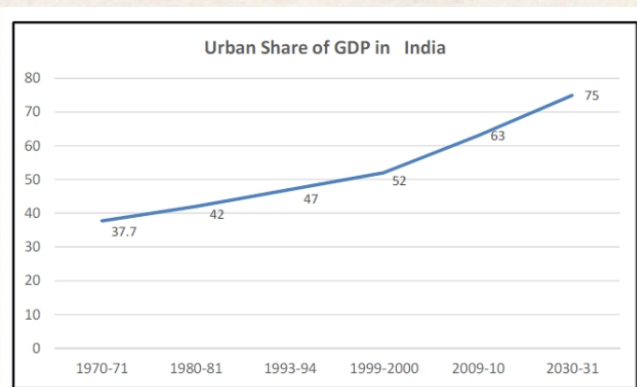


Figure-2: Urban Share of GDP in India

Urban population contributes over 60 percent of India's GDP and will contribute 70 percent of the national GDP in the next 15 years. It is for this reason that cities are referred to as the 'engines of economic growth' and ensuring that they function as efficient engines is critical to our economic development. This trend of urbanization that is seen in India over the last few decades will continue for some more time. The global experience is that a country's urbanization

upto a 30 percent level is relatively slow but the pace of urbanization speeds up thereafter, till it reaches about 60-65 percent. With an urban population of 31 percent, India is at a point of transition where the pace of urbanization will speed up. It is for this reason that we need to plan our urban areas well and cannot wait any longer to do so. The relatively low base allows us to plan our urbanization strategy in the right direction by taking advantage of the latest developments in technology. Moreover, it also offers us an opportunity to create a conducive environment for creation of employment opportunities and economic activities while improving the quality of life. It allows an opportunity to learn from good practices and mistakes made elsewhere. Countries have taken different paths to development as seen from the income Vs energy consumption graph as given in

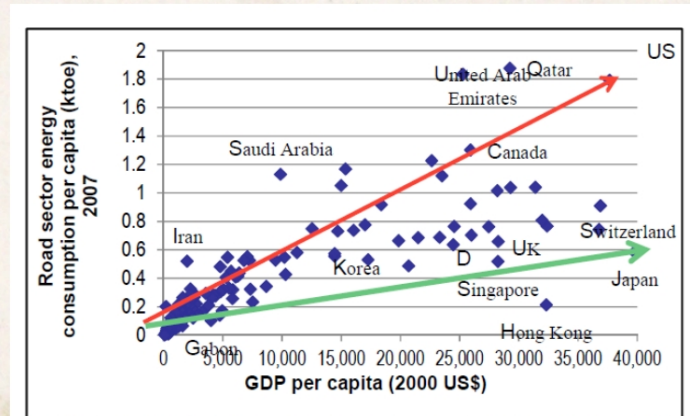


Figure-3: Income Vs. Energy Consumption Pattern of the World Development of Smart Cities in India

Looking into the growing trend of urbanization and its significance for the Swatch Bharat Mission, the Government of India has decided to develop 100 Smart Cities in the country. Accordingly, in his Budget Speech of July, 2014, the Finance Minister, Shri Arun Jaitley stated "As the fruits of development reach an increasingly large number of people, the pace of migration from the rural areas to the cities is increasing. A neo middle class is emerging which has the aspiration of better living standards. Unless, new cities are developed to accommodate the burgeoning number of people, the existing cities would soon become unlivable. The Prime Minister has a vision of developing 'one hundred Smart Cities', as satellite towns of larger cities and by modernizing the existing mid-sized cities".

Smart Cities: Concept

Smart Cities are those which have smart (intelligent) physical, social, institutional and economic infrastructure. Essentially, its Institutional Infrastructure (including

Governance), Physical Infrastructure and Social Infrastructure constitute the three pillars on which a city rests. The center of attention for each of these pillars is the citizen. So, a Smart City works towards ensuring the best for its entire people, regardless of social status, age, income levels, gender, etc. It is expected that such a Smart City will generate options for a common man to pursue his/her livelihood and interests meaningfully. In this context:

- Competitiveness refers to a city's ability to create employment opportunities, attract investments and people. The ease of being able to do business and the quality of life it offers determines its competitiveness.
- Sustainability includes social sustainability, environmental sustainability and financial sustainability.
- Quality of Life includes safety and security, inclusiveness, entertainment, ease of seeking and obtaining public services, cost efficient healthcare,

Six major characteristics have been identified for Smart Cities as shown in figure-4.

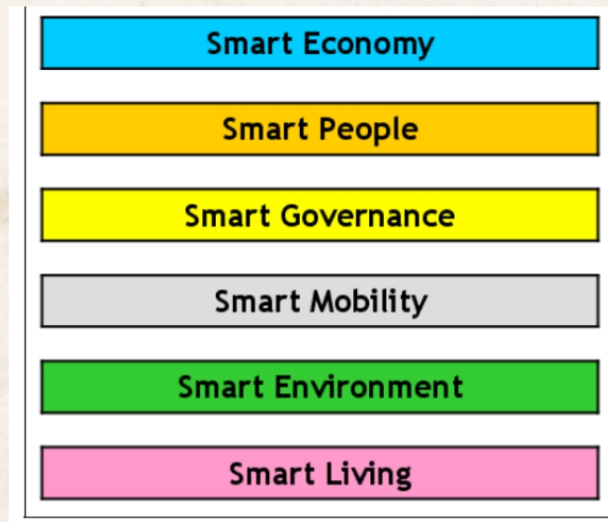


Figure-4: Characteristics of a Smart City

Smart Economy: includes factors all around economic competitiveness as innovation, entrepreneurship, trademarks, productivity and flexibility of the labour market as well as the integration in the (inter-)national market.

Smart People is not only described by the level of qualification or education of the citizens but also by the quality of social interactions regarding integration and public life and the openness towards the “outer” world.

Smart Governance comprises aspects of political participation, services for citizens as well as the functioning of the administration.

Smart Mobility Local and international accessibility are important aspects of smart mobility as well as the

availability of information and communication technologies and modern and sustainable transport systems.

Smart Environment is described by attractive natural conditions (climate, green space etc.), pollution, resource management and also by efforts towards environmental protection.

Smart Living comprises various aspects of quality of life as culture, health, safety, housing, tourism etc.

Various initiatives are being taken by the Government of India to convert 100 Cities into Smart Cities. The real challenge before the Government is to build inclusive smart cities for all its residents, irrespective of whether they are rich or poor. In a country like India, the process of making a

city smart should be people centric. The idea should be to make cities work for the people.

Significance of Sustainable Technologies for Smart Cities in Indian Context

As per the latest definitions of smart cities “The rudiments of what constitutes a Smart Sustainable City which we define as a city in which ICT is merged with traditional infrastructures, coordinated and integrated using new digital technologies.” A Smarter City uses technology to transform its core systems and optimize finite resources. At the highest levels of maturity, a Smarter City is a knowledge-based system that provides real-time insights to stakeholders, as well as enabling decision-makers to proactively manage the city's subsystems. Effective information management is at the heart of this capability, and integration and analytics are the key enablers.

As per the CSTEP report'2015, the notions of sustainability largely encompass the larger goals of a smart city, Technology is an important enabler in attaining sustainability and good governance in a city, There is no 'one size fits all' model for smart cities that can be adopted in India, There is a critical need for contextualizing various aspects of smart city development, which is an opportunity for India to chart its

own path towards smart city development. Replication of other's attempts towards smart cities needs to be carefully examined, especially in a country like India with an extremely diverse social and human development canvas, and with growing constraints in critical resources such as land, water, energy, finance. As India gets prepared to embrace a more urbanised future, it becomes extremely crucial to build the right smart city development model while being cognisant of the negative externalities.

The suggested definition of a smart city in the Indian context is “A Smart City would be the one which plans judiciously to meet its aspirations and challenges in a sustainable manner while fostering principles of good governance. These are achieved in a Smart City by utilising the enhanced power of technology, engaging with a more aware and informed citizenry and creating a more competent and capacitated set of people working within an accountable framework” (Figure 5).

In the specific context of Swatcch Bharat Mission and the Development of Smart Cities, Handmade paper can play a very important catalytic role due to its ecofriendly credentials and decentralized method of production. For this, we should make rigorous mass-campaign activity for creating interest and awareness about handmade paper and should also

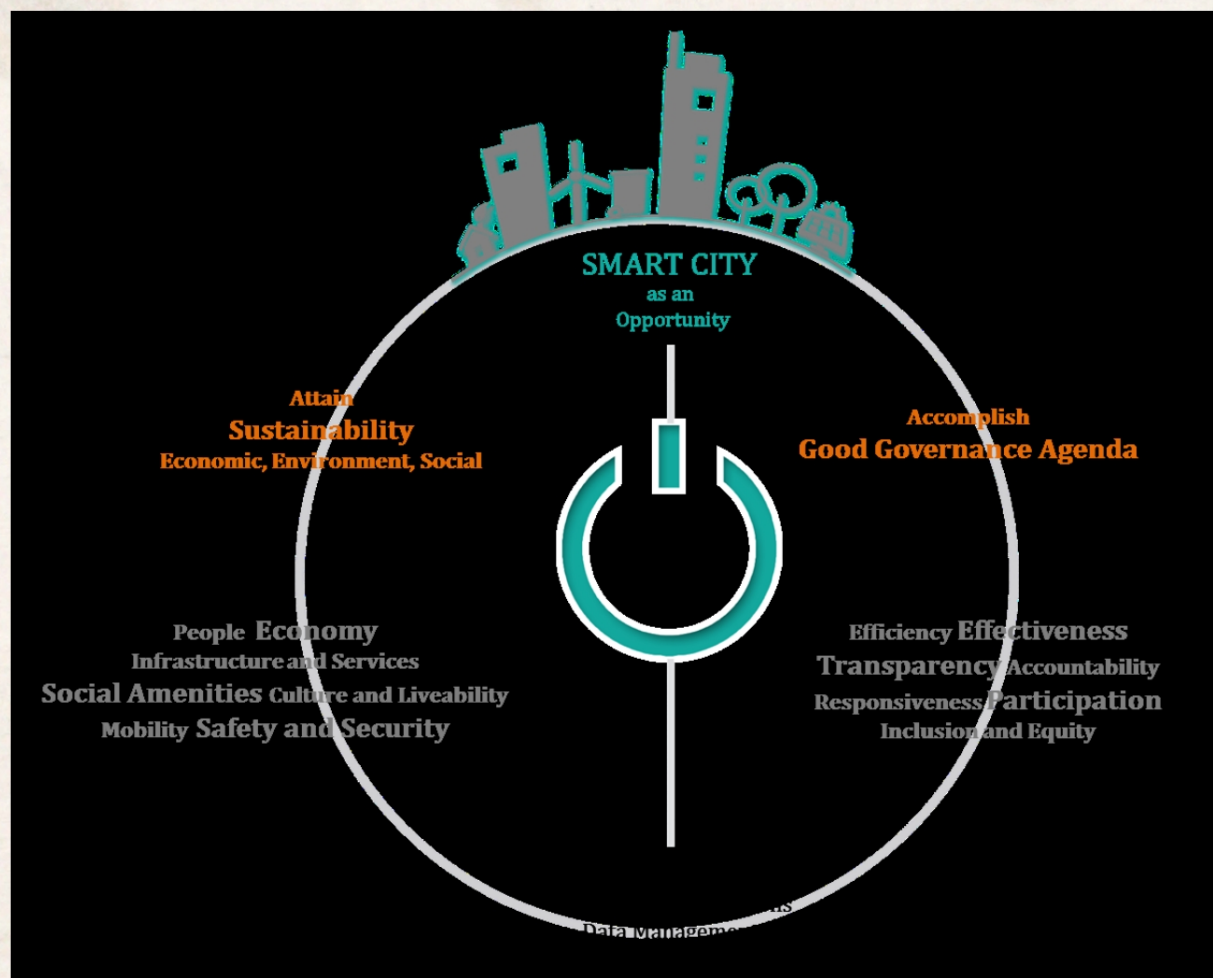


Figure 5: Approach for Smart City Development in India

Source: CSTEP Analysis

Handmade Paper: A Potential Catalyst of Swatch Bharat Mission and Smart City Development

emphasize on recycling of waste papers because such recycling can play a very important role in addressing the problems of deforestation and global warming besides bringing cleanliness in the society.

Handmade paper is one of the socially responsible products because it is the tree-free, cleanly produced, environmental friendly product. The production of handmade paper and the paper itself is a socially responsible process and the product

as well in the truest sense of its meaning. This is because the Handmade papermaking neither utilizes the woody, forest based raw materials nor it uses the toxic, harmful chemicals. The raw materials used for its production include cotton rags/tailor cuttings/hosiery waste besides the waste paper (shredded currency waste/old news print waste/magazine waste etc.) and the natural fibers comprising of a range of ligno-cellulosic waste materials (banana fiber, jute, Ankara etc.) available in plenty in different regions of the country.

Manufacturing of handmade paper generates employment for both men and women, ensures better income distribution and earns valuable foreign exchange through exports. The handmade paper units can be established particularly for lower income groups and for those who are below poverty line (bpl) through cooperative societies or communities in the rural areas. Among the main advantages of hand papermaking are low input requirements for day-to-day management, low capital cost, flexibility in production of different papers and higher price obtainable for the paper produced by converting it into value-added products.

It is very unfortunate situation of our country that due to the high cost involved in segregation of the waste generated/collected, recycled paper mills of India prefer importing waste paper from other countries to the domestic waste paper and this practice ultimately adds to the contagious problems like Swine Flu. So, if we develop the practice of segregating our waste at the source itself, this ironic situation may be improved. Further, proper waste disposal/management practices would also contribute towards the great dream of "SWATCH BHARAT ABHIYAN".

Since children are the future citizens of India, we should focus on the school/college/university students so that they can become the Brand Ambassadors of such activity. All the schools/colleges may be motivated to involve their children in the segregated disposal, collection and recycling of waste papers generated in their

campus. The various Govt. offices may be moved to utilize office stationery produced from recycled waste paper.

As far as the benefits of handmade paper industry and society are concerned, the proposed actions will ultimately result into the sustainable development of our country. Because promotion of recycling practices help in reducing solid waste generation, reducing deforestation (as 27 eucalyptus trees are required for producing one MT of paper), pollution and global warming problems. The recycled handmade papers may be utilized for making carry bags/paper bags to replace the polythenes. The innovative designing inputs of the young students may help in producing excellent products of handmade paper. This may further be exported to different countries and may also be promoted in domestic market. The children will themselves ask their parents to use them and thereby may contribute to "Swatch Bharat Abhiyan" in a very big way.

This proposed range of activities will also help in upliftment of the handmade paper industry and the machinery manufacturers. Demand of handmade paper will rise and this will ultimately reflect into the increased benefit levels. Development and adoption of biotechnological applications in handmade paper sector will surely improve its ecofriendly credentials.

This way, introduction, production and utilization of handmade paper/recycled paper may not only help in contributing to the Swatch Bharat Mission but it may also help in bringing smartness to the urban areas. Apart from this, the rural areas may

also be involved in making handmade papers through utilization of the locally available lignocellulosic raw materials available in their respective areas with the incorporation of cleaner production techniques particularly the biotechnology and thus Model Villages may also be developed.

So, there needs to be a departure in the way technology is being portrayed as the panacea of all urban ills. It is in fact an important enabler, which can yield the desired results only when applied in a context-specific manner. Collective vision, supportive policy instruments and domestic stability are equally important in achieving smartness in a city through technology. The cleanliness will surely come along.

Therefore, the catalytic role of handmade paper should be understood properly and all the necessary efforts should be made to exploit all the potentials involved thereby.

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^- Heritage Industries, Pune

THE HINDU

DELHI, MONDAY, MAY 2 2016

IGIA spins larger-than-life yarn

The four-tonne teakwood charkha is being installed by KVIC at Delhi airport

SIDHARTHA ROY

NEW DELHI: India's biggest and busiest airport will now have something new to boast about — the world's biggest charkha.

The larger-than-life charkha is 27-foot wide and 15-foot tall. The four-tonne teakwood charkha has been installed by the Khadi and Village Industries Commission (KVIC) at the Indira Gandhi International Airport here. Airport's private operator Delhi International Airport Ltd. (DIAL) has statutory right on Terminal 3 for allotment of land and space in and around the terminal.

"The charkha is a symbol of India's Independence and non-violence. We felt the world's largest charkha should come up at the Delhi airport, which is visited by lakhs of people every day...people should know what a charkha is," KVIC chairman V.K. Saxena told *The Hindu*.

"Gandhiji made the charkha a weapon for India's Independent and it is very important for India. It is also a



DESI DISPLAY: The charkha was built in Ahmedabad by 42 carpenters over 50 days and brought to Delhi in trucks. — PHOTO: SPECIAL ARRANGEMENT

symbol of India's rural prosperity. Lakhs of people are running the charkha in the remotest corners of the country," Mr. Saxena added.

The charkha was built in Ahmedabad by 42 carpenters, who took over 50 days to complete the work. It was brought to the airport in trucks.

"It is made of pure teakwood, which is very costly," he said. The charkha also commemorates the centenary year of Mahatma Gandhi's arrival from South Africa.

Mr. Saxena said the display of the world's biggest charkha at the Capital's "busiest airport" will also inculcate the

feeling of swadeshi among both domestic and international travellers. In a meeting held on January 13 between Mr. Saxena and DIAL CEO I. Prabhakar Rao, DIAL agreed to allot space for putting up the charkha at the departure forecourt between gates number 4 and 5.



Modi blanks out Gandhis

TIGER ROARS AT BJP
May 26 | Saamna criticizes Modi govt as it completes two years in office, says it made tall promises but failed miserably to deliver
May 26 | Says results of five Assembly polls have gone against BJP
May 12 | Sena hits out at BJP over Uttarakhand, saying if it continued its ways, India would move towards another Emergency-like situation
April 7 | Saamna says BJP's cheap politics over 'Bharat Mata Ki Jai' will not help resolve the water crisis in Maharashtra

Pouring ridicule on Modi's latest assurance that strengthening states would be his government's priority, Saamna asked if states ruled by non-BJP governments would also be strengthened by the NDA.

► Continued on P 8

Khadi, village product sales soar 14% to ₹36,425 crore

Sidhartha@timesgroup.com

New Delhi: India Inc may be complaining of weak rural sales due to poor rains for two years in a row, but Khadi and village industries, which manufacture products ranging from honey to soaps and food to handicraft, are clocking a double-digit growth.

Data available with TOI showed that Khadi and village industries sales shot up 14% to ₹36,425 crore during 2015-16, while top FMCG players reported a much lower sales growth. The exception perhaps is Ramdev's Patanjali, which claimed to have more than doubling its turnover to ₹5,000 crore last year.

Unlike FMCG firms that largely rely on their own plants for production, Khadi and village industry products are manufactured by around seven lakh privately owned household units.

► Khadi fabric sale, P 16

Kalraj Mishra Appreciates JK Govt for PMEGP



Srinagar | Agencies

Appreciating the work of State Government in Prime Minister's Employment Generation Programme (PMEGP) during 2015-16, the Union Minister for Micro, Small and Medium Enterprises (MSME) Kalraj Mishra on Sunday said that 23,140 people of Jammu and Kashmir were employed in 3,772 PMEGP units across the state.

The minister added that a record sum of approximately ₹38 crores was utilised in past two years for assisting a record number of more than 2200 PMEGP units in Jammu

and Kashmir. "During the last two years more than 6,80,000 persons were employed by setting up of 92,508 PMEGP units in whole of India. Out of which 23,140 persons were employed in 3,772 units in the state of Jammu and Kashmir," Mishra said while addressing a press conference here on Sunday.

Earlier, the Union Minister inaugurated and addressed to the participants of PMEGP workshop at Rajbagh, here, Jammu and Kashmir Minister for Industries and Commerce, Chander Parkash Ganga was also present on the occasion.

Khadi fabric sales up by 29%, cross ₹1,500cr mark for the first time

► From P 1

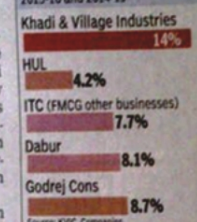
These desi units are funded through schemes such as PM's Employment Generation Programme. A small part of the produce is sold through Khadi Boards and outlets owned by Khadi and Village Industries Commission (KVIC). The majority of products, which could be henna, papad or agarbattis, is directly sold through private shops.

Unlike Patanjali, which has launched a high-decibel campaign, village industry sales have been driven by an aggressive distribution push, including to institutional buyers such as Air India and Indian Railways, said KVIC chairman VK Saxena.

Air India for instance has placed a ₹8 crore order to

SLOWDOWN PROOF?

Change in sales between 2015-16 and 2014-15



source khadi products for kits for first and business class travellers.

Khadi fabric and garment sales witnessed a 29% growth and crossed ₹1,500 crore mark for the first time. While the government is pushing khadi, there is also a change in the sales mix with ready-

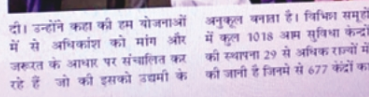
Unlike Patanjali, which has launched a high-decibel campaign, village industry sales have been driven by an aggressive distribution push, including to institutional buyers such as Air India and Indian Railways

made garments now accounting for around 45% compared to nearly 30% two years ago.

KVIC is now tying up with Paytm to offer "high-end products" online. It has also entered into arrangements with companies such as Raymond and Fabindia. Sources said that KVIC will for the first time also enter into franchise agreements for around 20 new stores in Kolkata and Mumbai, with Delhi expected to join later.

मुंबई। मुंबई में आइटलुक बिजनेस कार्यक्रम को संबोधित करते हुए 17 मई 2016 को माननीय केंद्रीय मंत्री प्रमोदसमर्थ ने काफ़ी, कलस्टर (संघ) कायदा के अन्तर्गत व्यापार की प्रतिस्पर्धात्मकता बढ़ाने और उद्यमशीलता, रोजगार और आजीविका के अवसर प्रदान करना और साथ साथ भारत के युवाओं के लिए सहायक और एकजुट परिवारण को प्रोत्साहित करेगा। उन्होंने उद्योग अथर जापन में प्रतिस्पर्धा के लिए न्यूनतम जानकारी की आवश्यकता के लिए यह पहल के बारे में भी जानकारी

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दी। उन्होंने कहा कि हम योजनाओं में से अधिकतर को मांग और जरूरत के आधार पर संचालित कर रहे हैं जो कि इसकी उधम की अनुकूल बनता है। विभिन्न समूहों में कुल 1018 आम सुविधा केंद्रों की स्थापना 29 से अधिक राज्यों में की जानी है जिनमें से 677 केंद्रों का

काम पूरा हो चुका है और 178 में बुनियादी सुविधाओं के जालन किया जाना है जिसमें से 126 केंद्रों का जालन किया जा चुका है। उन्होंने कहा की हमसपरमई के विकास का राष्ट्रीय दसवां राष्ट्र का विकास है और दूसरा देश के अर्थिक विकास पर एक बड़ा असर पड़ेगा। उन्होंने टूल कम की स्थिति काटके प्रवृत्ति में बुनियादी ढांचे के विकास पर जोर दिया। उन्होंने मुम और लघु उद्यमों में सार्वजनिक खरीद पर बल दिया और कहा कि वह 20% से 20% अतिरिक्त सार्वजनिक खरीद करना चाहते हैं।

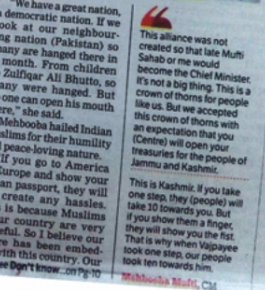
Hails 'humility of Indian Muslims',
says 'Kashmir youth need to be brought into mainstream'

SAQIB MALIK

Hails 'humility of Indian Muslims',
says 'Kashmir youth need to be brought into mainstream'

SAQIB MALIK

SAQIB MALIK

[illegible]

We have a great nation, a democratic nation. If we look at our neighbouring nation (Pakistan), many are hanged there in a month. From children to Zulfiqar Ali Bhutto, so many were hanged. But no one can open his mouth there," she said.

Mehbooba hailed Indian Muslims for their humility and peace-loving nature.

"If you go to America and Europe and show your Indian passport, they will create any hassles. This is because Muslims in our country are very useful. So I believe our area has been embedded with this country. Our God Don't know... on Pg-10

This alliance was not created so that late Mufi Sahab or me would become the Chief Minister. It's not a big thing. This is a crown of thorns for people like us. But we accepted this crown of thorns with an expectation that you (Centre) will open your treasures for the people of Jammu and Kashmir.

This is Kashmir. If you take one step, they (people) will take 10 towards you. But if you show them a gun, they will show you the fist. That is why when Valjapee took one step, our people took ten towards him.

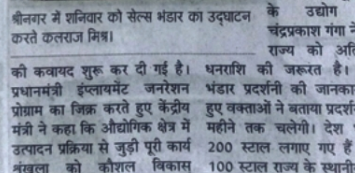
Mahabubul Haq, CM

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अमर उजाला ब्यूरो

अमर उजाला ब्यूरो

श्रीमंगल। केंद्रीय सरकार वर्ष 2022 तक 1.5 करोड़ युवाओं को प्रशिक्षित करेगा। 18 टल कम और देशवासी केवलतम सेटरी में एक लाख युवाओं को वॉरमन में लपु और सीवी अवधि का प्रशिक्षण दिया जा रहा है। अनेक काले समय में यह प्रमान व्यवक स्तर तक ले जाया जाएगा। माइने, स्मल एंड मीडियम इण्ट्रापराइस केंद्रीय मंत्रालय लखने से शीमंगल में वे बातें कही। सेल्व भंडार के इवजुमन समारोह में और केंद्रीय मंत्रि ने कहा कि केंद्रीय सरकार ने जम्मु कश्मीर के लपु उद्योग को पुनर्जीवित करने के लिए विशेष योजना बनाई है। लपु और खादी औद्योगिक इकाइयों को केंद्र विशेष सहायता प्रदान करेगा। छोटे उद्योग और पंच पर लखे हो सके, केंद्र लिए युवागिरी नखने के अग्रसर सहायता दे



श्रीनगर में शनिवार
करते कलराज मिश्रा
की कवायद शुरू
प्रधानमंत्री इंप्लान्ट
प्रोग्राम का जिक्र
मंत्री ने कहा कि
उत्पादन प्रक्रिया से
शंखला को

को सेल्स भंडार का उद्घाटन	के उद्योग
।	चंद्रप्रकाश गंगा ने
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यमैट जनरेशन करते हुए केन्द्रीय	हुए वक्तवाओं ने बताया प्रदर्श
औद्योगिक क्षेत्र में	महीने तक चलेगी। देश
ने जुड़ी पूरी काय	200 स्टाल लगाए गए हैं
लाल विकास	100 स्टाल राज्य के स्थानों

जागरण संवाददाता, नई दिल्ली: इस गर्मी में खादी को अपनाक बनाकर पहनें। पिछले वर्ष की तुलना में इस वर्ष खादी पहिनाओं की बिक्री में करीब 30

आमरण सोचकर मैं दिल्ली: इस गर्मी में खादी को थमाक बाका रहें। शिलावे में की तुलना में इस वर्ष खादी पहिनाये की बिक्री में करीब 30 फीसद तक तेजी देखने को मिल रही है। खादी पहिनाये की बिक्री में मुख्यतः तुलना धारकों के इस वर्ग में उत्पन्न है। इनमें मुम्बईका यह चलन आगे भी बढ रह सकत है। क्योंकि खादी को आम लोग ही पहिनाये को तेकर मोटी सरकार मण्डर है। प्रथमवर्ग के लोग ते में अपने मन की बात में ही खादी के पहिनाये धारणे को तेकर प्रेरित किया था। स्वयं भारत कि मंत्री में खादी के कपड़े पहिने को सज्जन रहे हैं। ऐसे में खादी की धारा जगद है। हमारे भी मोट मोट कपड़े पहिनाये।

कटि पहिने के पहिनाये पहिनाये के मण्डरोंक शिला खादी धारणे धारणे के आदर्शरूप में बढ

- रिक्तते र्श की तुलना में खादी के परिधानों की प्रिक्ति में 30 फीसद की बढ़ोतरी
- खादी के लहंगे और दुपट्टे लोगों को खूब आकर्षित कर रहे हैं

पिछले साल के मुकाबले इस बार छाहकों का
रिजवा बढ़ी है। इस बार लंबे और मोटी स्ट्राल
नये खूब पाये गये।

आइस्टेरस में छाहों के उपचों के साथ-
साथ सिल्क की साइज, लम्बे, मुँह, सूर,
पट्टे, कूँ की भी खूब पायी है। इनमें से
सिक्काओं व पुचों के कूँ 500 से 2000 रुपये
की कीमत में उपलब्ध है। साथ ही सिल्क
की साइज 1000 से 6000 रुपये के बीच
पाया है। छाहों से बने लहंगे तथा टुन्ने के
हैं किम्मे की उपलब्ध है। छाहों सामानों के
दरों की एस भाटी ने बताया कि इस बार
छाहों की बिक्री में पिछले साल के मुकाबले 25
से 30 प्रतिशत की वृद्धि हुई है। इसका कारण
लगा है छाहों की ओर आकर्षित होने के कारण



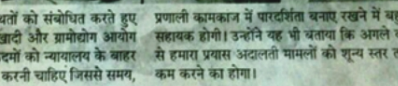
जॉर्ज प्लेस स्थित खादी सामुदायिक भवन में गर्मियों के ठंडे लोगों को वसूरी लुभा रहे हैं।

पुस्तिका का लोक

मुंबई, खादी और ग्रामोद्योग आयोग के अध्यक्ष विनय कुमार सक्सेना द्वारा आयोग के न्यायिक मामलों धन और ऐसी कार्यवाहियों के कारण उत्पन्न कठिनाइयों से बचा जा सके। आयोग के विधि विभाग की पहल की

मुंबई, खादी और ग्रामोद्योग आयोग के अध्यक्ष विनय कुमार सक्सेना द्वारा आयोग के न्यायिक मामलों से संबंधित एक पुस्तिका का लोकार्पण एवं आयोग

धन और ऐसी कार्रबाइयों के कारण उत्पन्न कठिनाइयों से बचा जा सके। आयोग के विधि विभाग की पहल की सराहना करते हुए उन्होंने कहा कि 'आनलाइन निगरानी



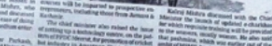
के चल रहे मुकदमों हेतु आनलाइन निगरानी प्रणाली के शुभारंभ खादी और ग्रामोद्योग आयोग के मुख्यालय मुंबई किया गया। इस अवसर पर आयोग के मुख्य कार्यकारी अधिकारी अरुण कुमार गौ, वित्तीय सलाहकार शीमती उषा सुरेश तथा अन्य वरिष्ठ अधिकारी भी पस्थित थे। सभी उपाध्यक्ष ने दोहराया कि रोज चल रहे व्यापक मुकादमों को हल करने की कोशिश



प्रणाली कामकाज में भारदोशता थपाने रखने में या सहायक होगी। उन्होंने यह भी बताया कि अगले साल से हमारा प्रत्यक्ष अदालती मामलों की शून्य स्तर तक कम करने का होगा।

Mishra urges banking sector to create

rice, paper machine chemicals for enhancement of target from 2500 to 4000.



Minister for Mac, Claudio Chiriac, NIVE, Via Sarmiento 1000, said, were on the occasion.

Chiriac assured Montebello of the the

Montebello also urged the Civil

Ministry of Education, Culture and

for an Economic Study and Training

in the state to help in the

of some of the main manufacturers of

from the state to help in the

A proposal for creating a

at Buenos Aires and Pinar del Rio

at Buenos Aires, according to Montebello

main industry in the Ministry

of Agriculture and Development Program

of studies of procedure for creating

the Ministry of Development Program

meeting was reflected.

The Chief Minister also urged the

Ministry of Education and Culture

of Market Forces and

which has already been agreed in principle.

The Village Study

for almost 10 years. The company has been successful in its efforts to develop a strong, stable, and profitable business. The company has been successful in its efforts to develop a strong, stable, and profitable business. The company has been successful in its efforts to develop a strong, stable, and profitable business.

[illegible]

handmade of the state. She also vouched for cluster approach for which, she said detailed discussions have been held with the state government.



BENAGAR: Chief Minister Madhu Bhatti and Union Minister, Kadir Mulla, on Sunday inaugurated the First National Khadi Exhibition at the Kirti House, here.

Minister for Industries & Commerce, Chander Parkash, Registrar, Ramnath Arora, VK Saxena, MISHRA, Kishore, were present on the occasion.

Special Khadi support to

[illegible]

the conducting of the enterprises, "the real value chain of manufacturing, from raw materials to finished products, from village industries to state-of-the-art manufacturing sectors, from an engineering and art center to a service sector," he said. "We have 160 towns and 10,000 small to medium enterprises, and the majority are providing both jobs and income to more than six million people," he said.

He said that his ministry was implementing a number of reforms and programs for the benefit of the middle class, including the promotion of entrepreneurship, the promotion of science, technology and innovation, and the promotion of science and technology up-gradation. He said that he had launched various programs for promotion of innovation, entrepreneurship, and science and technology, and to provide help to the agri industry. The minister also said that he would be visiting the U.S. to meet with the Secretary of Commerce, J. Mackey, and the President-Governor of the states of the department.