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After more than 160 years of establishment of postal services in India, the 90,000 employees in the country will be attiring the national fabric as their new uniform

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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काममे दुरुवधानम्।
प्राणिनाम् आतिथ्यशनम्।

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Proud Moments

Shri Narendra Modi, Prime Minister and Benjamin Netanyahu, Prime Minister, Israel accompanied with his wife Sara visited Mahatma Gandhi's Sabarmati Ashram, Ahmedabad on 17th January 2018 where they mindfully spun Charkha.



Khadi makes its way as uniform in 163-year-old India Post



New Delhi: The signature fabric of India, popularly known as Khadi, is once again in the news for some very good reason! After more than 160 years of establishment of postal services in India, the 90,000 employees (postmen and postwomen) in the country will be attiring the national fabric as their new uniform from Feb 2018 onwards. Amid much fervor and enthusiasm, the Union Minister of State (Independent Charge) of the Ministry of Micro, Small and Medium Enterprises Giriraj Singh and Minister of State (Independent Charge) of the Ministry of Communications Manoj Sinha, jointly launched the Khadi uniform for staff of India Post at a function in Udyog Bhawan on January 29, 2018.



Incidentally, it was also first time the Department of Posts in Uttarakhand, which wholeheartedly accepted the proposal of Khadi and Village Industries Commission (KVIC) Chairman V K Saxena to adopt Khadi as the uniform of all of its postal employees in the Uttarakhand region in 2016, besides giving the orders for furniture made by the village industries units of KVIC. And, that caught

the attention of none other than Prime Minister Narendra Modi, who especially appreciated the Department of Posts of Uttarakhand's decision for adopting Khadi in his monthly radio programme 'Mann ki baat'.

Taking inspiration from his vision to adopt this fabric showcasing self-reliance, Khadi and Village Industries Commission (KVIC) Chairman Vinai Kumar Saxena left no stone unturned to contact several government department and State governments. And now last but not the least, the KVIC has found another taker as the Department of Posts, which had recently decided to make Khadi as the uniform for its letter-carriers.

Taking attention of KVIC Chairman's request letter about introducing Khadi dress material for uniform in all the Post Offices across the country,



A. K. Nanda, Secretary, Department of Posts (Ministry of Communication), vide his DO No 23-2/2017 dated 19th December 2017, had said that all the postal circles had been informed about procurement of uniform through KVIC. Department of Post gives Rs 5000 to its each employee for purchasing 2 sets of uniforms in a year. The 90,000 postmen and postwomen would be given two sets of their new outfits.

The new Khadi uniforms for postmen and post women are specially designed by the National Institute of Fashion Technology (NIFT) for the Department of Posts. "It is really encouraging for us that KVIC has got this prestigious order to supply the new uniforms for the postmen and postwomen in the country, with a value of the order of approximately Rs 48 crore. This order will certainly increase the income of our artisans," he said, adding, "It will also catch attention of other departments to adopt Khadi as their uniform.

Dept of Posts, on 6th January 2018, had requested the KVIC to submit the samples by 20th January for further approval of higher authorities. The KVIC, however, submitted the same on 18th January 2018, which were not only approved but

also won accolades from the Dept of Posts top authorities.

It may be noted that each postman/postwoman working for India Post gets an annual uniform allowance of Rs 5,000, and the same amount would be spent on making the two sets of clothes to be given to each of them. It is all set to see the letter-carriers in their new outfits as early as February. The women will be given two pairs of Salwar Kameez, designed with a chic look – costing Rs 1,700; for each pair, while the men will be given two pairs of shirts and trousers – each pair costing Rs 1,600. The uniforms will all be made of Khadi fabric and of khaki-color.

Highlights:

- ✦ Altogether 90,000 postal staff would be in Khadi uniforms now, including postmen and postwomen
- ✦ KVIC would give special discount of 10 percent to all the letter-carriers on the stitched items
- ✦ KVIC would also gift two napkins on purchase of every pair of uniform to all of them, which had been stitched by women of militancy-afflicted families Jammu and Kashmir
- ✦ Total fabric required would be around 8 lakh meters, which would be supplied by top 37 Khadi institutions of the country – hailing from Himachal Pradesh, Gujarat, Punjab, Chattisgarh, Madhya Pradesh, Karnataka etc.
- ✦ The KVIC submitted its samples even before the stipulated date and those samples were approved and appreciated by the authorities of Department of Posts

KVIC opens first Khadi Korner with Globus in GIP Mall, Noida



New Delhi: It was some sort of heritage's fusion with modernity, when the first Khadi shop-in-shop was inaugurated by the Union Minister of State (Independent Charge) for Micro, Small and Medium Enterprises Giriraj Singh at Great India Place Mall in Noida on 10th January 2018.

The minister, in his inaugural address, said that with tying up with various retail chains to launch Khadi Korner, Khadi has once again created a new dimension in retailing. "Gone are the days when people used to believe that Khadi was a dress of either *netaji* (politicians) or *dadaji* (grandparents). In those days, loyal customers of Khadi used to travel distances to reach Khadi Bhandars to buy it. But today, it has not only become the favourite fabric for

one and all, it has showcased its presence right from the sleepy hamlets to mega malls of the cosmopolitans," he said.

Echoing similar views, Khadi and Village Industries Commission (KVIC) Chairman Vinai Kumar Saxena said that as availability is one key area of selling in modern world, KVIC has also introduced a new initiative of opening exclusive Khadi Korner in major malls and supermarkets in the country – to ensure Khadi's presence at doorstep. "As the average daily sale at Khadi Korner will be around Rs 30,000, it will certainly be a major marketing game-plan for Khadi in retail and expected to give a major push to Khadi sales," he said, adding, "Designer intervention is also planned by KVIC to introduce market trendy designs in Khadi. Reputed designers like Ritu Beri, Nachiket and institutes like NIFT, SNDT, Pearl Academy are also being involved in this initiative."



It may be noted that on 16th November, KVIC had organised an interaction with CEOs of Retail Chains and Designers at WTC Mumbai, which was addressed by Chairman KVIC Shri V. K. Saxena and Secretary MSME Shri A. K. Panda. The objective was to give retail presence to Khadi in major malls and retail stores. Subsequently, convergence has been established with Globus Stores, unit of Raheja Group and Khadi Korner have been planned for opening at Globus in Noida, Chennai, Varnasi and Ahmedabad in first phase. Tie-up has also been made with Cotton Bazaar at Mumbai and Khadi Korner is planned for



launch in February 2018 through their stores. Besides, discussions are on with Apna Bazaar, Shoppers Stop, Big Bazaar etc for Khadi Korner tie-up.

KVIC signed a MoU with M/s Globus



Khadi and Village Industries Commission signed a MOU with M/s Globus for setting up of a 'Khadi Korner' in The Globus chain of stores on 12th January 2018 at the KVIC Central Office, Mumbai. The MoU was signed by Shri I. Jawahar, Director (Marketing) and Shri Amit Kumar, CEO Globus Stores Private Ltd. in the august presence of Shri Vinai Kumar Saxena, Chairman, Ms. Preeta Verma, Chief Executive Officer, Ms Usha Suresh, Financial Advisor, and other senior Officials, KVIC.

Briefing on this tie up with Globus Chain of stores, Chairman KVIC said, "this is a good platform where customers will get khadi without travelling much of a distance. He also gave figures of this years

excellent highest sales growth of Rs. 55,8,77.97 crores."

This kind of tie up has triple benefit in the form of sales, generating employment and more over benefit to the artisans in the form of increasing their wages.

Shri Vinai Kumar also announced about another experiment of Khadi Mitra where house wives can sell khadi with very less capital investment initially.

CEO Globus Stores Private Ltd. said, fruits of a good Collaboration are always sweet and Globus store has more of generation Z buyers who will get exposure to unique Khadi apparels of different flavours along with other Village Industry Products like essential oil, soaps in their store. The 1st store opened at New Delhi has marked very encouraging sales of Rs. 1800 per sq. feet which has proved as best so far.

Earlier, a meeting was held on 16th November 2017 between Chairman, KVIC, Secretary MSME, JS(ARI), with CEOs of major Retail Chain Outlets in



Mumbai for propagating sales of Khadi through popular retail chain outlets in Mumbai. Representatives of over 20 popular retail chain outlets like M/s. Globus, Apna Bazar, Raymonds, Big Bazar, Raheja, Pantaloon etc., including representatives of Retailers Association participated in the interactive session where initiatives by private players and corporates in the retailing business were requested to come out with initiatives for propagating Khadi through their marketing outlets through initiatives like Shop-In-Shop concept etc.

Consequent to the meeting, M/s. Globus Stores Pvt. Ltd., a retail clothing stores chain having its Head Office at Mumbai, having its presence in 35 locations in 22 cities in India has approached KVIC with offer to provide space in its 'Showrooms' for setting up of "Khadi Corner" initially in Globus Showroom at Noida and Chennai with a view to promote sale of Khadi & Village Industries products. Globus shall later on increase the number

of outlets in phased manner through various Globus Sales Outlets. This may be followed by khadi Korner at Varansi and Ahmdabad.

The Khadi Korner shall operate on three distinct models :-

- MODEL-1.** (Where the Khadi Korner will be run exclusively by the Retailer)
- MODEL-2.** (Where the Khadi Korner will be run by the DSO/ KG Bhavan).
- MODEL-3.** (Where the Khadi Korner will be run by Khadi Institutions/PMEGP/REGP Units) (Tripartite Agreement).

Khadi Korner has already been set up in Globus Stores at NOIDA and is functioning from from 4.1.2018. Similar tripartite agreement between KVIC, Globus and Madras Sarvodaya Sangh will be executed shortly for opening of Khadi Korner in Globus Stores at Chennai.



A confluence of crafts, fabric and culture 'Khadi Haat' inaugurated

New Delhi: Right from the beautifully embroidered zari zardozi woven on the streets of Benares to Kashmir's Pashmina! From West Bengal's tant sarees to dexterously-designed batik-printed clothes created on the cavernous hand-crafted of Indore (MP)! And, amid the famous sufi songs and Quawwalis by Nizamis and Rajasthani folk dance! All at a single carpet area in the centre of Connaught Place – the heart of 'Dilwalon ki Dilli'!

Amid much enthusiasm and gaiety, Union Minister of State (I/C) Giriraj Singh, on Thursday evening, inaugurated the first ever 'Khadi Haat', set up under the joint aegis of Khadi and Village Industries Commission (KVIC) and New Delhi Municipal Corporation (NDMC) at Baba Kharak Singh Marg.

The minister, in his inaugural address, said that Khadi had not only become the favourite fabric for one and all, it had also showcased its presence right from the sleepy hamlets to mega malls of the cosmopolitans. "Contrary to the crowded and shouting atmosphere at other places, the ambience of music, spirituality and lights at the Khadi Haat will certainly provide a cozy atmosphere to the buyers. It is remarkable that KVIC has been making all efforts to popularize Khadi and Village Industries products across the globe though its

sales outlets and marketing avenues," he said.

Corroborating similar views, KVIC Chairman Vinai Kumar Saxena said that Khadi is an indispensable ingredient in the rural development model of India and lays one of the most essential bridges across the rural-urban divide. "In this Khadi Haat, Prime Minister Employment Generation Program (PMEGP) entrepreneurs will get an opportunity to display and sell their exquisite products," he said, adding, "It will also provide better platform as well as earnings for the upcoming artists."

Lok Sabha MP Meenakshi Lekhi, in her address, also appreciated the hont efforts of NDMC and KVIC. "Khadi is a novel idea and we all should try to propagate across the globe," she said.

NDMC Chairman Naresh Kumar said that the corporation would never hesitate to step forward with KVIC.

Among others, who addresses the gathering, were MSME Secretary A.K. Panda, noted fashion designer Ritu Beri and KVIC member Hina Shafi Bhatt.

The program ended with beautiful quawwali from Nizami brothers and Rajasthani



folk dance by Suresh Vyas and his troop.

First Khadi Haat of India: KVIC to promote fabric, craft with culture, cuisine



New Delhi: In what comes as a beautiful example of Prime Minister Narendra Modi's dream project 'Swachh Bharat Abhiyan', the place – once infamous for harbouring the drug-peddlers and anti-social elements, has now turned into one of the most safe, sanitized and sweet place for the craft-cuisine-culture lovers! Yes, taking a cue that Delhi belongs to 'dilwallahs', the Khadi and Village Industries Commission (KVIC) has taken a significant move to promote fabric along with culture! And, that too sanitizing in the heart of New Delhi from drug-hawkers and criminals, i.e. in Connaught Place! When on the eve of 68th Republic Day of India, the Union Minister of State (I/C) Giriraj Singh

inaugurated KVIC's first *Khadi Haat* in Baba Kharak Singh Marg, it was more than enough to catch the eyes of connoisseur buyers, who avoid going overcrowded and noisy shopping malls. Right from the beautifully embroidered zari zardozi woven on the streets of Benares to Kashmir's Pashmina, from West Bengal's tant sarees to dexterously-designed batik-printed clothes created on the cavernous hand-crafted of Indore (MP) – everything is available here in a single carpet area. And, that too amid the soothing musical concerts and food courts having delicacies across the nation!

For KVIC Chairman Vinai Kumar Saxena, it was not only the best possible way to ensure the display of Khadi and village industries in the heart of National Capital, rather it could be a better platform for Prime Minister Employment Generation Program (PMEGP) entrepreneurs to display and sell their exquisite products. "Khadi is inching forward day by day as our Prime Minister Narendra Modi has traced Khadi's historic relevance from 'nation to fashion to transformation'. It was the effect of Prime Minister's repeated appeals that

Contd..on next pg



Shri Giriraj Singh, Hon'ble Minister, MSME, inaugurated Solar Charkha disbursement programme under Bhartiya harit Khadi Sansthaan at Khanwa Village in Navada District.

MSME Secretary, Shri Arun Kumar Panda accompanied with other dignitaries of KVIC attended a PMEGP meeting with RBI in Mumbai.



Minister, MSME interacts with participants of Managers Conclave- a management development programme on empowering business education & individuals, organized by Coir Board, in Thiruvananthapuram on 8th January 2018.

Contd..from pg. no.10

Khadi has become the most popular fabric cutting across the economic strata of the people in the society. This Khadi Haat will be one of the best places for showcasing the exquisite products made by our artisans,” he said, adding, “Khadi is an indispensable ingredient in the rural development model of India and lays one of the most essential bridges across the rural-urban divide. This *Khadi Haat* will not only create more job avenues for our artisans, it will also provide better platform as well as earnings for the budding artists across the nation. Not only that, it will also provide a surge of relief for law and

order maintaining authorities – who were always foxed about this place.”

It may be noted that this Khadi Haat had been opened under the joint auspices of KVIC and NDMC. Besides the Khadi and village industries' shops, it would have a hygienic food court consisting as many as four food stalls and one stage for musical concert. It would open for three hours daily in the evening and its entry ticket would be Rs 20, in which the visitors would get a handkerchief made by the women of militancy-infested areas of Jammu and Kashmir.



Shri Vinai Kumar Saxena, Chairman, KVIC attended 'Economic Democracy Conclave' organized by Rambhau Mhalgi Prabodhini at Thane, Maharashtra on 14th January 2018. The event was inaugurated by Hon'ble President of India, Shri Ram Nath Kovind.

Chairman, KVIC at Khadi Artisan Panchayat at Thanjavur, Tamil Nadu on 30/12/2017 where he inaugurated medical checkup camp for artisans.



Shri Saxena also met respected Tara Gandhi Bhattacharjee, an inspiring personality, at her residence on 16th January. Appraised her about the new initiatives in Khadi.

KVIC Diary and Calendar 2018 being formally released in 653rd Commission Meeting on 24 January, 2018 at Ahmedabad. Chairman, KVIC Shri Vinai kumar saxena and all Memeber, KVIC and other senior officials were also present on this occasion.



AN EXCLUSIVE EXHIBITION FOR KVIC OFFICIALS



An exclusive exhibition for KVIC officials was inaugurated by Ms. Preeta Verma, CEO, KVIC at Central Office, Mumbai.

The exhibition aimed to provide khadi

clothes to KVIC employee on credit or cash with special 25 percent discount.

The exhibition concluded on 31st January, 2018. Institution from Gujarat and Maharashtra showcased and sold their products.

Ms. Usha Suresh, Financial Advisor, KVIC; Shri K.S. Rao and Shri Y.K Baramatikar, Dy. CEO respectively and other officers of KVIC were also present on this occasion.

KRDP training program inaugurated In Burhanpur

29 Dec, 2017. Smt. Archana Chitnis, Minister for Women & Child Development, Government of Madhya Pradesh inaugurated the training program for women beneficiaries of Burhanpur under 'Khadi Reform and Development Programme (KRDP)' of KVIC of which aims to revitalize the khadi sector with enhanced sustainability of khadi, increased incomes and employment for women.





Khadi and Village Industries Commission celebrated 69th Republic Day of the country with full zeal and enthusiasm at central office, Mumbai. Shri Satyapal, Jt. CEO Khadi and Village Industries Commission, hoisted the tricolor here today. On this occasion, all the officers and employees sang the national anthem and saluted the national flag. Later, in his address, Joint Chief Executive Officer, said that the Constitution of India is the supreme law of India. It was adopted by the Constituent Assembly on 26 November 1949, and came into effect on 26 January 1950 which was the actual freedom from British law. This Constitution gives us equal rights in all sectors to live our way in the country.

Various cultural programs were also

organized after the flag hoisting ceremony.

At State Office, KVIC, Ahmedabad





MEMBERS, KVIC, VISITED DAUSA

On this occasion the members expressed their views on popularity of Khadi and the innovative changes introduced in Khadi. Members also gave thrust on growing market of khadi in Domestic and International market.

Earlier, Shri A.K. Garg, Director Jaipur, and Shri Ramdas Sharma, president, Rajasthan

Ms Heena Shafi Bhat member, NZ and Dr. Sheela Rai, Expert Member Marketing, KVIC visited the Dausa, Rajasthan Khadi Gramodyog Sanstha Sangh, on 30 January 2018. The members observed the activities going on in the Sanstha Sangh and distributed electric potter's wheel to around 20 potters.



Industries Commission.

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Vision Jammu Exhibition inaugurated by Minister Shri Jitender Singhji. KVIC participated in the exhibition with stalls of PMEGP and Khadi institutions.





WORKSHOP ON WOMEN EMPOWERMENT

Women's Empowerment Cell KVIC organised an awareness workshop to empower women against sexual harassment at workplace on 9th January 2018 at Central Office, Mumbai. Senior Officials including Ms. Usha Suresh Financial Advisor, KVIC participated in the workshop along with the staff.

Addressing on this occasion Dr. Padmaja Samant and Shri Vijay Javdekar from KEM hospital shed light on the sexual harassment at workplace, why we should stand against sexual harassment, how we can identify sexual harassment or harassment and how we can defend ourselves from such violation. Along with that, workshop provided awareness on the importance of protecting oneself from physical and psychological harassment. Majority of the participants have not thought about preparing themselves to protect against any harassment, so this workshop became a signal for them to do so.

At the same time if there is misuse of law strict action should also be taken by the Committee against the women for wrongly filed accusation against a man, she added.

Ms. Usha Suresh appreciated the information shared by Dr. Padmaja and felt that this kind of initiatives are need of the hour for making women employees secure and safe in the office premises.

Participants in the workshop felt great need for such workshop in future to other women who are not aware on the subject. This workshop helped them to

have better understanding on sexual harassment and empowered them to prevent and challenge against any harassment in future. They all found the topic very interesting and have learned how they can protect themselves from sexual harassment or harassment in terms of steps and legal measures against it. Hence, the workshop was an eye opener to the participants. Finally, Workshop received very positive response in the feedback from the participants. The workshop aimed to bring awareness among the women and men in KIVIC regarding sexual harassment i.e. identifying sexual harassment, providing preventive and legal measures against sexual harassment as well as to protect oneself both physically and mentally from any other kind of harassment.



Khadi and Village Industries Commission Pays Tribute to Father of Nation on his 70th death anniversary at Central Office, Mumbai.

On this occasion all officers and Employees of commission assembled for prayer meet to pay respect full tribute to the Mahatma.



Ms. Usha Suresh, Financial advisor tries her hand on Peti Charkha during her visit to Sabarmati Ashram.



Khadi and Village Industries Commission Participated in Rural Technology Exhibition - 2017 held at Kolkata. a huge range of khadi and village industry products were exhibited there.



Miss India Khadi Khushboo Rawat visited a Khadi Institution at Haldwani



Miss India Khadi Khushboo Rawat visited kshetriya Shri Gandhi Ashram, a khadi institution at Haldwani on 6th January, 2018 where Shri Suresh Chandra Pant, Secretary of the institution welcomed her.

During her visit she observed khadi fabric and other khadi products. Miss Rawat appreciated the fine and beautiful khadi.

Khadi ties up with retailers to enter shopping malls

Sidhartha@timesgroup.com

New Delhi: Khadi has finally

entered shopping malls in the middle class market. Last week, Khadi entered shopping malls in the middle class market in Noida. The plan is to move to Chennai, Varanasi and Ahmedabad later this month. Next month, Khadi & Village Industries Commission (KVIC) will go for a similar launch in Mumbai in tie-up with Cotton Bazaar. Discussions are underway with Shoppers Stop and Big Bazaar too, sources told TOI.

For years, KVIC had stayed away from shopping malls as it didn't have the financial

muscle to spend anywhere between Rs 2-5 lakh a month on leasing space. So, it came

at around Rs 28,000, just a fraction of the over Rs 25 lakh that the flagship store in Delhi

With all things ethnic, Mahakhadi strikes a chord among Pune-kars

Rajata.Parekh@timesgroup.com

Pune: Within two months of its inauguration, the Mahakhadi outlet on the premises of Handmade Paper Institute in Shivajinagar has become a hot shopping destination for those who love all things ethnic.

Opened on November 16 last year by the Maharashtra Khadi and Village Industries Department to promote local entrepreneurs and manufacturers of khadi in the state, it has been witnessing a footfall of nearly 75 to 80 people an earning of over Rs 10,000 daily.

"Overall, the response has been good. The footfall is even higher on weekends. We also see a lot of repeat customers who come to buy Mahakhadi food or ayurvedic products. The prices of our products are on the higher side



The store is doing well without any advertising and promotion

as compared to other brands as they are all handmade but people keep coming back to us because of the quality," said Swapnil Patil, accountant at PaperInstitute.

He stated that food products like local pickles, zuchani biscuits and traditional candies are among the highest selling products. "Ar-

tifacts and decorative items made of bamboo, cane, terracotta and copper are also in demand," he said.

However, district village industries officer Ashok Lad said that while the response has been good, it has not met their expectation. "We expected a daily income of at least Rs 20,000 but that has not

happened. However, without any advertising and promotion, the store is doing quite well. We are sure that revenue will further increase in near future," he stated.

According to Lad, the department is in the process of increasing product portfolio at the outlet. "We are in talks with our weavers to provide khadi silk saris at the outlet. We have also hired a fashion designer to aid weavers in designing kurtas and tops," he said.

On the lines of Mahakhadi, the department has also registered the trademark, Mahagram to brand another set of products made by associate entrepreneurs. "The brand will be used to brand products with a chemical base like soaps and shampoos. These products too will be available at the Mahakhadi outlet soon," he added.

Press coverage

Runaway boy traced to TN in 30 hours

Times News Network

Mumbai: A class IX student from Kandivli's Lokhandwala complex who ran away from home in the early hours of Wednesday after a disagreement with his schoolteachers was traced to Chennai within 30 hours. Sources said he left home as he was apprehensive of his school complaining to his parents. The boy had left his mobile phone home but carried a tablet computer. Cops asked his sister and the captain of a local cricket team to send him emails, hoping to elicit a response. He replied to the cricket captain and called up his sister, which led police to his location.

Runaway boy traced to TN in 30 hours

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Khadi to enter shopping malls

New Delhi: Khadi has finally entered shopping malls in the middle class market. Last week, Khadi entered shopping malls in the middle class market in Noida. The plan is to move to Chennai, Varanasi and Ahmedabad later this month. Next month, Khadi & Village Industries Commission (KVIC) will go for a similar launch in Mumbai in tie-up with Cotton Bazaar. Discussions are underway with Shoppers Stop and Big Bazaar too, sources told TOI.

One of city's biggest wedding venues told to return 17 acres

Continued from page 1

With the execution of the order, Kora Kendra could cease to exist as a large part of its land is already encroached upon. While the land was allotted to the Mumbai Suburban District Village Industries Association - popularly called Kora Kendra - to promote khadi and ancillary industries, it is frequently given out for weddings and cultural programmes, including the annual Navratri utsav, sources at the Collectorate said.

The order says that Kora Kendra has already lost to encroachments a major chunk of 150 acres allotted to it in 1949. "Many buildings have come up on the Kora Kendra land. Not much can be done about the land lost to these buildings because that will certainly lead to litigation, but we have asked the tribunal to take urgent steps to protect what remains," said a senior officer of the Mumbai Suburban Collectorate.

Kora Kendra was issued its first notice on July 16, 2017, asking why the land under its control should not be impounded for violation of lease agreement. Earlier, the Borivli tribunal conducted an inspection on March 16, 2016 and filed a report with the collector's office pointing out violations.



Kora Kendra (top) is frequently given out for weddings and cultural programmes

The association has said these were built for Kora Kendra employees, who have refused to vacate the apartments post-retirement. The report points out that a part of the land has been encroached upon by BMUDA.

The association has said Kora Kendra grounds were let out for weddings and cultural events to raise revenues and achieve financial self-sufficiency and that the aim was not to profit.

केवीआईसी ने नोएडा में पहला खादी कार्नेर खोला

केंद्रीय एमएसएमई राज्य मंत्री गिरिराज सिंह ने बुधवार को नोएडा के ग्रेट इंडिया प्लेस मॉल में प्रथम खादी शॉप-इन-शॉप का उद्घाटन किया। उन्होंने कहा कि खादी कार्नेर खोलने के लिए विभिन्न रिटेल चेन के साथ अनुबंध करने से खादी ने खुदरा विक्री को नया आयाम दिया है। वे दिन लद गए जब लोग मानते थे कि खादी नेताजी या दादाजी की ड्रेस है। केवीआईसी के अध्यक्ष विनय कुमार सक्सेना ने कहा आपुनिक विश्व में उपलब्धता विक्री का प्रमुख मंत्र है।



Kora Kendra (top) is frequently given out for weddings and cultural programmes

one are the days when but depending on the feed-back customers travelled back more products could be instances to reach Khadi added. Over the last few years. Today, availability of Khadi products is a key focus area and it should be available at all retail outlets," said KVIC chairman, Noida.

केवीआईसी में गणतंत्र दिवस

खादी और ग्रामविकास आयोग के संयुक्त मुख्य कार्यकारी अधिकारी सक्सेना ने कहा कि वे, इस अवसर पर सभी अधिकारियों और कर्मचारियों ने सुहृद मनः से राष्ट्रीय ध्वज को सलाम दी.

numbers are promising. On Sunday, sales were estimated and has eaten into the government-backed entity's market for products such as spices and honey.

Khadi ties up with retailers to enter shopping malls

Press coverage

Sidhartha@timesgroup.com

New Delhi: Khadi has finally entered shopping malls in tie-up with retail chains, in what is seen as an attempt to tap the middle-class market that has been losing to e-commerce.

Last week, Khadi made a beginning through a tie-up with retailer Globus to launch Khadi Korner, a shop-in-shop concept, at an outlet in Noida. The plan is to move to Chennai, Varanasi and Ahmedabad later this month.

Next month, Khadi Industries (KVIC) will launch in Shoppers Stop with Shoppers Stop and Big Bazaar.

For years, KVIC has stayed away from shopping malls as it didn't have the financial

ख़ादी और ग्रामोद्योग आयोग का मेसर्स ग्लोबस के साथ समझौता

ख़ादी और ग्रामोद्योग आयोग ने नई दिल्ली में ख़ादी को ग्लोबस के साथ एक समझौते पर हस्ताक्षर किए। यह समझौता दिल्ली के एक मॉल में ख़ादी को ग्लोबस के साथ एक 'शॉप-इन-शॉप' के रूप में शुरू करेगा।

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Giriraj flags off Khadi Haat in CP

By Mail Today Bureau in New Delhi

Union Minister of State Giriraj Singh inaugurated the first ever 'Khadi Haat', set up under the joint

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One of Mumbai's biggest Navratri venues asked to return 17 acres

While the land was allotted to promote khadi and ancillary industries, it is frequently given out for weddings and cultural programmes

Kora Kendra - one of the city's biggest wedding venues as also the site of its grand ganga party - has been asked to surrender 17 acres of its sprawling grounds in Borivali to the collector for violation of

land conditions.

In an order passed on December 27 last year, Collector (Borivali) Deependra Singh Karbhari has directed the Kora Kendra to take immediate possession of 17 acres of

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Kora Kendra grounds are also a popular wedding venue in the western suburbs especially in the Gujarati community

Kora Kendra - one of the city's biggest wedding venues as also the site of its grand ganga party - has been asked to surrender 17 acres of its sprawling grounds in Borivali to the collector for violation of

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Noida is for a fortnight but, Saxena said, the initial sales numbers are promising. On Sunday, sales were estimated

and has been into the government-backed entity's market for products such as spices

FINANCIAL EXPRESS

Postman in new chic avatar soon; here is what PM Narendra Modi had to do with it.

The postman and the postwoman will now don Khadi outfits and that too from the coming month. The proposed move is inspired by Prime Minister Narendra Modi's idea of switching to Khadi.



In a tech-driven world where emails dominate the messaging needs of the people, a postman or a postwoman delivering mail is not a very common sight. However, there is a big change afoot in what you will see henceforth. Those still doing the rounds will now don Khadi outfits and that too from the coming month. The proposed move is inspired by Prime Minister Narendra Modi's idea of switching to Khadi. Reportedly, the new khadi uniforms will be designed by professionals from the National Institute of Fashion Technology (NIFT). Each of the 62,000 postmen and postwomen will be given two sets of their new outfits, along with sweaters for winter months. The total value of the order has been pegged at around Rs 31 crore, as per media reports.

Each postman/postwoman working for India Post gets an annual uniform allowance of Rs 5,000, and the same amount would be spent on making the two sets of clothes to be given to each of them. One can expect to get new outfits as early as February. As per media reports, the Khadi and Village Industries Commission (KVIC) has got a huge order to design and develop the new uniforms for the postmen and postwomen in the country.

As per the proposed move, the women will be given a pair of salwar kameez, designed with a chic look, while the men will be given shirts and trousers. The uniforms will all be made of khadi and are expected to be khaki-coloured. However, Indian Post is not the first government department to be getting khadi uniforms. Earlier, the cabin crew aboard Air India One, the official aircraft of the president and the prime minister, were also given orders to be dressed in khadi outfits. The female cabin crew wear khadi silk sarees, the male crew sports khadi silk jackets.

Press coverage

New Khadi uniforms for India Postmen and postwomen from Feb 18 - 150 News
The new khadi uniform has been redesigned keeping in view functionality, comfort and durability.
The uniform will provide a strong brand identity of the department as it provides easy identification of the staff.
The new uniform has been designed in consultation with National Institute of Fashion Technology (NIFT).
90,000 postmen and postwomen, mail guard and multi-tasking staff will be benefited by the redesigned uniform from February this year.

Union Minister of State (Independent Charge) for Micro, Small and Medium Enterprises Girraj Singh and Minister of State (Independent Charge) Communications Manoj Sinha jointly launched the khadi uniforms for the India Post staff.
India Post said on Monday: "Launch of redesigned uniforms for Postmen & MTS employees in DoP by Shri @menojringsingh in august presence of Shri Girraj Singh, MoS for MSME, @Dakshwan #Delhi. The Department of Posts had already informed all its postal circles to procure uniforms through the KVIC. Postmen/postwoman of India Post get annual uniform allowance of Rs 5,000 each. The women will be given two pairs of salwar-kameez, designed with a chic look - costing Rs 1,700 for each pair. Postmen will be given two pairs of shirts and trousers - each pair costing Rs 1,600. The uniforms all be of 'khadi' fabric and in 'khaki'."



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हिन्दुस्थान समाचार
Hindusthan Samachar

राष्ट्रीय
देश के डाकियों को मिली नई पहचान,



नई दिल्ली (हि.स.)। संचार राज्यमंत्री मनोज सिन्हा ने सोमवार को भारतीय डाक के पोस्टमैन तथा मल्टी टास्किंग कर्मचारियों के लिए नई वर्दी का शुभारंभ किया। सरकार इन कर्मचारियों को 5 हजार रुपये वर्दी भत्ता देगी। मनोज सिन्हा ने कहा कि प्रधानमंत्री नरेन्द्र मोदी ने खादी वस्तुओं को बढ़ावा देने का निर्देश दिया था। उसी क्रम में आज डाक विभाग ने सभी पोस्टमैन तथा मल्टी टास्किंग कर्मचारियों के लिए राष्ट्रीय फैशन प्रौद्योगिकी संस्थान द्वारा डिजाइन किए हुए खादी वस्त्रों से बनी हुई वर्दी

The initial experiment in Noida is for a fortnight but, Saxena said, the initial sales numbers are promising. On Sunday, sales were estimated

Khadi ties up with...
to enter shopping malls

Press coverage

First ever 'Khaadi Haat' inaugurated in Delhi

Expressing similar views, KVIC Chairman V K Saxena said khadi is an indispensable ingredient in country's strive towards rural

development and helps bridge the rural-urban divide. PTI | January 29, 2018, 10:40 IST

Newsletter A A

New Delhi: Marking the 69th Republic Day celebrations, Khadi and Village Industries Commission (KVIC) and New Delhi Municipal Council (NDMC) have launched the first ever Khadi Haat in the country.

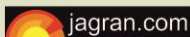
The Khadi Haat, was inaugurated on January 25 by Union Minister of State Giriraj Singh in Connaught Place here in presence of New Delhi Lok Sabha MP Meenakshi Lekhi, KVIC Chairman V K Saxena, NDMC Chairman Naresh Kumar and noted fashion designer Ritu Beri among others.

At the event on the eve of Republic Day, Singh said, "Khadi has not only become the favourite fabric for one and all, it has also showcased its presence right from the sleepy hamlets to mega malls of cosmopolitan cities."
"Music, spirituality and lights at the Khadi Haat will certainly provide a cozy atmosphere to buyers. KVIC has been making all efforts to popularise its products across the globe through its sales outlets and marketing avenues," he said.

Lekhi, in her address, appreciated the efforts of NDMC and KVIC.
"Khadi is a novel idea and we all should try to propagate it across the globe," she said. Expressing similar views, KVIC Chairman V K Saxena said khadi is an indispensable ingredient in country's strive towards rural development and helps bridge the rural-urban divide.

"In this Khadi Haat, entrepreneurs under Prime Minister Employment Generation Program (PMEGP) will get an opportunity to display and sell their exquisite products," he said. "It will also provide better platform as well as source of earning for the artisans," Saxena said.

Secretary in Ministry of Micro, Small and Medium Enterprises (MSME) A K Panda and KVIC member Hina Shafi Bhatt were also present at the event



अब खादी का खाकी वर्दी पहनें ड़ाकिया

Publish Date: Mon, 29 Jan 2018 11:04 PM (IST)

नई दिल्ली, प्रेदु । सरकार ने ड़ाक कर्मियों के लिए एक नई वर्दी जारी की है । ड़ाकिया और विभिन्न काम करने वाले कर्मचारी अब खादी की वर्दी में दिखेंगे ।

संचार राज्यमंत्री मनेज सिन्हा ने वर्दी लांच करते हुए कहा, 'हमारे प्रधानमंत्री ने खादी को प्रोत्साहन दिया है । हमने करीब 25 दिनों पहले प्रक्रिया शुरू की थी और खाकी रंग में खादी की वर्दी के साथ सामने आने का फैसला लिया था । खादी और ड़ाक विभाग के लिए प्रचुर संभावना है ।'



सिन्हा ने कहा कि राष्ट्रीय फैशन तकनीकी संस्थान (निफ्ट) ने सरकार को डिजाइन मुहैया कराया है । ड़ाक विभाग ने इसे स्वीकार करने का फैसला लिया है । नई वर्दी में ड़ाकिए के सिर पर गांधी टोपी की जगह पी-केप होगा । ड़ाकिया और महिला ड़ाकिया के लिए वर्दी का रंग एक ही रहेगा । नई वर्दी पर 'इंडिया पोस्ट' का लोगो लगा होगा । कंधे पर लाल पट्टी लगी होगी ।

कार्यक्रम में कहा था कि खादी केवल कपड़ा ही नहीं है, बल्कि भावना भी है । सुश्रम, लघु एवं मध्यम उद्योग राज्यमंत्री गिरिराज सिंह ने कहा, 'प्रधानमंत्री ने कहा था भावना के लिए खादी, फैशन के लिए खादी और अब परिवर्तन के लिए खादी ।'

By Manish Negi



नई वर्दी... नई पहचान, अब इस लुक में दिखेंगे ड़ाकिया, NIFT ने किया डिजाइन
हरिभूमि
नई वर्दी... नई पहचान, अब इस लुक में दिखेंगे ड़ाकिया, NIFT ने किया डिजाइन
2018 3:00AM IST



भारत सरकार ने देशभर के ड़ाकियों और ड़ाक विभाग के अन्य कर्मचारियों के लिए सोमवार को एक नये गणवेश (वर्दी) का अनावरण किया।
ड़ाकियों की इस नूतन वर्दी को राष्ट्रीय फैशन तकनीकी संस्थान (निफ्ट) ने डिजाइन किया है और इसका निर्माण खादी कंधे से किया गया है।
संचार मंत्री मनेज सिन्हा ने इसे पेश करते हुए कहा कि हमारे प्रधानमंत्री नरेद्र मोदी खादी को प्रोत्साहित करते रहे हैं। इस गांधी पर केंद्रीय मंत्री गिरिराज सिंह ने कहा कि देश में खादी और ड़ाक विभाग के लिए अपार संभावनाएं मौजूद हैं।

KVIC holds first Khadi Haat as a part of Republic Day 2018

New Delhi, Jan 27 (KNN) Marking the 69th Republic Day Celebration in the country, the Khadi and Village Industries Commission (KVIC) held the first ever Khadi Haat at the Connaught Place area of the national capital.



Minister of State (IC) for Micro, Small and Medium Enterprises, Giriraj Singh inaugurated the Haat. Singh in a tweet from his official twitter handle informed about the inaugural event.
"Inaugured India's first 'KHADI HAAT' On the eve of 69th Republic Day", Singh tweeted.

Speaking at the event, MSME Minister Giriraj Singh said that Khadi in the recent times have gained fair amount of popularity across country.
"It has not only become the favorite fabric for one and all, it has also showcased its presence right from the sleepy hamlets to mega malls of the cosmopolitans", the Minister said.

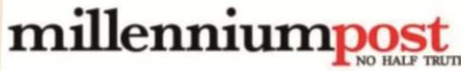
Also during the event, various items of the Khadi fabric were on display. Also a cultural evening was organized as a part of the program

Khadi ties up with...
to enter shopping malls

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Khadi ties up with retailers to enter shopping malls

Press coverage



India Post to adorn Khadi uniforms Team MP | 29 Jan 2018 9:30 PM

After more than 160 years of establishment of postal services in India, the 90,000 employees (postmen and postwomen) in the country will be attiring the national fabric (Khadi) as their new uniform from February 2018 onwards. Amid much fervour and enthusiasm, Giriraj Singh, the Union Minister of State (Independent Charge) of the Ministry of Micro, Small and Medium Enterprises and Manoj Sinha, Minister of State (Independent Charge) of the Ministry of Communications, jointly launched the Khadi uniform for the staff of India Post at a function in Udyog Bhawan, New Delhi on January 29

Khadi ties up with retailers to enter shopping malls

Sidhartha@timesgroup.com

New Delhi: Khadi has finally entered shopping malls in tie-up with retail chains, in what is seen as an attempt to tap the middle-class market it has been losing to Patanjali. Last week, Khadi made a beginning through a tie-up with retailer Globus to launch Khadi Korner, a shop-in-shop concept, at an outlet in Noida. The plan is to move to Chennai, Varanasi and Ahmedabad later this month. Next month, Khadi & Village Industries Commission (KVIC) will go for a similar launch in Mumbai in tie-up with Cotton Bazaar. Discussions are underway with Shoppers Stop and Big Bazaar too, sources told TOI.

muscle to spend anywhere between Rs 2.5 lakh a month on leasing space. So, it came with a different model, where it will have a revenue-share arrangement with retailers, which could range between 10% and 20% of the sales. "Gone are the days when loyal customers travelled long distances to reach Khadi bhndars. Today, availability is one key focus area and we want to be available at the doorstep," said KVIC chairman VK Saxena.

The initial experiment in Noida is for a fortnight but, Saxena said, the initial sales numbers are promising. On Sunday, sales were estimated at around Rs 28,000, just a fraction of the over Rs 25 lakh that the flagship store in Delhi's Regal Building notched. The sales staff at the Noida Khadi Korner; however, started things could be better starting with a more prominent banner at the entrance. In addition, they complained that the space allocated is not too prominent.

Currently, what's on offer are garment and cosmetics but depending on the feedback more products could be added. Over the last few years, Ramdev's Patanjali, which was pushing for a tie-up with KVIC, has massively ramped up its presence in shopping malls, especially through the franchisee route and has eaten into the government-backed entity's market for products such as spices and honey.

Khadi ties up with retailers to enter shopping malls

Sidhartha@times

New Delhi: Khadi entered shopping up with retail chains as seen as an attempt to tap the middle-class market it has been losing to Patanjali. Last week, KVIC began through with retailer launch Khadi Korner in shop concept in Noida. The plan is to move to Chennai, Varanasi and Ahmedabad later this month. Next month, KVIC will go for a similar launch in Mumbai in tie-up with Cotton Bazaar. Discussions are underway with Shoppers Stop and Big Bazaar too, sources told TOI.



India Post Staff To Wear Khadi Uniforms From February

AS many as 90,000 postmen and postwomen of India Post will be attired in the new uniform from February 2018.

All India | Press Trust of India | Updated: January 30, 2018 08:26 IST

NEW DELHI: With postmen and postwomen across the country all set to don chic khadi uniforms, the Khadi and Village Industries Commission (KVIC) has bagged a Rs. 48-core order for their supply, an official said here on Monday.

Union Minister of State (Independent Charge) for Micro, Small and Medium Enterprises Giriraj Singh and Minister of State (Independent Charge) Communications Manoj Sinha jointly launched the khadi uniforms for the India Post staff.

"It is really encouraging that the KVIC has bagged this prestigious order of approximately Rs.48 crore from the Department of Posts to supply new uniforms for postmen and postwomen. This order will certainly increase the income of our artisans," an official statement said.

As many as 90,000 postmen and postwomen of India Post will be attired in the new uniform from February 2018.

Ads by ZINC

India Post tweeted on Monday: "Launch of redesigned uniforms for Postmen & MTS employees in DoP by Shri @manojsinhajib in august presence of Shri Giriraj Singh, MoS for MSME. #DakBhawan #Delhi."

The Department of Posts had already informed all its postal circles to procure uniforms through the KVIC.

as it didn't have the financial muscle to spend anywhere between Rs 2.5 lakh a month on leasing space. So, it came with a different model, where it will have a revenue-share arrangement with retailers, which could range between 10% and 20% of the sales.

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With all things ethnic, Mahakhadi strikes a chord among Pune-kars

Rajeta.Parekh@timesgroup.com

Pune: Within two months of its inauguration, the Mahakhadi outlet on the premises of Handmade Paper Institute in Shivajinagar has become a hot shopping destination for those who love all things ethnic.

Opened on November 18 last year by the Maharashtra Khadi and Village Industries Department to promote local entrepreneurs and manufacturers of khadi in the state, it has been witnessing a footfall of nearly 75 to 80 people and an earning of over Rs 1,00,000 daily.

"Overall, the response has been good. The footfall is even higher on weekends. We also see a lot of repeat customers who come to buy Mahakhadi food or ayurvedic products. The prices of products are on the higher side



The store is doing well without any advertising and promotion.

As compared to other brands which are all handmade but people keep coming back to us because of the quality," said Swarni Patil, accountant at Paperwells. He stated that food products like local pickles, natural lipsticks and traditional candies are among the highest selling products. "Ar-

happened. However, without any advertising and promotion, the store is doing quite well. We are sure that response will further increase in near future," he stated.

According to Lead, the department is in the process of increasing product portfolio at the outlet. "We are in talks with our weavers to provide khadi silk sarees at the outlet. We have also hired a fashion designer to add weavers in designing sarees and tops," he said.

On the lines of Mahakhadi, the department has also registered the trademark Mahagram to brand another set of products made by associate-entrepreneurs. "The brand will be used to brand products with a chemical base like soaps and shampoos. These products too will be available at the Mahakhadi outlet soon," he added.

Market it has been losing to Patanjali

Sidhartha@timesgroup.com

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सामाजिक कुरीतियों के खाले को लारखी लोगो ने भरी इकार

Khadi ties up with retailers to enter shopping malls

Press coverage

NEW DELHI
Exhibition of khadi products at Dilli Haat

NEW DELHI, JANUARY 09, 2011 00:00 IST

SHARE ARTICLE

Khadi and Village Industries Commission, New Delhi, in coordination with Rural Employment Generation Programme Entrepreneurs' Welfare Association has organised a State-level exhibition at Dilli Haat near INA Market here. The exhibition is open up to January 15.

About 25 entrepreneurs from six States are selling khadi garments, eco-friendly herbal products, cosmetics, paintings, wooden handicrafts, healthy food products, stone handicrafts, mats and handmade paper items are on sale.

PTI
Postmen To Wear Khadi Uniform

New Delhi: The government today unveiled a new uniform for the Department of Posts personnel, including postmen and multi-tasking staff, which is made of khadi.

Our Prime Minister has been promoting khadi. We started the process around 25 days back and decided to come up with this khadi uniform in khaki colour.

"There is immense potential for Khadi (Khadi and Village Industries Commission) and Department of Posts," Communications Minister Manoj Sinha said while launching the uniform.

Sinha said the National Institute of Fashion Technology (NIFT) presented the design to the government and the postal department decided to accept it.

The new uniform also replaces the "Gandhi topi" with a p-cap.

The colour of the uniform for postmen and postwomen will remain the same. The new dress carries the logo of 'India Post' on the pocket and the cap, along with red stripes on shoulders and shoulder blade.

Prime Minister Narendra Modi in his 'Mann Ki Baat' program said that khadi is not a cloth but it is a notion. Khadi is connected with livelihood of the artisan.

"He said khadi for nation, khadi for fashion and now khadi for transformation. Postal department is the third to adopt it in this direction," Micro, Small and Medium Enterprises Minister Giriraj Singh said.

The uniform will be gradually made available at over 7,000 retail outlets of KVIC and will be priced at Rs 1,500 for men and Rs 1,700 for women.

"It will be offered at discount of 10 per cent to postal employees," KVIC Chairman Vinai Kumar Saxena said.

Saxena said the total fabric required for making uniforms for 90,000 postmen and postwomen would be around 8 lakh metres, which would be supplied by top 37 khadi institutions of the country from Himachal Pradesh, Gujarat, Punjab, Chhattisgarh, Madhya Pradesh and Karnataka, among others.

As per rules, it is mandatory for postmen and postwomen to sport a uniform. They are given a 'uniform allowance' of Rs 5,000 every year.

"The new uniform will help in ending variations in uniforms that postmen purchased from various places," Department of Posts Secretary A N Nanda said.



अब नई यूनिफॉर्म में नजर आएंगे पोस्टमैन
नई दिल्ली, एजेंसी

Last updated: Tue, 30 Jan 2018 12:12 PM IST

सरकार ने डाकियों और डाक विभाग के अन्य कर्मचारियों के लिए नई यूनिफॉर्म का अनावरण किया। इसे राष्ट्रीय फैशन तकनीकी संस्थान (निफ्ट) ने डिजाइन किया है और इसका निर्माण खादी कपड़े से किया गया है।

संचार मंत्री मनोज सिन्हा ने इसे पेश करते हुए कहा कि हमारे प्रधानमंत्री खादी को प्रोत्साहित करते रहे हैं। हमने इस नई यूनिफॉर्म को तैयार करने की प्रक्रिया करीब 25 दिन पहले शुरू की थी और खाकी रंग के खादी कपड़े से बनी इस पोशाक को लाने का निर्णय किया।

उन्होंने कहा कि देश में खादी और डाक विभाग के लिए अपार संभावनाएं मौजूद हैं। सिन्हा ने कहा कि निफ्ट ने सरकार के सामने यह डिजाइन पेश किया और डाक विभाग ने इसे स्वीकार कर लिया। नई यूनिफॉर्म में 'गांधी टोपी के जगह पी आकार वाली टोपी है। डाकियों के नई यूनिफॉर्म के रंग में कोई बदलाव नहीं किया गया है। नई यूनिफॉर्म में जेब और टोपी पर भारतीय डाक का लोगो होगा। कंधे पर लाल पट्टियां होंगी। नई यूनिफॉर्म खादी के 7,000 खुदरा विक्री केंद्रों पर उपलब्ध होंगी। पुरुषों के परिधान की कीमत 1,500 और महिला कर्मियों के परिधान की कीमत 1,700 रुपये रखी गई है।

Khadi plans to tap arrangement with retailers, which could range between 10% and 20% of the sales.

Khadi Korner, however, said things could be better starting with a more prominent banner at the entrance. In addition, they complained that

First ever 'Khadi Haat' inaugurated in Delhi

Updated: Jan 28, 2018 | 17:15 IST | PTI

New Delhi: Marking the 69th Republic Day celebrations, Khadi and Village Industries Commission (KVIC) and New Delhi Municipal Council (NDMC) have launched the first ever 'Khadi Haat' in the country.

The Khadi Haat was inaugurated on January 25 by Union Minister of State Giriraj Singh in Connaught Place here in presence of New Delhi Lok Sabha MP Meenakshi Lekhi, KVIC Chairman V K Saxena, NDMC Chairman Naresh Kumar and noted fashion designer Ritvi Beri among others.

At the event on the eve of Republic Day, Singh said, "Khadi has not only become the favourite fabric for one and all, it has also showcased its presence right from the sleepy hamlets to mega malls of cosmopolitan cities."

"Music, spirituality, and lights at the Khadi Haat will certainly provide a cozy atmosphere to buyers. KVIC has been making all efforts to popularise its products across the globe through its sales outlets and marketing avenues," he said.

Lekhi, in her address, appreciated the efforts of NDMC and KVIC. "Khadi is a novel idea and we all should try to propagate it across the globe," she said.

Expressing similar views, KVIC Chairman V K Saxena said khadi is an indispensable ingredient in country's strive towards rural development and helps bridge the rural-urban divide.

"In this Khadi Haat, entrepreneurs under Prime Minister Employment Generation Program (PMEGP) will get an opportunity to display and sell their exquisite products," he said.

"It will also provide a better platform as well as source of earning for the artisans," Saxena said.

Secretary in Ministry of Micro, Small and Medium Enterprises (MSME) A K Panda and KVIC member Hina Shafi Bhatt were also present at the event.



Sidhartha@timesgroup.com

New Delhi: Khadi has finally entered shopping malls in tie-up with retail chains, in what is seen as an attempt to tap the middle-class market it has been losing to Patanjali.

Last week, Khadi made a beginning through a tie-up with retailer Globus to launch Khadi Korner, a shop-in-shop concept, at an outlet in Noida. The plan is to move to Chennai, Varanasi and Ahmedabad later this month.

Next month, Khadi & Village Industries Commission (KVIC) will go for a similar launch in Mumbai in tie-up with Cotton Bazaar. Discussions are underway with Shoppers Stop and Big Bazaar too, sources told TOI.

For years, KVIC had stayed away from shopping malls as it didn't have the financial