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on Rural Industrialisation

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09,16,17, 20 & 24

MSME Minister announces Rs. 6 crore for 'Khadi Plaza' at Nagaland

DIMAPUR:(Nagaland): Union Minister for Micro, Small and Medium Enterprises (MSME) Shri Kalraj Mishra inaugurated the 'Regional Conclave of M S M E ' at Rhododendron Hall, Police Complex Chumukedima.

Addressing the conclave, Shri Mishra announced Rs. 6 crore for setting up 'Khadi Plaza' at Agri Expo Site in Dimapur. He expressed hope that Dimapur Conclave 2016 would help the ministry in evaluating the performance of schemes as implemented and that interaction with State governments and associations of NE region and other stakeholders would help government plan and execute various policies and programmes aimed at the sustained development of MSME sector.

The participating states at the conclave are Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura.

Emphasizing on the significance of MSME, Shri Kalraj Mishra said, the primary responsibility of promotion and development of MSMEs is of the State governments while the role of the Ministry of MSME and its organizations is to assist the



States in their efforts to encourage entrepreneurship, employment and livelihood opportunities and enhance the competitiveness of MSMEs in the changed economic scenario.

The implementation of policies and various programmes /schemes for providing infrastructure and support services to MSMEs' is undertaken through its attached office, namely MSME Development Institutes underlined Kalraj.

"During 2015-16 (till 31st January, 2016) 29174 projects have been approved, which generated total employment of 2,11,601. Out of this, 5092 projects have been approved for the 8 States of northeast region (including Sikkim) and these are expected to generate 20639 employments"

said Shri Mishra.

Nagaland's Chief Minister, Shri T R Zeliang, pointed out that statistics indicated that the MSME sector in the northeast states accounts only for 1.78 percent of the total gross output of the country with less than two percent of the national level fixed investments going into it.

There are multiple factors leading to this low level of output and investment in the MSME sector of the region.

The lack of basic infrastructure, both physical and financial is the constraining factor which needs to be addressed and the major challenge would be developing and enabling ecosystem for the MSME sector to grow in the region.

Parliamentary Secretary for Industries and Commerce Amenba Yaden underlined that the state has under submission a project proposal for construction of Khadi Plaza at a project cost of R.6.18 crore where the office of Khadi and Village Industries Commission (KVIC) has agreed to fund earlier.

The legislator, however, said that in view of the scheme revision, the project could not be funded till date. Stressing on the benefits of MSME Ministry Yaden said that Nagaland was still unfortunate as it was not able to take advantage of the schemes.

He, therefore, underscored that the PMEGP scheme of the Ministry if implemented suitably will help solve the problem of unemployment in the state.

He pointed out that issue of delay in the sanction of loans by banks under financing the projects and correspondingly the delay in release of the margin money to the banks are limiting the successful implementation of the scheme.

Pointing out that about Rs.8.50 crores of margin money claims are pending release to the banks against sanctions released by the banks in the state, Amenba stressed on the need to address the issues and enhance the physical and financial target allocation to the state as the current targets are inadequate and cannot meet the requirement of the state.

The regional conclave of MSME's was attended by Mizoram minister for Industries PU HJ Rohluna and representatives from Arunachal Pradesh, Assam, Manipur, Meghalaya, Sikkim and Tripura states besides a host of legislators and officials of Nagaland state.

Later in the evening, the Business association of Nagas (BAN) also called upon the union minister and submitted a memorandum seeking the government's intervention to promote the new generation business community.

BAN has sought for setting up of a manufacturing park; revival of North East industrial policy, up-gradation of MSME Office to MSME Directorate in Nagaland, North-East Cell under MSME, Setting up of Food Testing Laboratory in Nagaland.

It reminded the Union Minister that his kind and prompt redressal of their request will be a milestone in ushering of a "New Economic Era in Nagaland."

Meanwhile, a national-level development programme-cum-industrial exhibition was inaugurated on February 25 by Yaden at the super market in Dimapur.

The exhibition was organized by a branch of the Ministry of Micro Small and Medium Enterprises in association with the Alaphra Group.

Government to create 2.5 lakh Dalit entrepreneurs under 'Stand Up India'



MUMBAI: About 2.5 lakh SC/ST entrepreneurs would be created under the Centre's Stand Up India initiative, Union Minister for MSME (Micro, Small & Medium Enterprises) Kalraj Mishra said. "Under Stand-up India initiative, each of the 1.25 lakh bank branches would be encouraged to fund a SC/ST and woman

entrepreneurs to create 2.5 lakh new entrepreneurs in the country," Mishra said at the inauguration of the 5th National Industrial & Trade Fair organised by Dalit Indian Chamber of Commerce & Industry (DICCI) in Mumbai. There would be a special support structure for innovation based start-ups, including

funding from the government.

"The government will unveil a blue print for start-ups to ease the process of setting up new venture very shortly," he said.

Shri Mishra observed that availability of adequate credit was always a major issue and his ministry has taken several initiatives to address the challenges.

"The ministry is implementing major schemes like Prime Minister Employment Generation Programme (PMEGP), a credit-linked subsidy programme for creation of employment in both rural and urban area of the country. PMEGP is providing relaxation to SC/ST beneficiaries.

"For urban SC/ST beneficiaries, margin money subsidy is provided at 25 per cent of the project cost while it is 35 per cent in rural areas," he said.

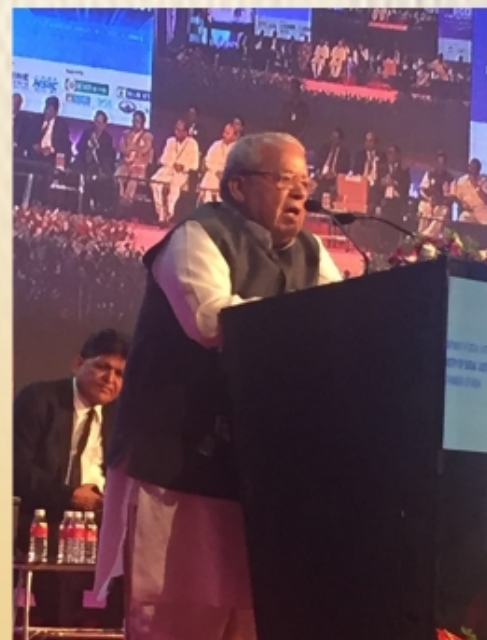
The minister also said that the Dalit Indian Chamber of Commerce & Industry has been encouraging and facilitating Dalit enterprise as a means of empowerment and also ensuring that the community contributes in the economy, and be the 'job givers, not job seekers'.

On the occasion, Minister for Heavy Industries Anant Geete said there is a promising road ahead for Dalit entrepreneurs.

"As many as 292 PSUs in India have been mandated to procure 20 per cent of their requirements from MSME sector. Of this, 4 per cent has to be from Dalit enterprises, which translates into a sizable market" he said.

Earlier, Chief Minister Devendra Fadnavis inaugurated the Trade Fair and stressed on the need of empowerment of SC/ST entrepreneurs.

The fair has 350 stalls, including 30 stalls belonging to the Central PSUs. Seminars on MSE procurement policy, B2B meetings, buyer-seller meetings are being organised on themes important for entrepreneurs, in addition to programmes designed to promote business opportunities and capacity-building.



Good Governance and Employment Generation to Focus in MSME

21st January 2016 :Shri Kalraj Mishra, Union Minister of Micro, Small & Medium Enterprises (MSME) emphasized on the need for using information technology for good governance and employment generation in MSME. While addressing the meeting of senior officers of the Ministry of MSME in New Delhi today, he expressed satisfaction that Udyog Aadhaar enabled Udyog Aadhaar Memorandum (UAM) is getting momentum among entrepreneurs and over 4000 UAMs are being filed every day.

Shri Kalraj Mishra, Union Minister of MSME and Shri Giriraj Singh, Minister of State for MSME met Senior Officers of Ministry of MSME today in continuation with Prime Minister's remarks in concluding session of interaction with Group of Secretaries held on 21.01.2016. The Group of Secretary reports plan of action for Ministry of MSME shall be based on:

- I. Good Governance - Challenges and Opportunities
- II. Employment Generation Strategies
- III. Farmer-Centric Initiatives in

- Agriculture and Allied Sectors
- IV. Education and Health – Universal Access and Quality
- V. Innovative Budgeting and Effective Implementation
- VI. Accelerated Growth with Inclusion and Equity
- VII. Swachchh Bharat and Ganga Rejuvenation – People's Involvement and Sustainability
- VIII. Energy Efficiency and Conservation. Keeping in view the importance of Action Plan for high speed broadband connectivity on optical cable to all Gram Panchayats, proposed to be implemented by December, 2018, the Union Minister of MSME expressed desire to understand all the steps required for the implementation at ground level. Giving his concluding remarks during the presentation, Shri Mishra said that Information, Education and Communication plan of the Ministry should be finalized quickly so that entrepreneurs are aware of various norms and procedures of the Ministry.

(Release ID :137963)

More than 4,25,000 Jobs to be Generated Under PMEGP During 2016-17

Shri Kalraj Mishra, Union Minister for MSME has said that 2016-17 will be the development year for MSME with the more allocation and increased job creation.

He said that ministry has prepared a time bound action plan for utilising the allocation of Rs.3,000 crore to his ministry and the implementation of major schemes which include PMEGP, SFRUTI, ASPIRE, etc.

Briefing about the roadmap and budget allocation of MSME Ministry here today, Shri Kalraj Mishra said that under PMEGP a sum of Rs.1,139 crore will be utilized during 2016-17 to assist 55,000 projects with Margin Money. This will generate employment for more than 4, 25,000 persons.

He said that Khadi production is expected to reach Rs.1300 crore during this fiscal year, generating employment for more than 19.50 lakh persons. Rs.341 crore has been earmarked for Khadi & Village Industries Commission for this purpose.

Shri Mishra said that to promote the interest of rural artisans, the Government has decided to take up development of 39 clusters with an approximate cost of Rs.60 crore benefitting more than 10,000 artisans.

Shri Kalraj Mishra said, the Government is very keen to strengthen economic activities in rural pockets and with this purpose a sum of Rs.100 crore has been earmarked under the Scheme for Promotion of Innovation in Rural Industries and Entrepreneurship which will be utilized to set up of 45 LBIs and 25 TBIs. He also said that for both SFURTI and ASPIRE, a web based application and monitoring system will be designed and implemented. He said that, Village Industries production is expected to cross Rs.45,000 crore during 2016-17, creating employment for more than 163 lakh persons. The Minister said that a sum of Rs. 43.56 crore has been allotted to take the Coir products to the level of 5.5 lakh metric tonnes and create employment for more than 7.25 lakh persons and exports of more than Rs.1,500 crore.

Shri Kalraj Mishra said that Ni-MSME plans to come up with MSME Clinic concept. The various experts on the different aspects of the working of MSMEs will be brought under one roof for providing one stop facilities to the MSMEs. He also said that Rs.500 crore has been provided for promoting entrepreneurship among SC/ST to become job providers rather than job



Shri Giriraj Singh, Union Minister of State for Micro, Small and Medium Enterprises (MSME) in discussion with Smt. Mridula Sinha, Governor of Goa on benefits of Solar Charkha cloth at Khanwa.



The MoS, MSME in a review meeting with KVIC, NSIC and MSME DI officials at Haridwar.

Skill development a priority Shri Giriraj Singh



Giriraj Singh, Union Minister of State for Micro, Small and Medium Enterprises (MSME), today said the Central Government had set a target of linking five crore youths with employment through small scale enterprises and khadi-gramodyog in the next five years.

Giriraj conducted a meeting of officials at the Damkoti state guest house. He said Prime Minister Narendra Modi was emphasising on promoting MSMEs. This sector could provide ample employment opportunities to youths, both in rural and urban areas.

“We have a target of generating employment for 65 per cent youths as well as enhancing their skill development,” said Giriraj.

Stressing on the promotion of khadi, emphasis was being given on having solar-run spinning wheels (charkhas), which would increase the productivity manifold, he said.

Directing officials to ensure promotion of khadi, Giriraj Singh said focus should be on quality, which would prove a viable option of employment generation for youths in the long run. He also directed officials to ensure availability of loans under the Prime Minister Employment Generation Programme (PMEGP), on local made charkha, so that this industry gets boost at the micro-level.

MSME Uttarakhand Director PK Sinha, NSIC state head Pushpendra Suryavanshi, Manager Mahendra Singh Rana, City Magistrate Bharat Singh and officials of the departments concerned were present.

KVIC, Chairman nominated as member of PM's award for excellence



Hearty congratulations to Shri Vinai Kumar Saxena, Chairman, KVIC on his nomination as member of Prime Minister's award for excellence in public administration, an empowered committee constituted under the Chairmanship of the cabinet secretary.

Contd. from page-8

seekers. This will benefit at least 2.5 lakh entrepreneurs. Union Minister for MSME has said that Government has proposed to constitute a National Scheduled Caste and Scheduled Tribe Hub in his ministry in partnership with Industry associations. This Hub will provide professional support to Scheduled Caste and Scheduled Tribe entrepreneurs to fulfill the obligations under the Central Government Procurement Policy, 2012, adopt global best practices and leverage the Stand Up India initiative.

Shri Mishra said that to give a fillip to the MSME sector the Government has proposed favorable tax incentives like increased turnover limit under Presumptive taxation scheme under Section 44AD of the Income Tax Act from existing Rs.1.00 crore to Rs. 2.00 crores, 100% deduction of profits for 3

out of 5 years for Start Ups set up during April, 2016 to March, 2019 and waiving of Capital gains tax if investment in regulated / notified Fund of Funds.

He also said that to promote entrepreneurship skills among the next generation, his Government proposed to give Entrepreneurship Education and Training through Massive Open Online Courses. This Training will be provided in 2,200 colleges, 300 schools, 500 Government and 50 Vocational Training Centres through Massive Open Online Courses. Aspiring entrepreneurs, particularly those from remote parts of the country, will be connected to mentors and credit markets.

(Release ID :137478)

Awareness Campaign to Ensure Better Implementation of Quality Standards in MSME Sector

Government has decided to relax the norms for Startup MSMEs. According to the decision, if the MSMEs can deliver the goods and services as per prescribed technical and quality specifications, the norms on prior experience and prior turnover will be relaxed for them.

This will help the Startup MSMEs to take part in the mandatory 20% public procurement from MSMEs. The relaxation has been made to create a conducive environment for the startups in India, which is high on the agenda of the Government.

To ensure better implementation of Quality Management Standards/Quality Technology Tools scheme under the

National Manufacturing Competitiveness Programme of the Government, Ministry has decided to conduct two International Study Missions in collaboration with Confederation of Indian Industry and Consultancy Development Corporation during this year as well as in the next financial year. 100 Awareness Campaigns will be organised in the States across the Country through MSME-DIs and other Expert Organisations in the next financial year. 4 Metro Level Workshops at Delhi, Chennai, Mumbai, Kolkata and one National Level Workshop at Delhi will be organised in the next financial year.

(Release ID :137736)

RITU BERI BECOMES ADVISOR FOR KHADI PROMOTION



New Delhi : Ace fashion designer Ritu Beri has said that as an advisor for Khadi promotion, she will do her best to make Khadi “a global fabric to reckon” with. “I am honoured to be advisor for Khadi and Village Industries Commission,” she said. She has been appointed as Advisor for khadi promotion in KVIC, for a period of one year.

Her duties and responsibilities would be to advice Chairman/ Commission, KVIC on introducing State of Art Multiple Fashion Designs and style in khadi and readymade

garments etc. for the promotion of Khadi in India and Abroad.

Member of Parliament in the Lok Sabha and BJP's national spokesperson Smt. Meenakshi Lekhi congratulated the National Institute of Fashion Technology alumna. “Congratulations! With hard work of both of you, Khadi, The Fabric of Freedom will become The Fabric of Republic,” she posted on the micro-blogging site.

Beri also shared that “will do my best to make Khadi a global fabric to reckon with in times to come”.

Air India One crew switched to khadi



Air India has switched to Khadi for the make over and clothes will be supplied by Khadi and Village Industries Commission.

In his first overseas trip this year, when Prime Minister Narendra Modi boarded the special Air India-One flight, he was greeted by its crew members wearing khadi fabric. While women cabin crew wore khadi silk saree, their men counterparts wore jodhpuri suit, also known as bandhgala suit, and trousers.

Air India has taken decision to go for

a makeover of its Air India One cabin crew members who will wear khadi silk clothes supplied by Khadi and Village Industries Commission (KVIC), in a bid to promote khadi culture. Air India One is a VVIP charter by Air India that carries the Prime Minister, the President or the Vice President on their international tours.

The products are supplied through KGB, Mumbai. and will be procured and supplied through from Khadi Institutions from West Bengal USING GARAD Silk for

this purpose.

KVIC officials told that Air India One crew will wear khadi silk garments on a pilot basis and Air India is considering using khadi products for its executive class seats in all flights.

“We have decided to experiment with khadi garments. It is not yet decided whether this will be used in totality or not,” Air India Chairman and Managing Director Ashwani Lohani said.

The move came after KVIC requested all the public sector units (PSUs) to make use of khadi products. “Air India readily agreed to use khadi garments for its VVIP flights on a pilot basis. We have also requested them to use the same products for its executive class crew members,” said a KVIC official, on conditions of anonymity.

“While cotton khadi may be costlier than its peer group, silk khadi that Air India crew will wear is not costly and competitive with market rates,” the KVIC official added.

He said that last month, Air India had also decided to give KVIC amenity kits to its first class and business class international

passengers. The kit will include khadi moisturiser, khadi rose face wash, khadi handmade soap among other things.

“In the last six decades, the production and sales of khadi was increasing at 6 per cent on an average. In last one year, while production has increased by 20 per cent, sales have gone up by 30 per cent. This is a great achievement as despite global recession, khadi's demand is increasing,” said KVIC Chief Executive Officer Shri Arun Kumar Jha. He said that in the last one year, KVIC, under the Ministry of Micro, Small and Medium Enterprises, is trying to remove the perception that khadi products are only meant for old people or politicians.

In his first 'Mann ki Baat' this year in January, the Prime Minister had urged people to use khadi in a bid to revive Mahatma Gandhi's legacy and generate jobs.

“Due to the efforts of many government organisations in the field of khadi, around 18 lakh people can be granted employment,” Mr. Modi had said, adding that people should have at least one piece of garment made of khadi in their wardrobe.





Shri Vinai Kumar Saxena, Chairman, KVIC in a meeting with Shri Shambhu Dayal Bargujar, Chairman Rajasthan Khadi and Village Industries Board on 14.03.2016 at New Delhi.



Chairman, KVIC presents a set of Khadi handkerchief to Mr. Khaleel Rahim, CMD of The State Trading Corporation during the meeting held on 04.03.2016 at New Delhi.

Shri. K. K. Jalan, Secretary, MSME visits Central Bee Research and Training Institute, Pune

The K. K. Jalan Secretary, Ministry of MSME, Govt. of India, New Delhi visited Central Bee Research and Training Institute, Pune on 17th February 2016. He was welcomed at the gate by presenting him flower bouquet by the Asstt. Director I/C, CBRTI. Shri. P. R. Brahmane, Director (L.A.), KVIC, Mumbai accompanied him during the visit.

Shri. K. K. Jalan discussed the activities of Central Bee Research and Training Institute, KVIC, Pune with Ms. Shubha Mujumdar, Asstt. Director I/C, CBRTI, Pune and Shri. P. R. Brahmane, Director (L.A.) in the cabin and expressed his happiness over the progress made by CBRTI and development of many beekeeping technologies with limited staff. He visited Library, Museum and all the laboratories. During the visit, the technologies such as production of *A. cerana* comb foundation sheets, identification of various honey sources and its collection, analysis of honey by using honey testing kit, bee pollen collection and its utility to human being, hygienic honey collection from wild bees,

Honey parlour were shown to him. He was also shown a live bee colony of *Apis cerana* and *Trigona* in which he took keen interest in enquiring the whole life activities of honey bee. While inspecting the colony the importance of bee venom was explained to him.

During his entire visit he keenly observed the entire activities of the institute and interacted with the staff and officers. He had interaction with the participants of training in handling of honey testing kit. He appreciated the officials and staff of CBRTI for the same. He express that it is an educative visit for him. He suggested to bring It to disseminate the research and other activities of the Institute.



Solar Charka Demo at Gandhi Darshan Rajghat



Shri K.K. Jalan, Secretary, MSME visited Solar Charkha demonstration centre at MDTC, KVIC, Gandhi Darshan Rajghat, New Delhi along with Shri B.H. Anil Kumar, Joint Secretary, MSME on 29.02.2016. On this occasion Shri A.K. Jha Chief Executive officer, KVIC briefed the dignitaries about the Solar Charkha installed in demonstration centre. Dr. Naresh Pal, Jt.CEO was also present during the visit.



Shri K.K.Jalan, Secretary,MSME, reviewed the major, Schemes and programme of KVIC in the prasence of Shri A.K.Jha, Chief Executive Officer, KVIC and Smt. Usha Suresh, Financial Advisor, KVIC on 26th March at Central Office, Mumbai.

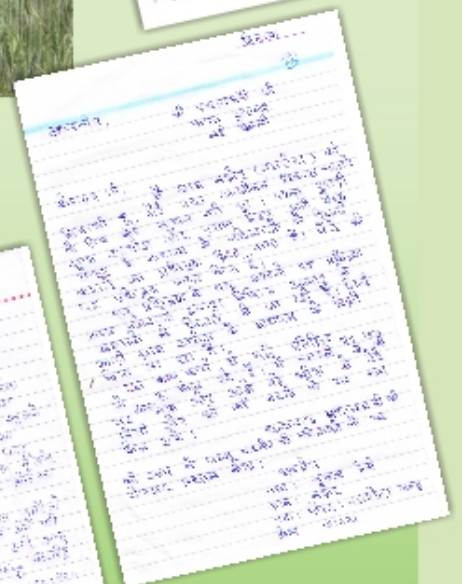
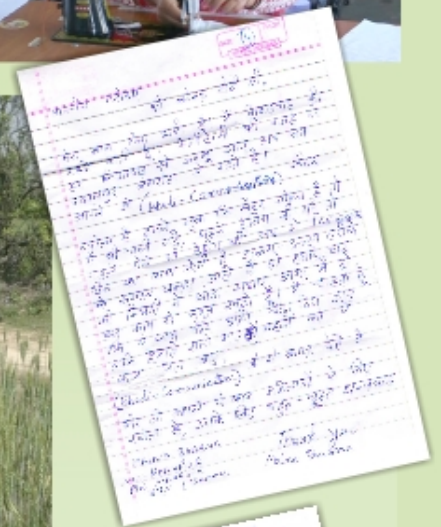


Militancy affected families gets employment in Nagrota (Jammu) through KVIC

Chairman, KVIC met Late Mufti Mohamad Saheb, Hon'ble Chief Minister of J&K in December 2015, wherein it was decided that the militancy effected families of J&K would be given employment through Khadi Commission.

In view of the above decision, 257 women have been given stitching work at Nagrota village of Jammu district through Yousuf Meharally Center, Nagarota (a directly aided KVIC institution) for the stitching of handkerchiefs/Napkins with effect from 1stMarch 2016 on the basis of an agreement between KVIC, New Delhi and the said institution.

From zero income, now these women have started earning nearly Rs. 200/- per day.



KVIC's new initiative creates job for 60 muslim women in Delhi



A group of Muslim families in Chand Bagh area in North East Delhi have sent hand written letters to Hon'ble Prime Minister of India, Shri Narendra Modi praising him to the hilt.

Thanking the Prime Minister profusely, Sultana, who is 12th pass, has urged him to hold such programmes across the country. "The economic situation of my family will now improve a lot. I want that my brothers and sisters in different parts of India also benefit".

Rizwana, in her letter, noted that by helping her to earn and contribute to the family's

kitty, the scheme assisted her to acquire an identity in the community.

The families are extremely happy, as their women have landed a job under a tailoring programme launched by a non-Governmental organisation with funding from Khadi and Village Industries Commission [KVIC].

Fifty-seven women, after getting training at KVIC Training Centre, have started working and earning more than Rs. 200/- per day by stitching napkins. Each woman, on an average, stitches 100 Napkins per day. KVIC pays Rs. 1.50 to Rs. 2.00 per



napkin depending upon the size of the Napkin. It sells these napkins through its various sales outlets and supplies in bulk to various hotels and corporate houses as gift articles. The project was launched on March 15.

KVIC Chairman Shri Vinai Kumar Saxena initiated the project and is personally supervising it.

Handwritten letter on a stationery sheet with a stamp. The text is in Hindi and discusses the KVIC project. It mentions the date 15/03/2016 and the location Delhi. The letter is addressed to the KVIC Chairman, New Delhi. The sender is identified as the KVIC Chairman, New Delhi. The letter discusses the KVIC project and mentions the date 15/03/2016. The letter is signed by the KVIC Chairman, New Delhi.

Handwritten letter on a lined sheet. The text is in Hindi and discusses the KVIC project. It mentions the date 22/03/2016 and the location Delhi. The letter is addressed to the KVIC Chairman, New Delhi. The sender is identified as the KVIC Chairman, New Delhi. The letter discusses the KVIC project and mentions the date 22/03/2016. The letter is signed by the KVIC Chairman, New Delhi.



Shri Arun Kumar Jha,
CEO, KVIC
participated in START UP
SUMMIT 2016
on 16th March, 2016
organised by PHD
Chamber
of Commerce,
New Delhi.





International Womens' Day at KVIC

International Womens' Day, a worldwide event that celebrates women's achievements from the political to the social sphere while calling for gender equality has been observed on March 8, 2016 at Khadi and Village Industries Commission, H.Q, Mumbai. As a part of Women's Day celebration a lecture on 'Tapping Inner Energy' was arranged at Dhebarbhai hall for all ladies staff of KVIC on this day. The speaker on the subject was Ms. Mansi Brahmbhatt, pranic healer and authorized instructor for pranic healing.

The programme was inaugurated Ms. Usha Suresh, F.A, KVIC. Shri Arun Kumar Jha, CEO, KVIC and Shri K.S. Rao, Dy. CEO, KVIC also marked their presence and conveyed their good wishes to all women officials.

The speaker described that how the pranic healing is beneficial for physical and



psychological ailment and relaxation of mind and soul. Participants enjoyed the lecture session thoroughly.

Khadi may become Friday dressing in govt. offices

Friday dressing may have a new meaning for government employees -wearing khadi to work.

The government is considering a plea from the Khadi & Village Industries Commission to appeal to employees to wear clothes made from the hand-spun fabric at least once a week as part of a plan to boost khadi production and benefit small weavers across the country . “We are discussing this with the government and we will make an appeal. Employees can wear it to work just one day ,” KVIC chairman VK Saxena told TOI, when contacted.

Sources in the government said the entire exercise would be voluntary but the idea is to increase khadi sales. “Even if everyone buys one khadi garment, imagine the rise in sales,” said an officer. The central government currently has around 35 lakh employees, which does not include the railways and defence personnel.

Officers, however, are not opposed to the plan. “I wear handloom saris most of the time. It's not a big deal,” said an officer. Another officer described it as a “good idea”. A government officer said most of staff were already wearing Fabindia shirts and will probably need to add one from Khadi to their wardrobe.

Separately, KVIC is entering into tie-ups with companies such as Fab India and Raymond to retail highend khadi at some outlets.

Prime Minister Narendra Modi has emerged as a brand ambassador of sorts for

khadi urging people to buy . This has already provided a fillip to sales. In fact, boosting production is now a major challenge for KVIC, which has separately sought to push Khadi for uniform in government schools, defence forces, railways and Air India.

“We are not seeking charity . We are competing on the basis of quality and price,” said Saxena pointing to a Rs 40 crore tender that KVIC recently bagged from railways.

He also said that some private companies such as JK Cement had decided to completely shift to khadi uniforms.

He acknowledged that stepping up production was a focus area and said that he was targeting to increase the share of khadi in textiles production from 1% to around 3-3.5%. KVIC is seeking to step up push production growth beyond the 7% levels in recent years.





A glimpse of people's education programme held at Rajiv Gandhi Engineering college at Juhu, Mumbai. Shri K.S.Rao and Shri Y.K.Baramatikar, Dy CEO and Smt. Pradnya Joglekar, Director PMEGP participated in the programme. On this occasion the KVIC dignitaries educated the engineering aspiring students about the abundant self employment scope under PMEGP.



CITY SCHOOL WILL GO KHADI ONCE A WEEK

In order to imbibe values of the freedom struggle, a city school has decided to go Khadi once a week where everyone, from the principal to the students, will don the fabric on Wednesdays.

Shri Vani Education Centre Trust which runs three schools in the city will introduce the initiative from the next academic year in its schools, which have around 5,000 students.

"Please note that on all Wednesdays, compulsory Khadi uniform has been introduced," a communique from SVECT management sent out to parents recently stated.

The initiative was to reintroduce their students to freedom fighters and their struggle, besides paying a tribute to legacy of freedom fighters behind the institution established in 1966, the brass maintained.

The new dress code will provide food for thought to students on what Khadi was all about and help them imbibe values of freedom struggle, R H Sharada Prasad, secretary, Sri Vani Education Centre Trust told Bangalore Mirror.

"The younger generations have no clue on the freedom struggle and Khadi, like what it symbolised. Last year, we had taken up an activity of distributing free Charakas in association with the Khadi Board. Now we are stepping into the 50th year. So we want to introduce this," Prasad said.

The initiative, in which he too will go

don khadi every Wednesday, besides students in three campuses – Ramavana at Rajajinagar, Shamavana at Basaveshwarnagar and Hanumavana off Magadi Road, also aims at empowering Khadi workers, who are into producing handmade yarn through Charakas (spinning wheel), and their livelihoods.

Several families in North Karnataka make their livelihood out of Khadi. We want to support their cause as every piece of cloth we buy will add to their livelihoods. This is being procured through Khadi Board with 40 per cent discount, and the same is being passed on to the children. The proceeds go to these families. Spending at least one day in a week in Khadi will make them go back and ponder on the supreme sacrifices of our great leaders in past to free India. It was symbolic of self-reliance, a powerful tool in freedom struggle. To our students, who read about these in texts, every Wednesday will offer a practical experience of Khadi," Prasad added.

The founder of the institution, R S Hanumatha Rao, was a freedom fighter and Prasad's grandfather Lakkuru Subramanya Sharma too was a freedom fighter and close associate of Mahatma Gandhi and was jailed with the latter in Yerawada jail during the struggle, and these roots, too is another reason behind the initiative, he said.

Courtesy: Bangalore Mirror Bureau

KHADI FASHION SHOW AT ANANTHAPURI KHADI FEST- 2016 CREATED A NEW TREND AMONG THE YOUTH



Thiruananthapuram :

As part of Ananthapuri Khadi Fest 2016 (State Level Khadi Exhibition), a Khadi Fashion Show- NISARGA 2K16 in association with Apparel Training and Design Centre, Apparel Park, Thiruananthapuram conducted at



Chandrasekharan Nair Stadium, Trivandrum on 27.02.2016, where in vast array of outfits ranging from sarees to made up items suitable to gents and ladies, kurtas, kurtis and kids wear made, from Khadi were displayed.

50 Models from Apparel Training and Design Centre along with children, clad in designer outfits created by the students of ATDC, Trivandrum have walked on the ramp. Hundreds of varieties of Khadi Garments have showcased in the ten rounds of the show.

Prior to the show, Shri. M. Chinnathambi, Asst. Director, KVIC, Trivandrum has made an appeal to the audience attended in the function to promote Khadi. Smt. V.R. Susha, Principal, ATDC and others official of KVIC were present in the function.

The outfits for the event were sourced from the Khadi outlets of the Trivandrum Sarvodaya Sangh. The residents of the Thiruananthapuram city have showed overwhelming interest to participate in the event and Khadi Fashion show created a new trend.



Solar Charkhas set to change Khadi sector



A solar loom unit in Jalgaon

The khadi sector is turning a new leaf, replacing the traditional hand-operated spinning wheels with solar-powered charkhas.

And they are making their mark in Andhra Pradesh in a pilot project, according to a report in The Hindu.

The initiative, taken up by the Khadi and Village Industries Commission (KVIC), aims at reducing the drudgery of spinners, boosting productivity and improving their livelihood.

The solar charkhas have been introduced to ease the burden of the spinners, allowing them to make use of renewable energy and boost their income.

The solar-driven wheel can produce

up to 75-90 hanks of yarn in eight hours as compared to the 25-30 hanks made by the hand-spun charkha.

Another advantage the solar charkhas have over the manually-operated charkhas is that they let artisans to work at their convenience, saving time and energy.

“We are expecting a 300 per cent rise in the yarn output through the solar-powered wheels. Besides, the artisan can also earn Rs.350 per day as against Rs.140 on a conventional wheel,” said K. Brahmajee Rao, Divisional Director of KVIC

In line with the pilot project, a total of 10 charkhas have been sourced from Gujarat-based Udyog Bharti under the Prime

J.K Cement adopts Khadi for its Staff and Worker's

The proactive measures taken by the new Chairman Khadi & Village Industries Commission (KVIC) , Mr.V.K. Saxena to boost the brand image of Khadi is paying off. J.K.Cements group, which owns 8 Large cement plants, 4 Thermal Power Plants, Cotton and Steel Mills and various School, Colleges , Universities , Hospitals, spread in various states i.e Rajasthan, M.P, Karnataka and U.P has agreed to use Khadi alone for uniforms for its workers and staff in its various plants as also for students studying in its schools and colleges across the country to mark the centenary of the arrival of the father of the nation Mahatma Gandhi from South Africa.

In a letter to Chairman,KVIC, Mr..Saxena , the Chairman and Managing Director of J.K. Cements, Mr.Yadupati Singhania, said, ``2016 being the centenary year of completion of Mahatma Gandhi's arrival in

India from South Africa, I have also decided that uniforms of workers and staff in our plants, uniforms of students in our schools and colleges at various locations will be of ``khadi'' only as a tribute to the ``father of the nation'' Mahatma Gandhi.

The order from J.K.Cements assumes special significance since it is the first organization in the private sector in the country to adopt Khadi for its staff and workers and also for schools and colleges run by it. Mr. Singhania authorized a senior level officer Mr.A.K.Saraogi, President (Corporate Affairs) to coordinate with KVIC for the procurement of uniforms and other items.

J.K.Cement Group is largest manufacturer of grey & white cement in India. The group is also in the power sector having four power plants in Rajasthan. It runs several schools and colleges across the country.

Minister's Employment Generation Programme, each costing Rs.72,000.

The solar-powered charkhas have been installed in various khadi institutions located at Anakapalle, Tuni, Narasannapeta, Vemulapudi, Krishnapuram, and Visakhapatnam. Based on the artisans' feedback, more solar-powered charkhas will be procured in a phased manner.

“The plan is to get 10 solar charkhas for major khadi institutions and five for medium ones that fall in the bracket of the Divisional office, KVIC, Visakhapatnam,” Rao said.

With the launch of new model charkhas, the KVIC is not only focusing on doubling the production and quality of yarn but also tapping the potential of scores of homemakers in the rural pockets, providing sustainable employment. (SH)

Artisans sammelan and felicitation programme

A spinners weavers artisans sammelan and a felicitation programme for Shri Manu Bhai Mehta was organized by Khadi Gramodyog samanvay Samiti, Rajkot and Shri Zari Resham Khadi Gramodyog Sangh, during centenary year from 1915 to 2015 at Gujarat Vidyapeeth, Ahmedabad on 27th February, 2016.

The programme was presided by Sushri Kumud Joshi, former Chairperson, KVIC and chaired by Sushri Ela Ben Bhatt, former VC, Gujarat Vidyapeeth and founder of SEWA, Shri Devendra Kumar R. Desai, former Chairman, KVIC and Shri Pravin Bhai Lehri, former Secretary, Gujarat Government. On this occasion spinners and weavers earlier honored by Govt. of India and Gujarat Govt. were felicitated by Khadi Hundi (a Kind of Cheque).

A Book **seva panth na sauna saathi-Shri Manubhai Mehta** written by Shri Rajani kumar Pandya was released in the honor of



Shri Manu Bha for his contribution of 90 years to the Khadi Sector.

In her presidential address Sushri Kumud Ben Joshi said, her belief is on Gandhian not in Gandhism and she worked as chairman, KVIC with this idealism. During her tenure she increased remuneration of artisans and weavers. The Solar Charkha project was also initiated as pilot project during her tenure and in the long run which will prove to be helpful in decreasing health hazards of artisan and weavers.

Biogas Awareness Programme

An awareness programme on biogas was organized by Divisional Office, KVIC, Bikaner at Nuhand, Bikaner. The programme was presided by Shri Sant Kumar Sarpanch.

Shri Ashok kumar Sanghvi, ADO on this

occasion gave detailed information on benefit and procedure of installing biogas plant. Cost of one plant is estimated around Rs. 20 to 22 lakhs out of which Rs. 9000 is provided in the form of subsidy,, technical guidance upto five years is given free of cost, he said.

PMEGP awareness programme at Ambala



An awareness programme on PMEGP was organized by State Office Ambala on 2nd March, 2016 at Arya Mahil Maha Vidyalaya, Ambala. The programme was participated by around 150 girl students.

Addressing the participant Shri V.K. Nagar, State Director, KVIC, Ambala briefed on benefits of the PMEGP Programme for women entrepreneurs. A women

entrepreneur needs to contribute only 5 percent as their own contribution but they are benefited by 5 percent additional Margin Money Subsidy, he informed. He also spoke on benefits of self employment for the young generation entrepreneurs. He urged the participants to avail the benefits of the scheme for the self development and growth.

Smt. Meena Bedi Principal, speaking on this occasion was thankful to KVIC for organizing this awareness camp in their university and said that they look for much more such programmes in their university.

Earlier, Shri Baleshwer Prasad, DO, KVIC, State Office, Ambala informed about details of PMEGP. Captain Anil Kumar, Manager Dist. Lead Bank and Punjab National Bank gave detailed Information on role of Banks in Implementation of this scheme.

Bankers Meet

State office, Ambala also organized a Zonal Level Bankers meet under PMEGP Programme on 2nd March, 2016 at state office which was participated by Bankers of Ambala Dist. Yamuna Nagar, Kaithal, Punchkula and Kurukshetra and officials of KVIC, KVIB and DIC. During the meet, progress report of 2015-16 and utilization of remaining allocated targets was reviewed under this programme. Shri V.K. Nagar State

Director, Ambala presented details of utilized amount for 2014-15 and 2015-16 and discussed on utilization of allocated funds for 2015-16.

Speaking on this occasion Shri Anil Kumar, Manager Dist. Lead Bank and Punjab National Bank assured full co-operation from bank in fulfilling the set targets. Participants also discussed on adjustment of margin money, EDP training etc.



A One Day Hindi Workshop at MDTC, New Delhi

A one Day Hindi workshop organized at MDTC, Rajghat, New Delhi on 22nd February, 2016. This workshop was organized for employees and officers working in MDTC Rajghat, Khadi and Village Industries Commission, the workshop were aimed to train in day to day documentation and correspondence in office.

The workshop was presided by Shri Nathhulal, Dy. Director, MDTC, Rajghat and Shri Ashok Sharma, AGM, Narakas, Delhi was the guest invitee for the lecture on Official language on this occasion. Shri D. S. Bhati, Asst. Director, RR Office, KVIC New Delhi was also present on this occasion.

Retirement



Shri Mihir Patel retired

Shri Mihir Patel, Superintendent, State Office, Ahmedabad voluntarily retired from his services of KVIC on 29th February, 2016. Shri Mihir was given a fond farewell from officers and staff of State Office. He joined KVIC as UDC on compensatory ground after demise of his father Shri Manu Bhai Patel, the then Director PCBI.

Shri Mihir was known for efficiency and expertise in his work.