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Mann Ki Baat



In his first 'Mann ki Baat' of 2016: Hon'ble Prime Minister urges to join hands for promoting Khadi

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KHADI AND VILLAGE INDUSTRIES COMMISSION, MUMBAI

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Mann Ki Baat

Mann Ki Baat is an Indian radio programme hosted by **Prime Minister Narendra Modi** in which he addresses the people of the **nation** on **radio** and **DD National**. In his first 'Mann ki Baat' of 2016: Hon'ble Prime Minister urges to join hands for promoting Khadi.



Addressing the Nation in his first Mann ki Baat of 2016, Hon'ble Prime Minister commenced his speech by quoting Sardar Patel who had said, "India's independence is in Khadi. India's civilization represents Khadi, In India what we perceive as highest religion is found in khadi and farmers of the country for whom all have warm feelings

their welfare is also in Khadi". Sardar Sahab defined khadi in very simple words, he added. Remembering Gandhiji on his martyr's day 30th January, the Prime Minister mentioned that he has tried to reach maximum people who are associated with khadi and village industries by writing them a letter. Gandhiji was a great believer of

Science; following him he has also used this technology to reach lakhs of brothers and sisters. “Khadi has become a mark, which has a unique identity. It has now become a symbol and a centre of attention of the nation's youth, especially for those who have taste for holistic health care and organic product, he remarked.

Speaking further he opined that in the world of fashion khadi has created a niche for itself and expressed his appreciation for the efforts of people who are associated with this, and who have tried to bring newness in Khadi. Economy has great importance in market. Besides psychological impact, it has also become a compulsion for Khadi to generate a space in the market, he said. In his speech he also recalled his appeal to people that “they may have varieties of fabric, but they should also have one item of khadi.” And he was happy to inform that people are accepting this fact although one may not adopt khadi totally, but certainly one can have atleast one item of khadi too.

“khadi has the power to provide employment to crores of people”, he added.

He also pointed out that recently, Ministry of Railway, Police Department, and Postal

Department from Uttarakhand, and many more such government institutions have taken initiative to increase use of khadi, and because of these initiatives, the requirements of the people working in this sector will be fulfilled, additional man days will be generated to fulfill demand for Khadi, additional jobs of 18 lakh man days will be generated. 18 lakh man-days will be a quantum jump, he remarked. He also said that Bapuji was also a great supporter and activist of technology up-gradation and because of this charkha has reached to this scale. Using solar energy for plying charkha has proved to be a successful endeavor. This has reduced the drudgery, increased production and qualitatively this quantum jump is seen. He has also received mails about solar charkha from Geeta Devi and Komal Devi from Rajasthan, and Sadhana Devi from Navada who have written in their letter that solar charkha has changed their lif.

Their income has doubled and their interest for this yarn has also increased. All this generates a new lease of life, he said, and last but not the least paying homage to Gandhiji on 30 January, he reiterated, 'Amongst your many clothes, one should also be of khadi' and one and all should insist on this.



Pm's letter to the brothers and sisters associated with Khadi Gramodyog Industry

खादी और ग्रामोद्योग से जुड़े मेरे बहनों और भाइयों,

आज राष्ट्रपिता महात्मा गांधी की पुण्यतिथि के अवसर पर उन्हें मेरी भावपूर्ण श्रद्धांजलि। गांधी जी का सपना था कि प्रत्येक भारतवासी स्वावलंबी बने। इस सपने को साकार करने के लिए उन्होंने हमें खादी का मंत्र दिया।

मेरे लिए यह अत्यंत खुशी की बात है कि सरकार के प्रयास फलीभूत हो रहे हैं और आपके द्वारा तैयार किए गए खादी के उत्पादों का उपयोग करने के लिये विभिन्न सरकारी संस्थान आगे आ रहे हैं। इनमें रेल मंत्रालय, पुलिस विभाग, भारतीय नौ सेना, डाक विभाग सहित अन्य सरकारी संस्थान शामिल हैं। मुझे बताया गया कि इन संस्थानों की माँग को पूरा करने के लिए लगभग 18 लाख मानव दिनों का अतिरिक्त रोजगार खादी के क्षेत्र में उपलब्ध होगा और प्रत्येक कारीगर की आमदनी में भी बढ़ोतरी होगी।

आजादी के आंदोलन में महत्वपूर्ण भूमिका निभाने वाली खादी आज एक फैशन परिधान बन गई है। नवगठित खादी एवं ग्रामोद्योग आयोग नए अवसरों और चुनौतियों को ध्यान में रखकर कई महत्वपूर्ण पहल कर रहा है। ऐसे इंतजाम किए जा रहे हैं, जिससे आपको विभिन्न कल्याणकारी योजनाओं, जैसे अटल पेंशन योजना, प्रधानमंत्री जीवन ज्योति बीमा योजना, प्रधानमंत्री सुरक्षा बीमा योजना का लाभ आसानी से मिल सके।

आयोग द्वारा सोलर चरखा और सोलर लूम से उत्पादन के सफल प्रयास किए जा रहे हैं, ताकि कत्तिन बुनकर पहले से कम मेहनत में अधिक उत्पादन कर सकें और उन्हें दोगुनी आमदनी हो।

हम भारत के गांवों में खादी और ग्रामोद्योग का नेटवर्क करना चाहते हैं, ताकि लोगों को रोजगार से जोड़कर गांवों के प्रत्येक परिवार को सबल बनाया जा सके।

नरेन्द्र मोदी

Hon'ble Minister, MSME inaugurated the State level PMEGP workshop at Lucknow



Union MSME Minister Kalraj Mishra inaugurated the PMEGP state level workshop on 6th January, 2016 . On his inaugural address the Hon'ble MSME Minister stating that the current Central Government has released more funds for UP than any other regime, "When they are unable to utilise the funds given earlier, then how can the Centre be blamed for that?" Asked whether he was ready to be the face of BJP in 2017 UP assembly elections, Shri Kalraj Mishra, MP from Deoria district, said

there were several faces in the party, who could be the Chief Minister.

"Our preparations for the UP polls are good," he added . Speaking on the occasion, Shri Mishra said it was for the first time in the country that the government has conducted industrial profile and skill mapping to ascertain where MSME industries could be set up.

Skill training was being provided to youth so that they as well as the industry could know about each other's requirement, he said,

adding that the priority was being given to UP and requested the state government to extend required cooperation. He said his ministry was making efforts to promote two major schemes ASPIRE and Prime Minister Employment Generation Programme.

Under PMEGP, he said, 30,708 units have been set up between 2008-2014 under which 3.1 lakh unemployed got job opportunities and added that in the last six years the Centre has given a grant of Rs 986 crores to UP under the programme. Mishra said in financial year 2015-2016 the

Centre has given a grant of Rs 120 crore to the state for setting up 5978 units to provide employment to 47,824 people. However, he said that the UP government could spend only Rs 92.84 crore of the total grant, which he said was "a slow progress".

On being asked about the 17 central ministers visit in January to 23 Lok Sabha constituencies of UP, he said the Prime Minister in consultation with other leaders have decided that all central ministers would visit the country. "I myself had been to Coimbatore and now I will be visiting Shillong," he added.



Hon'ble Minister, MSME Inaugurated Khadi Exhibition, KHADI BAZAR 2016 In Ghaziabad



Ghaziabad, Jan 21 (KNN) Union MSME Minister Kalraj Mishra is in Ghaziabad today to inaugurate the Khadi PMEGP Exhibition at Khadi Bazaar. After inaugurating the exhibition, Khadi Bazaar 2016, Mishra interacted with the exhibitionists there. Last week, the MSME Minister had said that in order to make competitive, government is planning to build a Khadi Bhavan in Varanasi. He pointed that the Khadi sale was at its peak in the last year mainly because people from all age groups are buying Khadi now. The sales figure for Khadi were on a

decline in the first half of 2014-15 as compared to the previous year, the corresponding figures witnessed a sudden jump in the second half of the year. In first two quarters of 2014-15 (April to September) the sale was down from Rs 500 crore to Rs 417 crore (2013-14). However, in next two quarters the corresponding number went up from Rs 581 crores.

Chairman KVIC, Shri V.K Saxena met Hon'ble Railway Minister Shri Suresh Prabhu on 5th January, 2016 for the supply of Khadi Products to Railways. During the interaction Hon'ble Minister of Railways assured full cooperation.



Chairman KVIC Shri V.K.Saxena, in felicitation programme with Shri Bhupendra Singh Chudasama, Hon'ble Education Minister of Gujarat at Ranpur Gujarat on 15.01.2016.

GLIMPSE OF DEPARTMENT RELATED PARLIAMENTARY STANDING COMMITTEE MEET ON INDUSTRY AT MUMBAI 8th-10th January 2016



First Joint Committee Meeting between India and Mauritius for the cooperation in MSME sector

The possible areas of cooperation were identified. These areas are in line with the MoU signed between the two countries on 13th December 2015. The issues discussed for cooperation were in the areas of capacity building through training of trainers, surveys on potential areas, managerial and technical skills, marketing, exhibitions & trade fairs exchange of business missions, setting up of business incubators, easy access to finance, clusters initiative, etc. The 1st Joint Committee meeting was held successfully

on 21st January, 2016.

It was also agreed to formulate an action plan in the area of coir, khadi and handicraft sectors in addition to the above areas. Government of Mauritius has exclusively offered to India for transfer of biofarming technology and also exchange of cooperation in the health sector. The Mauritius delegation for this meeting was led by H.E. Mr. Soomilduth Sunil Bholah, Minister of Business, Enterprises and Cooperatives

51st Meeting of DLTFC under PMEGP scheme by A&NI KVIB

The 51st meeting of the District Level Task Force Committee was held on 11th January 2016 at District Office, Mayabunder under the chairmanship of Shri Arava Gopi Krishna, IAS,



Deputy Commissioner [N&MA] for processing of the loan applications received from North and Middle Andaman District under PMEGP scheme of KVIB.

Glimpses of Hon'ble Chairmans' visit to Varanasi in his own words

During the course of my visit to Divisional Office, Khadi and Village Industries Commission, Varanasi, on 9th and 10 December 2015, I visited to explore new/rejuvenate KVI programme to create new employments to the rural youths including the constituency of Honorable Prime Minister. The following places comes under the Prime Minister constituency :-

JAYAPUR Village:

I visited Jayapur on 10th Decemebr 2015 and met Smt.Durga Devi,Gram Pradhan of Jayapur,Villagersand Shri Surendra Singh, Secretary of M/S Jan Kalyan Parisad (Directly Aided Institution of Khadi and Village Industries Commission).After having the discussion with them the following decisions were taken:-

1. The Secretary,Jan Kalyan Khadi Gramodyog Parishad, Varanasi, will start Khadi spinning and weaving activities in the village, where in 25Girls/Women of above 18 years will be employed. Gram Pradhan will identify the candidates and provide the space for their training. After having the training, they will be provided New Model Charkha (NMC) costing Rs. 15,000/- each. Which they

can run in their home by which they will be able to earn Rs. 80-100/- per day. The 5-6 identified weavers after training they will be provided latest developed Gram Laxmi Looms costing about 35,000/- each and able to earn Rs. 120-150 per day. The above Khadi spinners and weavers will also be covered under social security scheme, house cum work shed scheme etc.The Khadi Institutions will provide raw material, collect their finished yarn/cloth and provide them wages at their door steps through their Bank Accounts.

2. In addition to the above 10-15 girls with age group of 18 and above will be provided training in tailoring/designing/embroidery so that they will be able to produce fancy garments and they will be linked up with Prime Minister's Employment Generation Programme and Khadi Institutions for readymade garments manufacturing etc.
3. The farmers and villagers having sufficient animals will be given Bio gas Plant which will provide them light, cooking Gas, Bio-manure and improve the cleanliness and hygiene

of the village.

All above activities will commence in next 30-45 days.

SEWAPURI:

Two Khadi institutions including a training Centre were visited. The Training Centre will be revived so that the training in spinning, weaving, leather, Handmade Paper Product, Masala Processing, Village pottery, Beekeeping, Tailoring, Beautician, computer, paper conversion, Aggarbatti making and candle making etc. will be given to the rural youths and they will be linked with Khadi institutions, PMEGP and other entrepreneurial programmes to provide them sustainable employment/setting up of their

enterprises. The other two Khadi institutions will be revived, which will provide direct employment to approx. 500 Persons.

BHATTHI:

The village is situated near Lohta in Varanasi where 80 traditional potters families with involvement of about 150 artisans are engaged in traditional pottery products. They are facing problems of raw material, marketing and less earning. These potters will be linked with revamped Scheme of Fund for Regeneration of Traditional Industries (SFURTI) through which training, common facility centre, product designing, latest technology support, marketing and exhibition etc. will be provided to them to enhance

67th Republic Day celebrated at S.O. KVIC, Gangtok, Sikkim

On the occasion of 67th Republic Day on 26th January'2016, the National Flag was hoisted by Dr. S.K. Bhuyan, Dev. Officer-In-Charge at State Office, KVIC, Gangtok Sikkim. During the National Flag hoisting

ceremony national anthem was sung by all the participants, The officials of State Office, KVIC, Gangtok, neighbours of the locality and few school students also participated in the celebration.



Mauritius delegates meet KVIC dignitaries for expanding scope of employment generation

To extent cooperation between India and Mauritius on various issues like generating employment and entrepreneurship, marketing, exhibitions and trade fairs, financial support for business initiatives, clusters development, training programmes for youth Shri Soomilduth Sunil Bholah, Minister of Business, Enterprises and Cooperatives, Republic of Mauritius, Shri Vassoo



Putchay, Permanent Secretary, Ministry of Business, Enterprises and Cooperatives, Republic of Mauritius had an official meet with Smt. Usha Suresh, Financial Advisor, KVIC, Shri K.S. Rao, Dy.CEO, KVIC, Shri S.K. Sinha, Dy.CEO, KVIC, Shri Y. K. Baramatikar, Dy.CEO, KVIC and other Programme Directors of KVIC on 19th January 2016 at Dhebarbhai Hall, KVIC, Mumbai.

the dignitaries and gave a brief introduction about KVIC and its present development scenario. Shri K.S. Rao discussed about the

Smt. Usha Suresh welcomed





wide spectrum of KVI sector and its growth and development. Shri S.K. Sinha did a presentation on 'KVIC an overview' showcasing possibilities and prospective of the organization. A film of bee keeping and handmade paper was also shown in meet.

Shri Soomilduth Sunil Bholah in his address said that MSME has worldwide phenomenal and attracting the youth.

MSME not only generates employment but also ensure optimum utilization of local resources. He also said the joint ventures of food processing, handmade paper and bio farming will create great employment opportunities in the island country.



REPUBLIC DAY CELEBRATIONS

January 26th is a red letter day in the history of India for it was on this day that our Constitution came into force and our country became a secular, democratic republic.

The country finally realized the dream of Mahatma Gandhi and the numerous freedom fighters, who fought for, and sacrificed their lives for the Independence of their country. Khadi and Village Industries Commission also celebrated 67th Republic Day. Smt. Usha Suresh, Financial Advisor, KVIC Unfurled the National Flag.

On this occasion FA, KVIC expressed her best wishes to KVIC officials and said that KVIC would do its best for the development of Khadi. Khadi is also a symbol of freedom. The patriotic fervor of the people on this day brings the whole country together even in her essential diversity, She added.

Shri K.S. Rao; Shri Y. K. Baramatikar; Shri S.K Sinha, Dy. CEO, KVIC and all the Programme Directors along with other fraternity of the Organisation participated in the Republic Day Celebration in the KVIC



Chief Executive Officer, KVIC greets on New Year



Shri Arun Kumar Jha, Chief Executive Officer, Khadi and Village Industries Commission addressed a programme at Central Office Mumbai on 13th January, 2016. In his address he greeted all officers and employees of the Commission for New Year 2016.

Smt. Usha Suresh, Financial Advisor, KVIC and Shri Mohit Jain, Chief Vigilance Officer, KVIC; Shri Y.K. Baramatikar, Dy. CEO, KVIC; Shri S.K. Sinha, Dy. CEO and other programme Directors and officials were present on the occasion.

Addressing the gathering, CEO, KVIC

announced the long awaited news of Recruitment Rules which is going to be finalized soon whereby barriers in the promotion will be removed.

The CEO also informed that positive result of steps taken by Commission for generating IRG have started reflecting gradually, this would be beneficial for KVIC employees during recommendations of seventh pay commission.

On the occasion, newly appointed Financial Advisor of KVIC Smt. Usha Suresh and Shri Mohit Jain, Chief Vigilance Officer KVIC also wished the officials and staff of the Commission.

25 livelihood incubation centres to help train youth in UP

Hindustan Times (Lucknow) 7 Jan 2016

Minister, MSME

Union minister Kalraj Mishra addressing the gathering at Ganna Sansthan in Lucknow on Wednesday.

The union ministry of micro, small and medium enterprises is on its way to setting up 25 livelihood incubation centres in Uttar Pradesh under its prestigious programme to provide job-oriented training to rural and urban youths.

These centres would come up on the campus of engineering colleges governed by the Abdul Kalam Technical University and the state government-run degree colleges, said union minister for micro small and medium enterprises Kalraj Mishra who was in the state capital to preside over a workshop of the Khadi and Village Industries Commission.

In rural parts of the state, the livelihood incubation centres will come up on land provided by the state government.

The MSME ministry plans to set up 100 such centres across the country. The Uttar Pradesh government has allocated land for 10 such centres in various districts of the state. Two such centres in Varanasi and Deoria have started working.

“In a bid to provide skill manpower to industries, the union government has decided to set up 100 livelihood incubation centres across the country. In Uttar Pradesh, 25 such centres will come up where youths will be imparted various vocational training — both technical and non-technical,” Mishra told newsmen.

With assembly elections round the corner in

Uttar Pradesh in mid-2017, the union minister emphasised that Uttar Pradesh was on the Centre's priority list.

Youths passing out from these centres would be provided loans from nationalised banks to start their own venture and those opting for jobs would be provided all help in getting a good placement, Mishra added.

At these centres girls would be trained in fashion designing, tailoring, and beautician course among other vocational programmes.

The ministry has set a target of training eight lakh youths across the country at the livelihood incubation centres.

Taking forward Prime Minister Narendra Modi's Digital India programme, the MSME is also planning to set up a digital employment exchange for industries.

“At these employment exchanges, the youths will be provided job-oriented computer training to fulfil the requirement of the industries,” Mishra said.

Talking about the Prime Minister's Employment Generation Programme, Mishra stated that a scheme to encourage start-ups for innovation and entrepreneurship in rural and agriculture based industry was also underway.

In Lucknow, the livelihood incubation centres would come up at Dr Shakuntala Misra National Rehabilitation University, IET campus and Mahila Vidyalaya Post Graduate College.

Shri A.G.Rao, D.O., KVIC, Visakhapatnam awarded as the best Coordinator for PMEGP

On the occasion of Laying Foundation stone ceremony for Global Business Institutions Centre in the premises of Aditya Educational Institutions, Surampalem, E.G. Dist. on 28th December 2015, the managing committee of GBI has selected and awarded entrepreneurs (KHADI and V.I.(PMEGP) with SAVYASACHI award in the function.

The award was given by Hon'ble Minister For S&T, Govt. of India in the presence of Sri

China Rajappa, and Hon'ble Minister for Home, Govt. of A.P., Local MLAs, and other prominent personalities of GBI, JNTUK, ADITYA Educational Institutions etc.

In this occasion, the Hon'ble Minister for S&T has given a Award to Organization for Rural Industrialization and another award to Shri A.G.Rao (D.Co ABFP, Div. Office, KVIC, Visakhapatnam the as best Coordinator for PMEGP.

A one Day Hindi workshop organized at HQ., Mumbai

A one Day Hindi workshop was for superintendents working in Khadi and Village Industries Commission organized at HQ., Mumbai on 10th December, The workshop aimed to train in day to day documentation and correspondence in office.

The workshop was inaugurated by Shri Siddhartha Roy, Dy, Director I/C, Administration and Hindi Cell. Shri Karimmullah Khan, Asst. Director, Official Language, MTNL, Mumbai was the Chief Invitee on the occasion. Shri Siddhartha Roy, Dy. Director I/C focused on increasing

percentage of Hindi correspondence at central Office. Noting and Drafting by superintendents must be in Hindi, he stressed.

According to the subject of workshop, Guest Speaker Shri. Karimmullah Khan informed each aspect in very simplified way. Shri Khan explained the Act and Rules of the Official Language and highlighted the details of official Hindi correspondence regarding official communications. Around 32 participants participated in this workshop. Shri Krishnpal Singh Delivered the vote of thanks.

Seminar on Official Language at Nashik



A two days Seminar on Official Language was organized at Dr. B. R. Ambedkar institute of Rural Technology and Management and Institute of Renewable Energy, Traymbak Mandir, Nashik.

Shri Anurag Chaudhari, AIFS, Nashik Division inaugurated the seminar by lighting the traditional lamp in presence of Shri Ram Singh, Director, Nashik Training center; Dr. Rakesh Singh, Asst. Director, Shri Krishnpal Singh, Senior Hindi translator in charge, Hindi Cell, Central Office.

On this occasion Shri Anurag Chaudhari Said that Hindi is an intuitive and simple language and very easy to use in our day today work.

Shri Harsh Mohan Krishnatrey, Retired Professor, Department of Official Language who was a special invitee on this occasion Informed about use of Unicode on

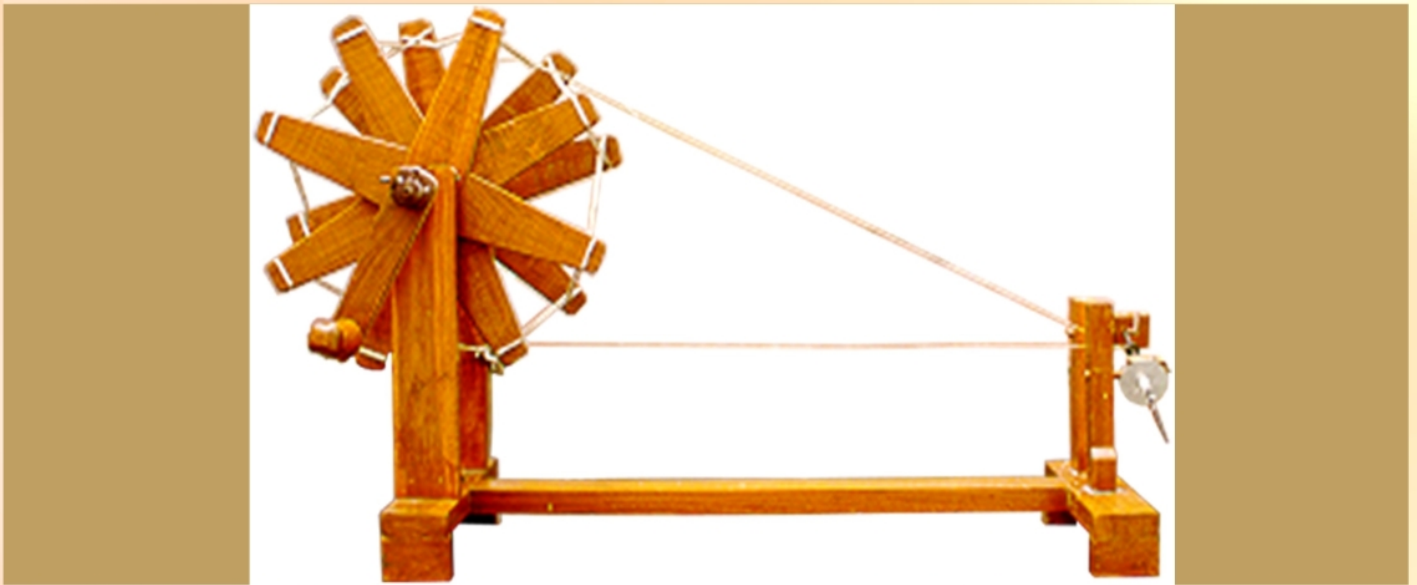
Computer in detail and type of correspondence in the office with practice. Vote of thanks was proposed by Dr. Rakesh Sinha, Assistant Director, KVIC.

Shri B.S.Nakhwal, retired officer, Official Language, BSNL briefed the participants about the questionnaire filled and details provided during the visit of Parliamentary Committee.

Earlier, Shri Loknath Tiwari, Hindi Officer, Currency Notes Nashik and Shri Subodh Kumar Misra, Hindi Officer, LIC, Nashik also spoke and expressed their views.

The two-day conference was conducted by Hindi Cell Central Office, KVIC Mumbai and Shri Krishnpal, Sr. Hindi Translator, In Charge, Hindi Cell Concluded the programme.

Delhi airport to have world's largest charkha on display



The world's largest wooden charkha, spinning wheel used mainly for cotton, will soon be on display at the international airport in the national capital.

Charkha is closely associated with Mahatma Gandhi who had used it to symbolise India's self-reliance during independence struggle.

Khadi and Village Industries Commission (KVIC) would be installing the wooden charkha at Terminal 3 of the Indira Gandhi International Airport here.

In a press release today, KVIC Chairman V K Saxena said display of the "world's largest charkha" at the capital's busiest airport will inculcate the feeling of Indianness and Swadeshi among the travellers.

The charkha would be 9 metres (27 feet) in

length and 5 metres (15 feet) in height.

KVIC said charkha is the symbol of the country's independence and 2016 is also the centenary year of the arrival of Mahatma Gandhi from South Africa.

Last week, during a meeting between Saxena and GMR Chief Executive Officer I Prabhakara Rao, it was decided to allot space for the charkha at departure forecourt between Gate No 4 and 5 of Terminal 3.

The airport is operated by GMR group.

"KVIC will install the charkha in one month's time which will be viewed by approximately 1,50,000 passengers every day at Terminal 3," the release said.

[PTI](#) New Delh January 20, 2016 (business Today)

Khadi goes green! Fabric will have no carbon footprint as Centre uses solar energy to drive spinning wheels

Siddhartha Rai New Delhi Last Updated: January 22, 2016 | 09:54 IST



The government is all set to make Khadi a "zero effect, zero-defect" global product. The government has decided to harness solar energy to power "charkhas" (spinning wheels) across the country to enable handspun Khadi to become the zero-carbon

footprint green fabric of India. Minister of State for Micro, Small and medium Enterprises (MSME) Giriraj Singh has received the Prime Minister's go-ahead for the project and the field trial of the 'solar charkha' has already begun on a pilot basis

in the Khanwa village of Nawada district in Bihar. Hon'ble Minister of State has also submitted a vision document for the revival of the khadi industry in the country.

The marketing strategy is to push khadi products with their USP of being produced in the traditional style - hand-spun and hand woven.

"We are exploring if we can get 'Harit Vastra' commercially produced and marketed just as other ready-made garments. We have collaborated with a private player regarding this. The feasibility report will be submitted to us by the apparel house in a month. Arvind Mills and Levi's are already using Khadi to make jeans. Meanwhile, we are also trying to build on the international demand of khadi and will be targeting the 2.5 crore NRI's across the world," Shri Girirj Singh told Mail Today.

The MSME has also planned to revamp the 7,000-odd Khadi and Village Industries Commission stores spread across the country in line with what can be dubbed as the re-launch of Khadi, independent studies have suggested that the market potential for Khadi goods in India stands at a whopping Rs 40,000 crore.

While the government is mulling over introducing khadi uniforms in schools, the market potential for this endeavour alone stands at Rs 18,000 crore.

According to the survey conducted by the Matrishwa Foundation as well as the

Ministry of Human Resource Development regarding the use of Khadi in school uniforms and other establishments, such as railways and hotels, of the Rs 18,000 crore market of school uniforms in India, the Centre is already paying Rs 6,000 crore under the Sarva Shiksha Abhiyan.

Matrisha Foundation is the NGO that had submitted the khadi proposal to the MSME ministry.

"We carried out a survey among 300 schools in Delhi and encouragingly 70 per cent of the principals showed interest in shifting to Khadi uniforms. MSME minister Shri Kalraj Mishra too has shown positive interest in the proposal and has written to the MHRD," said Shailesh Vats of Matrisha Foundation.

Meanwhile, the MSME ministry also wants to capitalise on the demographic dividend of India.

"The 10-year population growth at 18 per cent adds two crore persons every year to our population. Assuming the demand of 3-metre per person, the future demand for Khadi that can be created is around six crore metre," Shri Singh said.

Singh added that while earlier the Khadi industry had been put on the black list of the Prime Minister's Employment Generation Programme (PMEGP), owing to its beleaguered state, it has once more been added to the scheme.

"The vision of this initiative is multipronged: Ideological, economic and social. It is to add technology to spinning by charkhas as per the vision of Gandhiji who wanted the application of science to the spinning wheel; only that technology should not replace humans. On the other hand, solar charkhas will make khadi the green organic yarn that does not hurt the environment," Singh told MAIL TODAY.

According to the minister, while harnessing solar power for spinning would not involve the use of electricity, it would also drastically reduce water consumption. "For making a metre of khadi fabric, three litre of water is required; for making a metre of mill fabric, 55 litres of water

is needed," Singh said.

The new-age charkhas have been named nano spinning mills and the MSME ministry's new slogan is "Nano Spinning Mills as the new Charkhas". "The need of the hour is decentralised production which is able to create more jobs and make Khadi competitive in terms of reducing the cost of yarn and production," said Singh.

In the next phase of implementation, the ministry would extend the solar charkha scheme to all the villages in India that are covered under the 'Adrash Gram Yojna'.

The ministry has found that even at the experimental stage, the technology has

THE WHEELS ARE TURNING

■ **The govt has decided to harness solar energy to power 'charkhas' (spinning wheels) across the country**

■ **This would enable hand spun Khadi to become zero-carbon footprint green fabric of India**

■ **PM has approved the project and the field trial of the 'solar charkhas' has begun on a pilot basis in the Khanwa village of Nawada district in Bihar**

■ **According to studies conducted by the MSME ministry, solar charkhas have boosted production by 20 times involving least drudgery**

yielded Rs 6,000 to Rs 9,000 a month for every household involved in the exercise. The ministry plans to introduce 1,000 such spinning wheels in all villages. "With just 400 spinning wheels now, the village is earning around `15 crore a month, with 1,000 such wheels, the income of the villagers will go up to Rs 30 crore. We will achieve this before 2016 ends," Singh said.

According to the estimates of the ministry, the solar spinning wheels would also generate employment. Estimates say 10 persons are engaged in every solar spinning wheel; thus in the village alone, 10,000 jobs would be created.

"Given the number of parliamentary constituencies

and the villages under the Adarsh Gram Yojna, we shall be able to create 70 to 80 lakh jobs in 2016-17," Singh said.

According to studies conducted by the MSME ministry, solar charkhas have boosted production 20 times. The Khadi vision document says solar charkhas have also led to more than four-fold appreciation in income of artisans.

With a drastic reduction in cost of wages, cost of yarn, which has so far remained rather high, becomes competitive, the document said.

(In association with Mail Today Bureau)

business Today

प्रधानमंत्री की मन की बात

खादी पर आज करेंगे बात

कार्यालय संवाददाता मुंबई. देश में खादी को बढ़ावा देने एवं कारीगरों की समस्या जानने के लिए प्रधानमंत्री नरेंद्र मोदी रविवार को मन की बात खादी पर करेंगे. प्रधानमंत्री ने कहा कि गांधी जी का सपना था कि प्रत्येक भारतवासी स्वावलंबी बने. इस सपने को साकार करने के लिए उन्होंने हमें खादी का मंत्र दिया. सरकार के प्रयासों के बाद राष्ट्रपिता का सपना साकार हो रहा है. खादी के उत्पादों का उपयोग करने के लिए विभिन्न सरकारी संस्थान आगे आ रहे हैं.



■ इनमें रेल मंत्रालय, पुलिस विभाग, भारतीय नौ सेना, डाक विभाग सहित अन्य सरकारी संस्थान शामिल हैं. इन सभी संस्थाओं की मांगों को पूरा करने के लिए खादी के क्षेत्र में काम करने वाले 18 लाख लोगों को अतिरिक्त रोजगार मिलेगा. प्रत्येक कारीगर की आमदनी में भी बढ़ोतरी होगी.

■ आजादी के आंदोलन में महत्वपूर्ण भूमिका निभाने वाली खादी आज एक फैशन परिधान बन गई है. नवगठित खादी एवं ग्रामोद्योग आयोग नए अवसरों और चुनौतियों को ध्यान में रख पहल कर रहा है. ऐसे इंतजाम दि

'Give crop relief to 50% farmers'

Continued from Page 1
tion, he said.
"The biggest thing is that the rate of premium has been kept so low which nobody would have imagined. The rate of premium for kharif crop has been kept at two per cent, one-and-a-half per cent. Now tell me, if any farmer is deprived of the benefits of this scheme, will he not suffer a loss? I want the awareness about this scheme to spread," the PM added.



Narendra Modi

The Prime Minister also referred to the 'Start-Up India' scheme rolled out on January 16 and said it had inspired new energy among young people. Mr Modi said there was a wrong notion earlier that the initiative was limited to the sophisticated area of information technology but now it had become clear there were enormous opportunities in kinds of sectors and areas, which includes farming. He gave some examples of startups in the farming sector in Sikkim, which was recently declared as an 'organic state'. India's first Mr Modi invited more such examples of

startup initiatives. The PM referred to the death anniversary of Mahatma Gandhi, that said people should every year observe a two-minute silence at 11 am in the memory of the country's martyrs. Talking about the popularity of khadi, on appeal in his first 'Mann Ki Baat' in October 2014, the PM said more and more youth were now using khadi products. He mentioned the government's ambitious 'Beti Bachao, Beti Padhao' campaign. The PM praised the efforts of the Haryana and Gujarat governments in taking concrete steps to implement it. The number of female births in Ha

was rising fast as the 'Beti Bachao, Beti Padhao' campaign had brought about a 'real' societal change there, he said. "Haryana and Gujarat gave importance to the 'daughter'... This year, the most educated girl of a village was invited to unfurl the national tricolor in a government school (at the Republic Day function). A well-educated 'daughter' was given special importance," he said. Mr Modi had launched the scheme from Panipat last year, a state which has one of the worst sex ratios in the country. Mahendragarh district in the state was the worst-hit.

मन की बात में खादी और स्टार्टअप पर मोदी का जोर

बीबीसी संवाददाता नई दिल्ली, 31 जनवरी

प्रत्येक वर्षीय उत्तरिणी किंग खादी को बढ़ावा देने के लिए खादी पर मन की बात में खादी का जोर देते हैं. खादी को बढ़ावा देने के लिए खादी पर मन की बात में खादी का जोर देते हैं. खादी को बढ़ावा देने के लिए खादी पर मन की बात में खादी का जोर देते हैं.



Narendra Modi

मन की बात

■ किसानों और युवाओं में खादी को बढ़ावा देने के लिए खादी पर मन की बात में खादी का जोर देते हैं. खादी को बढ़ावा देने के लिए खादी पर मन की बात में खादी का जोर देते हैं.

■ Praises Haryana, Gujarat for rise in female births Give crop relief to 50% farmers in 2 years: Modi

AGE CORRESPONDENT NEW DELHI, JAN. 31

Underlining the significance of the recently announced Crop Insurance Scheme, Prime Minister Narendra Modi said Sunday on his monthly radio show 'Mann Ki Baat' that awareness about it should be spread nationwide so that at least 50 per cent of farmers join it within two years.



Narendra Modi

He also pitched for continued efforts to popularise khadi and awareness to save the girl child and also referred to the recently launched 'Start-Up India' programme.

Mr Modi said he needs "maximum help" from people to spread awareness on the Pradhan Mantri Crop Insurance Scheme that was launched earlier this month. "In our country, a lot is said in the name of farmers. I don't want to get involved in that debate, but farmers face a major crisis. In natural calamities, their entire effort goes waste. His one year goes waste. To give him security, only one thing comes to mind, and that is crop insurance," he said in his first 'Mann Ki Baat' of 2016.

"In the new year, the Central government has given a big gift to farmers — Pradhan Mantri Crop Insurance Scheme. This scheme has been brought not for the purpose that it should be praised or the PM should be hailed,"

■ Says 'Start-Up India' not just for high-tech sector, but for everyone

Mr Modi added. He said for so many years, there had been talk about crop insurance, but "not more than 20-25 per cent" of the country's farmers had been able to benefit from such schemes. "Can we take a pledge that we should connect at least 50 per cent of farmers to this scheme in two years? I need this help from you. Because if a farmer joins the scheme, he will get huge help during a natural calamity," he added. Mr Modi said this time the scheme had got "wide acceptability because it has been made quite extensive and easy and involves use of technology. Not only this, if something happens to the crop within 15 days after harvest, even then help is assured." Usage of technology will ensure speedy assessment and disbursement of compensation. ■ Turn to Page 5

50% किसानों को देंगे फसल बीमा

खादी को लोकप्रिय बनाएंगे

नई दिल्ली, 31 जनवरी. प्रधानमंत्री नरेंद्र मोदी ने रविवार को मन की बात में खादी पर जोर दिया. उन्होंने कहा कि गांधी जी का सपना था कि प्रत्येक भारतवासी स्वावलंबी बने. इस सपने को साकार करने के लिए उन्होंने हमें खादी का मंत्र दिया. सरकार के प्रयासों के बाद राष्ट्रपिता का सपना साकार हो रहा है. खादी के उत्पादों का उपयोग करने के लिए विभिन्न सरकारी संस्थान आगे आ रहे हैं.

मन की बात में बोले मोदी

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25% ही लाभार्थी

02 प्रतिशत के किसान ही फसल बीमा के लाभार्थी हैं. प्रधानमंत्री नरेंद्र मोदी ने रविवार को मन की बात में खादी पर जोर दिया. उन्होंने कहा कि गांधी जी का सपना था कि प्रत्येक भारतवासी स्वावलंबी बने. इस सपने को साकार करने के लिए उन्होंने हमें खादी का मंत्र दिया. सरकार के प्रयासों के बाद राष्ट्रपिता का सपना साकार हो रहा है. खादी के उत्पादों का उपयोग करने के लिए विभिन्न सरकारी संस्थान आगे आ रहे हैं.

■ किसानों को बढ़ावा देने के लिए खादी पर मन की बात में खादी का जोर देते हैं. खादी को बढ़ावा देने के लिए खादी पर मन की बात में खादी का जोर देते हैं.

PM wants 50% farmers to join Crop Insurance Scheme in two years

New Delhi, Jan 31: Highlighting benefits of the just-announced Crop Insurance Scheme, Prime Minister Narendra Modi on Sunday said awareness about it should be spread across the country so that at least 50% of the farmers join it within two years.

In his monthly radio programme 'Mann Ki Baat', he also pitched for continued efforts to popularise khadi and awareness to save the girl child, mentioned about the recently launched Start-Up India programme and talked about the upcoming International Fleet Review to be held in Visakhapatnam.

Modi said he needs the "maximum help" from people about spreading awareness regarding the Pradhan Mantri Crop Insurance Scheme which was launched earlier this month.

"In our country, a lot is said in the name of farmers. I don't want to get involved in that debate, but farmers face a major crisis. In natural calamities, their entire effort goes waste. His one year goes waste. To give him security, only one thing comes to mind, and that is crop insurance," he said in his first edition of the monthly radio programme.

"In the New Year 2016, the central government has given a big gift to the

'50% farmers must get crop insurance in 2 yrs'

New Delhi: Impressed by the enthusiasm of the youngsters in the 'Start-Up India' programme, Prime Minister Narendra Modi on Sunday said it had inspired new energy among young people. Mr Modi said there was a wrong notion earlier that the initiative was limited to the sophisticated area of information technology but now it had become clear there were enormous opportunities in kinds of sectors and areas, which includes farming. He gave some examples of startups in the farming sector in Sikkim, which was recently declared as an 'organic state'. India's first Mr Modi invited more such examples of

startup initiatives. The PM referred to the death anniversary of Mahatma Gandhi, that said people should every year observe a two-minute silence at 11 am in the memory of the country's martyrs. Talking about the popularity of khadi, on appeal in his first 'Mann Ki Baat' in October 2014, the PM said more and more youth were now using khadi products. He mentioned the government's ambitious 'Beti Bachao, Beti Padhao' campaign. The PM praised the efforts of the Haryana and Gujarat governments in taking concrete steps to implement it. The number of female births in Ha

was rising fast as the 'Beti Bachao, Beti Padhao' campaign had brought about a 'real' societal change there, he said. "Haryana and Gujarat gave importance to the 'daughter'... This year, the most educated girl of a village was invited to unfurl the national tricolor in a government school (at the Republic Day function). A well-educated 'daughter' was given special importance," he said. Mr Modi had launched the scheme from Panipat last year, a state which has one of the worst sex ratios in the country. Mahendragarh district in the state was the worst-hit.

■ Says 'Start-Up India' not just for high-tech sector, but for everyone

Mr Modi added. He said for so many years, there had been talk about crop insurance, but "not more than 20-25 per cent" of the country's farmers had been able to benefit from such schemes. "Can we take a pledge that we should connect at least 50% of farmers to this scheme in two years? I need this help from you. Because if a farmer joins the scheme, he will get huge help during a natural calamity," he added. Mr Modi said this time the scheme had got "wide acceptability because it has been made quite extensive and easy and involves use of technology. Not only this, if something happens to the crop within 15 days after harvest, even then help is assured." Usage of technology will ensure speedy assessment and disbursement of compensation. ■ Turn to Page 5

Raj women spin success story with solar charkhas

Jaipur: Weaving khadi with solar charkhas has changed the lives of 50-year-old Geeta Devi and 40-year-old Koral Devi of Rajasthan's Dausa. On Sunday, they received accolades from PM Narendra Modi on Mann Ki Baat. The khadi commission had conducted a training programme on the use of solar charkhas that the duo attended. Both felt this innovative version of the charkha was easier to use. — Ashish Mehta

PM: 'Beti Bachao' has worked well in Haryana

New Delhi: The number of female births in Haryana is increasing fast as the 'Beti Bachao, Beti Padhao' campaign has brought about a 'real' societal change there, he said. Mr Modi had launched the scheme from Panipat last year, a state which has one of the worst sex ratios in the country. Mahendragarh district in the state was the worst-hit.

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मन की बात में कातिन गीता का खत व खादी

म बोले-खादी में है, की रोजगार की तकरार



ये भी बोले पीएम

मोदी ने अपने दो सत्र में प्रधानमंत्री मन की बात में 50 पहलियाँ दिखाई कीं जिनमें खत और खादी का नाम भी आया है।

गीता का पत्र

खादी और गीता का पत्र... 50 लाख महिलाओं को रोजगार देगा...

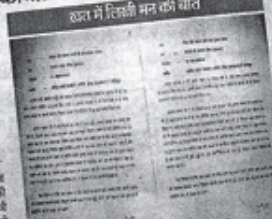
समिति ने दी मांगीन की सुविधा

कोमल व गीता के सोच की तारीफ

प्रधानमंत्री के 'मन की बात' कार्यक्रम में दोसा की कातिनों का जिक्र सुनकर सभी प्रफुल्लित



कोमल देवी



खत में लिखी मन की बात

मजदूरी पर निर्भर परिवार

गीता का सोच का टीका लेते हैं... 1400 कातिन

1400 कातिन... रोजगार के लिए...

सर्वकारसे की सख्ती की मांग

सख्ती के तर्जुमानी... 1400 कातिन...

'Asked family to save money for solar charkha'

Continued from P 1

Jaipur: "Khoob photo khinch rai hai, Pradhanmantri ji ko dhanyawad. (Many pictures are being clicked. Thanks to the prime minister)," said Geeta...



Komal Devi with her solar charkha at Dausa

300," she said. "I am told that this 'charkha' costs about Rs 40,000. At home I have the manual one, and I have asked my family members to save some money to purchase the solar one. It is really good," she said.

From khadi to crop insurance, Modi connects with all

New Delhi: Trying to make his monthly radio broadcast as broad-based as possible, Prime Minister Narendra Modi not only touched upon varied issues ranging from Khadi to Start-ups...

Cong slams PM for not mentioning Vemula case... Invoking Mahatma Gandhi and Sardar Patel, he heralded Khadi as having the power to generate employment for crores of people...

"I need maximum help from people about spreading awareness regarding the Pradhan Mantri Crop Insurance Scheme which was launched earlier this month... a lot is being said in the name of farmers. I don't want to get involved in that debate," said Modi.



PM wants 50 per cent of farmers to join Pradhan Mantri Crop Insurance Scheme

Modi lauds two women from Raj in Mann Ki Baat

Ashish.Mehta@timesgroup.com

Jaipur: Prime Minister Narendra Modi on Sunday heaped praises on two women from Rajasthan in his weekly Mann Ki Baat address to the nation.



Geeta Devi



Komal Devi

While talking about how khadi can provide jobs to crores of Indians, he mentioned Geeta Devi (50) and Komal Devi (40), both from Dausa, for weaving the cloth with 'solar charkhas'.

Bring 50% farmers under insurance cover: PM, P 7

ing sessions on 'solar charkhas' at the office of Khadi Samiti in Dausa three months ago, part of pan-India initiative of the Khadi and Village Industries Commission (KVIC). "Both mastered the art with 'solar charkhas'. These are easier to work with than the conventional 'charkhas' as one does not need to turn the wheel manually. This is done by solar energy. Both the women were happy and had written about their experience to Prime Minister Narendra Modi recently," said Anil Sharma, secretary of Khadi Samiti of Dausa...

अमर उजाला

संस्करण: बुधवार, 7 जनवरी 2016

मेक इन यूपी से ही मेक इन इंडिया संभव

केंद्रीय एमएसएमई मंत्री कलराज मिश्र बोले- उद्योग राज्य का विषय, केंद्र रहा पूरा सहयोग

अमर उजाला

लखनऊ



केंद्रीय एमएसएमई मंत्री कलराज मिश्र (दोसरे से दाएं) के साथ एमएसएमई मंत्रालय के अधिकारियों का एक बैठक।

लखनऊ: केंद्रीय एमएसएमई मंत्री कलराज मिश्र ने आज लखनऊ में उद्योग राज्य के संकल्प को अंजना देने के लिए एक बैठक का आयोजन किया। मिश्र ने कहा कि 'मेक इन इंडिया' के संकल्प को अंजना देने के लिए 'मेक इन यूपी' का समर्थन और सहयोग आवश्यक है।

उद्योग राज्य के संकल्प को अंजना देने के लिए एक बैठक का आयोजन किया गया। बैठक में केंद्रीय एमएसएमई मंत्री कलराज मिश्र और एमएसएमई मंत्रालय के अधिकारियों का शामिल होना शामिल था।

मिश्र ने कहा कि उद्योग राज्य के संकल्प को अंजना देने के लिए 'मेक इन यूपी' का समर्थन और सहयोग आवश्यक है।

एन-टीएल टोकन में सहयोग करने में तैयार

लखनऊ

अमर उजाला

लखनऊ: एन-टीएल टोकन में सहयोग करने में तैयार होना एमएसएमई मंत्रालय के एक उद्योग राज्य के संकल्प को अंजना देने के लिए एक बैठक का आयोजन किया गया।

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HINDUSTAN TIMES, LUCKNOW THURSDAY, JANUARY 07, 2016

25 livelihood incubation centres to help train youths in UP, says Kalraj

HT Correspondent

LUCKNOW: The union minister of micro, small and medium enterprises says as per its way to set up 25 livelihood incubation centres in Uttar Pradesh to provide pre-natal training to rural and urban youths.

These centres would come up on the campus of engineering colleges governed by the All India Council for Technical Education and state government-run degree colleges.



Union Minister Kalraj Mishra addressing the gathering at Centre Sanshodhan in Lucknow on Wednesday.

ALLEGATIONS BASELESS: MIN

LUCKNOW: Union Minister Kalraj Mishra on Wednesday refuted the UP government's claim that the Centre was not providing funds to it.

"Assembly elections are round the corner. So, these allegations are politically motivated just to cast the attention of the people," Mishra said.

नवभारत टाइम्स

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दो महीने में कैसे लागेंगी 3000 यूनियटें?

लखनऊ: एमएसएमई मंत्रालय के एक उद्योग राज्य के संकल्प को अंजना देने के लिए एक बैठक का आयोजन किया गया।

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25 livelihood business incubation centres identified for UP: Kalraj



Union Minister Kalraj Mishra speaking at a meeting on Prime Minister Employment Generation Programme at Centre Sanshodhan in Lucknow on Wednesday.

'BJP is fully prepared for UP Assembly elections'

LUCKNOW: Union Minister Kalraj Mishra on Wednesday said the BJP is fully prepared for the upcoming Uttar Pradesh Assembly elections in 2017.

"We have a clear strategy for the elections. We are fully prepared to face any challenge," Mishra said.

चुनाव देख आरोप लगा रही सपा सरकार

लखनऊ: प्रधानमंत्री के उद्योग राज्य के संकल्प को अंजना देने के लिए एक बैठक का आयोजन किया गया।

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बोले कलराज

प्रदेश में खर्च नहीं हो पा रही है केंद्र से मिली रकम



केंद्रीय एमएसएमई मंत्री कलराज मिश्र (दोसरे से दाएं) के साथ एमएसएमई मंत्रालय के अधिकारियों का एक बैठक।

पहले मेक इन यूपी...

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सीएम के लिए कई चेहरे

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