



कामये दुरव्ययानाम् ।
प्राणिनाम् आतिनाशनम् ॥

Jagruti

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**KVIC participated in the 36th edition of
India International Trade Fair**

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

Jagruti

A Monthly Journal of KVIC
on Rural Industrialisation

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कमलये सुखतमानाम्।
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Small entrepreneurs should be our priority

Textile Minister



Addressing the National Convention of Company Secretaries on 19th November, 2016 at Gandhinagar, Gujarat, Hon'ble Textile Minister Smt. Smriti Irani said, "small entrepreneurs should be in our priority and our focus must be on KVI and handloom products".

Speaking on the occasion Chairman KVIC, Shri Vinai Kumar Saxena said, khadi is a natural fabric and KVIC is an unique Organization. The



programme was inaugurated by Hon'ble Chief Minister; Gujarat Shri Vijay Rupani on 17th November, 2016. About 1000 Company Secretaries of various Companies participated in this programme.

In his address, Chairman KVIC also opined that Khadi provides an opportunity of self employment. Big companies and brands have not yet reached to the ground level where Khadi is produced.

The production of Munga and Muslin silk is a majestic procedure which cannot be made by machines. Khadi fabric has become synonyms of purity which is hand spun and hand woven. Khadi is also known for its Zero Carbon Footprint. During the freedom movement charkha was the tool of freedom but in the present scenario it has become the tool of economical freedom and it is also need of the national economy, said Chairman, KVIC.

Earlier, Smt. Mamta Binani, Chairperson, National Convention of Company Secretaries welcomed the dignitaries. Khadi and V. I. products were also displayed during the programme.



KVIC participated in the 36th edition of India International Trade Fair



MSMEs play crucial role in making India a startup hub'

Minister, MSME

MSMEs play crucial role in making India a startup hub' said Shri Kalraj Mishra, Hon'ble Union Minister, MSME at the inaugural ceremony of the MSME Expo at the India International Trade Fair at Pragati Maidan, New Delhi on 14th November 2016.

In his inaugural address of the Trade Fair here today Shri Mishra said "Micro, small and medium Enterprises form a major part of manufacturing sector and give employment to a large number of people,". Shri Mishra further reiterated that the MSME Expo is a very good platform for the enterprises to showcase their products at National and International level. Herbal products, eateries, cosmetics, handicraft, electronic appliances, auto components, readymade garments, gems and jewellery, among others were displayed at the MSME Expo this year.

KVIC participated in the 36th edition of IITF along with Shri Giriraj Singh, Hon'ble Minister of State, MSME, Smt. Meenakshi Lekhi, Member of Parliament, Shri V.K.Saxena, Chairman KVIC, Shri K.K. Jalan, Secretary, MSME and other dignitaries of KVIC.

Shri V.K.Saxena, Chairman KVIC, speaking on

the occasion said, 200 Khadi Institutions from across the Country participated in the exhibition.



Looking to the current situation in Jammu & Kashmir, overriding priority has been given to the Khadi Institution of J&K. Overall 38 Khadi institution from J&K were given space in the pavilion which is highest ever for any state. Artisans, craftsmen and Khadi institutions had put up their most exclusive products in the pavilion.

The live demonstration of spinning and weaving of Khadi were also displayed in the Pavilion which gave a personal feel to the visitors about how Khadi is manufactured. Chairman KVIC Shri V.K.Saxena informed due to demonetization of Rs.500/- and 1,000, KVIC in association with SBI has set up 200 Debit and Credit Card swipe machines in the pavilion in front of each counter to ensure hassle free shopping by Khadi Lovers.

This year, IITF and its 'Digital India' theme projected its deep commitment to fulfill the vision of the Prime Minister. The theme showcased



special significance for highlighting country's persistent efforts to alleviate poverty through meaningful convergence of digital technologies and e-governance. KVIC has already started payment to the institution and Khadi artisans through DBT.

★★★



Lady parliamentarians of Sri Lanka, Nepal, Afghanistan, Pakistan and Canadian embassy officials visited Khadi India Showroom at New Delhi along with Mrs. Meenakshi Lekhi, M.P., Shri V.K.Saxena Chairman KVIC received the delegates.

Chairman KVIC Interacts with Khadi Institutions and PMEGP units at Varanasi



Shri Vinai Kumar Saxena, Chairman KVIC chaired over the awareness programme of Khadi Institutions and PMEGP units at Taliabaugh , Varanasi on 9th December 2016. In his key note address he informed that Ministry of MSME is providing funds for strengthening the rural industries and reviving the sick institutions.

KVIC is committed for generating employment opportunities in rural areas which will curb migration from rural India. He also informed about distribution of Solar charkha in eastern zone and the experiments performed on use of Solar Charkha in Rajasthan.



KVIC has plan of opening 20 new Khadi India sales Outlets where designer garments will be available at reasonable prize to the customers, added the Chairman KVIC.

Earlier, Shri A.P.Jaiswal , Dy. Director I/C briefed about performance and progress of Khadi Institutions and PMEGP units in eastern zone. Shri S.N.Shukla, Dy. CEO (EZ), Shri Rakesh Trivedi, Shri Rajesh Trivedi, Shri M.R.Prajapati and representatives of Khadi Institutions participated in the meeting.

THE FIRST EVER FASHION SHOW FOR KIDS

KHADI Baby Bery Show

To convey the importance of Khadi among the children, KVIC conducted a Khadi fashion show in association with Blessed Hearts Foundation, at Hotel Hayaat Regency, Delhi. Blessed Hearts Foundation, run by Ms, Ritu Beri which is a charity organization, launched to support the underprivileged children and to create awareness for Autism in India and a better future for the children of India.

The fifth edition of the Baby Beri show was organized in association with Khadi India as the Sponsor & Hyatt Regency Delhi as the Hospitality Partner.

Union Minister of Science & Technology & Earth Sciences Dr. Harsh Vardhan was the Chief Guest. Chairman of KVIC, Sh. V.K. Saxena & Member of Parliament, Smt. Meenakshi Lekhi were the Guests of Honour. The Ministry of MSME has been implementing



various schemes and programmes for the development of Khadi. Beri creates an eclectic kids collection using Khadi. In her various collections she depicts the versatility of Khadi & the potential of creating unusual wearable clothes for children.



Speaking on the occasion Shri Saxena said there is a need to inculcate the importance of Khadi and its heritage value among the children so that they understand by the use of Khadi they will not only help the rural artisans but will also protect



environment.

The BABY BERI SHOW was a fun collection of occasion wear for kids with the following various themes such as : LIVELY GOA – An extremely fun, playful yet relaxed and carefree collection in pastel colors of Khadi, LOVE–Pretty and romantic, beautiful flirty prints and feminine flamboyant styles reflect the romance of Khadi in a bright color palette of red, white & blue THE ROOTS – Phulkari patterns and embroideries are used interestingly to create a collection inspired by the folklore of PUNJAB.

A very unique and culture-conscious collection in KHADI silk, ANGAVA STRA – from ghagras to salwars, details of embroideries and appliques, mix of our rich tradition with a contemporary look this is a collection for the evenings in very interesting traditional



Dr. Harsh Vardhan, Minister of Science and Technology and Earth Sciences, Minister of Youth Affairs and Sports Shri Vijay Goel the first ever khadi fashion show for kids by Ritu Beri.

silhouettes. Alongside throughout the show there are a collection of Vichar Vastras for the tiny tots in different colors.

The collection is a wide plethora of looks and styles, packed with vast possibilities yet easy to wear and relaxed clothes. The colour palette ranges from whites to pastels, metallic to blacks, enabling the freedom to create one's own chromatic world of fantasy.

The Baby Beri Show, is an annual kid's fashion show attended by various celebrities like: Bollywood superstar, Mr. Akshay Kumar, Mr. Sanjay Dutt, Mr. Kunal Kapoor and Mr. Abhishek Bachchan was the Chief Guests in the past.



**The spinning can calm down the roaring & angry attitudes of a person
KVIC will provide meaningful employment opportunity
to the under trials or convicted persons**

03 December, 2016 Khadi & Village Industries Commission entered another new arena of providing Khadi spinning & weaving training to the under trials of Dist. Jail Gurugram. Justice Madan B. Lokur, Senior Judge of the Supreme Court inaugurated the training cum production centre in the District Jail Gurugram in the presence of KVIC Chairman Shri V.K. Saxena and D.G (Jail) Haryana, Shri V.K.Singhal.



Speaking on the occasion KVIC Chairman Shri V.K.Saxena said "spinning is the best way of meditation. Spinning inculcates self-discipline and it helps people to concentrate and deviate from wrong doings. The spinning can calm down the roaring & angry attitudes of a person. When these inmates will come out from the jail, they will be

trained spinners and weavers and will be able to start their life with dignity."

Earlier, on 28th October, 2016 Khadi and Village Industries Commission provided 50 New Model Charkhas (NMC) and 2 looms to train the people convicted in various act of law. KVIC also managed to provide training to 70





prisoners for spinning and weaving. After initial reluctance, under trails they started showing interest in the training programme when they were assured that they will also earn from this unique training.

In his address Justice Lokur appreciated the efforts made by KVIC Chairman for providing meaningful employment opportunity to the under trials or convicted persons in the dist. jail which will not only help them learn the art of spinning and weaving but will also help them earn a respectable amount per day to lead a good life, post their jail term.

In jail's prisoners or under trails generally earn Rs.25 per day from physical labor work; however with this initiative of KVIC, the prisoners will start earning Rs. 150 per day to Rs.250 per day as per their performance. The amount so earned by the prisons will be credited in their jail account and will be given to them on

their competition of jail term. After his address Justice Lokur saw Yarn made by the inmates.

According to the understanding reached between KVIC and Jail Authorities, the fabric so produced will be consumed for the uniforms of inmates and other purposes in the jail itself in other words prisoners will wear their own manufactured fabric.

On 25th October, 2016 a similar Khadi training centre of KVIC was inaugurated by Mr. Justice Lokur for the boys of 'Adharshila Observation Home' at Sewa Kutir, Kingsway Camp, Delhi which is run by National Commission for Protection of Child Rights(NCPCR) for those boys who were convicted by the juvenile courts. This training cum production centre is also running successfully.

Tie up with the **Power Grid Corporation of India Limited**

Khadi and Village Industries Commission has entered into a novel tie up with the Power Grid Corporation of India Limited (PGCL). Under the agreement, KVIC would provide employees of the PSU a discount of 20 per cent plus 10 per cent or an effective discount of 28 per cent as against the standard discount of 20 per cent for purchasing khadi products upto a total value of Rs.4,200.

The PGCL, in turn, would reimburse the employee a sum of upto Rs. 3,000, which is the actual post-discount amount the employee would have paid the KVIC if he or she had a made a purchase of Rs. 4,200. The agreement will be a win-win situation for KVIC, PGCL and the employees.

KVIC will benefit from this tie up as it would be able to sell products worth a total of Rs. 4.32 crores, considering there are 1,0283 PGCIL employees. The staff will benefit in that they will get to buy khadi products worth Rs. 4,200 each free of cost. The PGCIL would benefit as it would earn the goodwill of its employees and thus pave

the way for better productivity.

Meanwhile, KVIC has recorded a sale of Rs. seven crore from the recently concluded India International Trade Fair at Pragati Maidan in Delhi. This marks an increase of 27 per cent over last year's sale of Rs. 5.51 crores.

Announcing this, KVIC Chairman, V.K.Saxena, said the increase in sales clearly showed that there was no impact of demonetisation on Khadi sales. In this regard, he also noted that sales at the Khadi outlet at Connaught Place have only gone up after November 9, when demonetisation process began.

KVIC participated in Nagpur exhibition

KVIC participated in a three days exhibition organised by Dr. Punjabrao Deshmukh Agriculture Vidyapeeth, Nagpur at Diksha Bhoomi, Nagpur from 10th October 2016 to 12th October, 2016.

KVIC showcased KVI products and beekeeping activities by setting up stalls in this exhibition. To set up own PMEGP or Beekeeping unit detailed information and counseling were provided to unemployed youth on this occasion.

Department of Agriculture, Govt. of Maharashtra organizes this Exhibition every year on the occasion of Vijayadashmi where millions of



people come to see the exhibition. The exhibition was inaugurated by Shri Rajkumar Badole, Social Justice and Special Assistance Department, Govt. of Maharashtra along with local dignitaries and KVIC officials.

TOLIC, Mumbai honoured KVIC Employee's children for their performance in Hindi



Fisheries Education Institute, Mumbai.

“Ku. Harshada S. Ghagh. Ku. Mamta V. Hawnoor, Ku. Samridhi S. Satam, Ku. Juhi A. Gurg, Shравan Kumar S.N. Pandey , Ku. Amrita A. Pawar, Ku. Divya A. Dinesh, Ku. Jesika J. Gomes, Gaurav S. Bhambhore, Ku. Tejal S.S. Bandivdekar, Dhruv Kumar B. Gujar are honoured with Chhatra Gaurav”.

These awards are specified under the guidance of Department of Official Language, Ministry of Home Affairs. Dr. Rajeshwer Uniyal, Member Secretary, Town Official Language Implementation Committee, Mumbai, Shri Krishn Pal Singh, Assistant Director, Official Language, Khadi and Village Industries Commission and other dignitaries were present on this occasion.

Shri Kailash Chandra Pant, Executive, Directorate of Khadi, was honoured by Town Official Language Implementation Committee, Mumbai for his best performance in Hindi. Shri pant does not use even a single word of English in his personal and official Proceedings and documentation since he joined the KVIC. He was bestowed with a trophy and certificate by Ms Usha Suresh, CEO, KVIC.

Dy. CEO. KVIC Shri S.K.Sinha appreciated all employees for their effort and achievement in Official Language.

Also, KVIC employees children were also presented the “Chhatra Gaurav” honor by Town Official Language Implementation Committee, Mumbai for excellent performance in Hindi language in 10th and 12th examination. Trophy and Certificates were handed over by the Voice Chancellor of Fisheries University, Mumbai Dr. Gopal Krishna in an occasion held on 29th November, 2016 at Central



Highlights of**The 639th meeting of the KVIC**

The 639th meeting of the Khadi and Village Industries Commission was held on 23rd November 2016, at New Delhi presided over by Shri Vinai Kumar Saxena, Chairman, KVIC. Shri Jai Prakash Tomar, Zonal Member(CZ); Shri G. Chandramouli, Zonal Member(SZ); Dr. Sangeeta Kumari, Zonal Member(EZ); Shri Narayan C. Borkataky, Zonal Member(NEZ); Shri Ashok Bhagat, Expert Member(RD); Smt. Usha Suresh, Financial Advisor/ Chief Executive Officer, and Shri Mohit Jain, Chief Vigilance Officer, KVIC respectively participated in the meeting.

1. On proposal of Directorate of KRM regarding extension of pilot scheme for providing advance MDA to CSPs for another three months from November, 2016 to January, 2017, Commission deliberated on the approval given earlier for the Pilot Scheme for providing advance MDA to CSPs initially from August 2016 to October 2016 which has been now approved for extending by another three months i.e. from November, 2016 to January, 2017 to enable Khadi Institutions and Solar Charkha Operators to procure sliver / roving at subsidized rates from CSP, Hajipur.

2. On proposal of Directorate of BT for relaxing conditions for release of caution money deposits to rural energy technicians (rets), Commission deliberated and approved the 'Addendum' of Directorate of B.T to the earlier circular dated 7.7.2010 i.e. revoking the condition of obtaining the signature of Surpanch / Talathi on the 'Completion Certificate' as well as 'Visit Cards' of Rural Energy Technicians(RETs) to enable hasslefree release of caution money deposit of Rs. 800/- per Bio-Gas Plant to the RETs (which had been earlier deducted from their supervision charges) after completion of five years of installation of the Bio Gas Plants.

During the warrantee period of Bio Gas Plants for five years, the RET will visit each plant twice in a year and he shall obtain the signature of the beneficiary on his 'Visit Card' as well as post

his photograph along with the beneficiary on the concerned web site.

State / Divisional Offices shall conduct 10% random inspection of total Bio gas plants installed by RETs for ensuring genuiness of the bio gas plants installed by RETs and its satisfactory performance;, before releasing the caution money deposits to RETs.

3. On proposal of Directorate of Administration regarding extending 7th Central Pay Commission benefits to employees of KVIC, under regular establishment as well as pensioners / family pensioners of the commission, Commission deliberated and approved the proposal of Directorate of Administration for adopting the recommendations of the 7th Central Pay Commission with regard to Pay & Allowances and its subsequent / co-related orders / guidelines issued from time to time by the Government of India to the KVIC employees under Regular establishment as well as pensioners / family pensioners of the Commission.

4. On proposal of Directorate of Capacity Building to ratify the addition made in circular no. cb/sdp guidelines / 2016-17 / dated 21.10.2016 for meeting the training expenditure from budgetary support for the trainees under special categories and to approve format of certificate to be issued to successful candidates trained under skill training programme the Commission decided as follows :

- There should be no scope for conducting any training programme on “Zero Fee” basis.
- There shall be 50% reduction in fee for trainees hailing from BPL category.
- Concessions in fees for SC / ST / OBC trainees shall be as per guidelines of the Government issued from time to time.
- Explore the possibility of garnering financial assistance from National SC / ST Corporation and other likeminded organizations for subsidizing fees of weaker section applicants.
- Constitute a Committee to revive/revitalize the training facilities in the training centres under KVI sector, including the non departmental training centres in KVI sector, with standard training modules that will be 'National Skill Development Corporation(NSDC) Compliant' and also 'National Standard Qualification Compliant (NSQF)' to enable KVIC to seek financial support for conducting training courses under the 'Assistance for Training Programme' of the Government of India.
- Consult NITI Aayog of India for identifying core trade areas for introducing innovative KVIC -Human Resource Development Programme.
- Refurbish the training infrastructures available in (1) Central Pottery Training Institute, Khanapur, Karnataka, (2) Fibre Design Centre, Thiruvananthapuram, Kerala (3) Palm Gur Research Centre, Tamil Nadu and (4) MDTC, KVIC, Nadathara, Trichur Dist. Kerala.
- For the above purpose provide adequate man power support to the said training centres by re-locating staff available with concerned Sub Offices/Divisional Offices/State Offices for conducting the

training programmes for which there is potential/demand/scope.

Commission also approved the format of certificate to be issued to successful candidates trained under Skill Training Programme with the direction to insert the 'New Khadi Logo Water Mark' on the certificates.

5: On proposal of Directorate of Audit for the merger of two defunct trading units and the closure of three defunct trading accounts Commission deliberated and approved the proposal of Directorate of Audit regarding merger of two defunct trading accounts and the closure of three defunct trading accounts as follows:-

- Merger of defunct Trading account of KGB, Silvasa – Code 735 with KGB, Mumbai-56.
- Merger of defunct Trading account of Irwin Building, New Delhi – Code 743 with KGB, New Delhi.
- Closure of defunct Trading account of 'NOIDA Project', S.O., KVIC, New Delhi – Code 773.

(6) On proposal of Directorate of Administration for (1) filling up of 6 posts of Directors in specialized fields for KVIC on deputation for a period of 3 years extendable as per requirement & rule and (2) filling up of 8 posts of directors lying vacant for more than one year, Commission deliberated and approved the proposal of Directorate of Administration for filling up of 6 posts of “Directors” in KVIC on “Deputation” in the Pay Band -3 (Rs. 15600 – 39100) with Grade Pay Rs. 7600/- for a period of 3 years extendable as per requirement and rules in the following disciplines:-

1 Director (Marketing)	- 1 Post
2 Director (Media)	- 1 Post

- 3 Director (Legal) - 1 Post
- 4 Director (Textile/Khadi) - 2 Post (One for C.O & one for NEZ)
- 5 Director (Administration) - 1 Post

(7): On proposal of Directorate of administration regarding filling up of 344 posts of various categories under direct recruitment (dr) through M/S. EDCIL (India) Ltd., Noida on nomination basis, Commission deliberated on the proposal of Directorate of Administration for filling up of 344 posts of various categories under "Direct Recruitment (DR).

(8) CEO, KVIC informed that meeting with of Shri Nripendra Misra, Principal Secretary to PM in his chamber and was attended by Shri V.K. Saxena, Chairman, KVIC, Shri K.K. Jalan, Secretary, MSME, Shri Tarun Bajaj, Joint Secretary, CEO, KVIC and Shri Ajit Kumar, Deputy Secretary.

CEO briefed the Commission on the recommendations of the meeting as below:-

- (i) Market Development Assistance (MDA) is to be restructured in a way so as to provide linkage with production.
- (ii) Possibilities may be explored to link the Khadi Production Centres with 'tourism'.
- (iii) The concept of 'Khadi Focus' is to be reviewed to include stake of owner for setting up new Khadi Institutions. Additional cost required for Khadi focus may be discussed with Ministry of Finance.
- (iv) It is desired that all possible attempts be made to make KVIC self-reliant.
- (v) Scheme of Solar Charkha is required to be discussed with Ministry of New and Renewable Energy to facilitate support under suitable scheme.
- (vi) The matter of including Khadi production as an activity under MNREGA should be discussed with Ministry of Rural

Development for a final decision.

- (vii) As suggested separate missions may be launched on Honey Bee, Palmgur after discussion with Department of Horticulture with clear mode of implementation.
- (viii) A detailed proposal should be prepared for increasing of wages of weavers with wages linked with production.

(9). Commission appreciated the recommendations of Principal Secretary to Prime Minister for taking Khadi activities to greater heights by linking the wages of weaver with production. This initiative would help to reward the weavers/ artisans with greater output and transparent monitoring of their performance could be done by assessing the performance indicators through electronic pay card system.

(10) CEO, KVIC also briefed some of the actions taken based on ROD with Principal Secretary to Prime Minister; regarding meeting with Secretary (RD), Secretary (Expenditure) and exploring the possibilities for linking premium initiatives like setting up of Charkha Museum at Connaught Place, New Delhi which will be linked with tourism Department.

(11). Commission also appreciated the 'New Initiatives' of providing 'Khadi Mark' to Corporate Houses like M/s. Raymonds India Ltd., M/s. Arvind Mills and M/s. Peter England Brand of Apparels for boosting sale of Khadi.

(12) Commission was also briefed about the proposal for tie up with Rural Electrification Corporation (REC) for distribution of 1000 Charkhas and 250 Looms with composite projects for creating additional employment at Sewapuri, Varanasi, U.P.

(13). CEO also briefed the Commission about

new initiative “CharakhaSahayogProgramme” under which donations will be collected from public for procuring and distribution of Charkhas to the needy artisans in the KVI Sector.

(14). Commission directed to submit 'Comprehensive Action Plan' on all the above issues in the next meeting of the Commission for consideration.

(15). Commission while taking note of the observations of Member(CZ) on the need for recording photographic and video graphic evidence of spinners, weavers and stake holders in the course of inspection of khadi institutions; the practical problems/field realities likely to be faced were also discussed in detail if the inspection of khadi institutions are to be conducted with photographic and videographic evidence. Finally it was decided to initially commence the inspection of khadi institutions in the following order by the teams earmarked by respective State / Divisional Directors :

- (a)** Institutions against which specific complaints have been received by Directorate of Vigilance/CVO.
- (b)** Major A-Category Khadi institutions executing government supplies and also availing Government assistance in terms of MDA / ISEC etc.,
- (c)** Major A-Category Khadi Institutions executing bulk supplies to Khadi Gramodyog Bhavans /Departmental Sales Outlets of KVIC which are availing Government assistance in terms of MDA / ISEC etc.,

(16). In places where women spinners, weavers and stake holders are reluctant/objecting to their photography / videography, the photo copy of

the “Pass Book of Artisans” or Adhar Card, Voter Card etc., will be considered as the proof for their working in the khadi institutions concerned.

(17). Videography will include infrastructure, production and processing processes, interview with spinners, weavers and artisans etc.

(18). Based on the outcome of above briefed method of inspection of khadi institutions, a final policy will be put in place for ensuring genuineness of all khadi institutions.

(19). The above said procedure of conducting the inspection of khadi institutions should be started immediately and consolidated report of the exercise with observations, suggestions/comments to be submitted to the Commission within a period of six to eight months for further consideration.

(20). Regional workshops to sensitize Khadi Institutions on the need to cooperate with the above exercise; to be conducted in a phased time bound manner in all the zones.

(21). Commission further reiterated its earlier decision on “Renewal of Khadi Certificates” and decided that In future all Khadi Certificates will be renewed subject to condition that - if at any point of time during inspection, it is found that the institution lacks adequate infrastructure, or in cases where shortcomings, anomalies or gross violation of rules, regulations and laid down procedure on part of the institution is detected the certificate will be revoked with immediate effect.

(22) In order to economize the process and also speed up the user friendly verification process, on line verification system of khadi institutions to be explored.

