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on Rural Industrialisation

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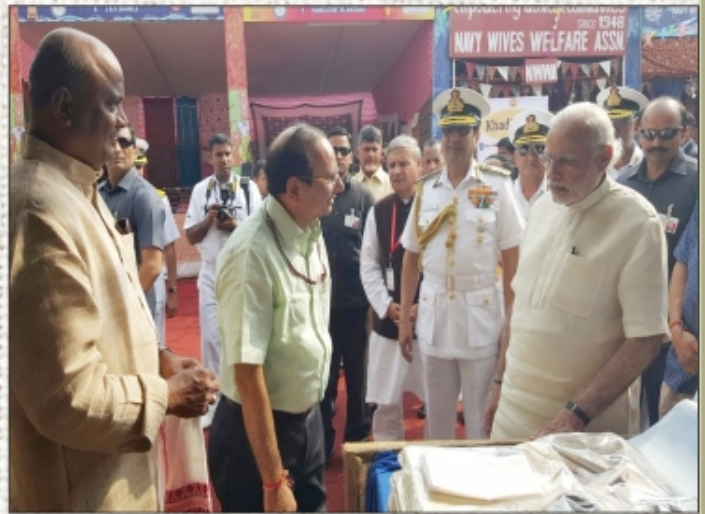
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Moments of Pride for KVIC

Shri Narendra Modi, Hon'ble Prime Minister visited Khadi India stall in Indian Navy's International Fleet Review (IFR-16 exhibition at Visakhapatnam on 6th February 2016)and saw live demo of Ponduru Khadi and wide range of KVI products.



REGIONAL CONCLAVE OF MSME AT CHANDIGARH



A regional conclave of MSME (northern region) was held at CII, Chandigarh on 19th February 2016. Shri Anirudh Tewari, Principal Secretary, in his welcome speech also apprised the Hon'ble Minister that the MSME Sector is a backbone of the industry. This sector is creating employment and also enhancing the rate of GDP. There are 1.6 lakhs MSME sectors and they provide employment to around 11 lakh persons. Shri Tewari urged that there should be a facility for doing the international trade through Wagha- Attari Border like Eastern corridor in order to increase the export / development of the MSME sector. At present, there is a trade for 127 No. of items, whereas these no. can

be substantially increased and there are 6000 items where the trade can be made. He requested Hon'ble Minister to take the matter with the ministry level for including the items.

Shri Madan Mohan Mittal, in address to the conclave informed that Punjab is a prosperous state and there is ample opportunity and conclusive place of business for investment. While characterizing the state of Punjab, the Minister informed that the Punjab is power surplus state and is well connected by road, rail services with having good governance administration. Punjab Govt. has already approved 4 proposal for Skill Development



the items received through export from China, so that the interest of MSME sector may be taken care. There should be railway route from Batala to Bias. At present there are 232 staff in the existing District Industries Centres of Punjab and there is a need to strengthen to these DICs for providing the proper to the industrial sectors. The land of the Punjab is the land of gurus and they preach us Work, serve and worship.

scheme. 391 MOUs have been signed. There are 1209 items for which the trade cannot be made to Pakistan land route. He requested that the matter may be taken up with the Govt. of Pakistan for allowing the items through Attari, Hussainpur, Fazilaka and the trade may be done through sealed container. He further said that the incentive be given at par with Himachal Pradesh as the Punjab is meeting the food demand of 60% of the population and we are also meeting the challenge of China, so necessary concession to the state of Punjab. Central Excise duty may also be abolished. GST should be implemented and there should be increase in the import duty for

Hon'ble Chief Minister of Haryana welcomed the Union Minister on the occasion of Regional conclave and conveyed his sincere thanks. He invited the



Hon'ble Minister and all other dignitaries for attending the Global Summit to be held from 7th – 8th March, 2016. We visited the various countries and invited the entrepreneurs to come to Haryana and establish their ventures. We were having target of 1 lakh crore of investment in Haryana whereas we received 2.15 lakh crore offer and 1.50 lakh crores MOUs has already signed. The per capita income in the Haryana state is number one in big states In last 15 months through 2835 No. of MSMEs units are established with 2300 crore investment and employment generation 50000 persons, he added.

Hon'ble Union Minister of MSME expressed happiness to note that the Punjab, Haryana & Himachal Pradesh are power surplus states and there is large scope of development in the industrial sector. The GDP is 7.3%. MSME plays an important role in the country. We have 4 crores 70

lakh registered and un-registered to industrial units and providing employment 12 crore persons in the country and there is export of 42%.

The Minister stressed the need to supervise whether the schemes launched by the Govt. of India are properly implemented or not in order to review these schemes they should visit the premises and conduct the meeting for zero defect and zero effect policy. We can only rise with the development of MSME sector and not by establishing the big industries.

Shri K.K. Jalan, I.A.S, Secretary (MSME) emphasized that we should learn from the other states and we have to adopt that steps, which are useful for our industry. He stressed on the need of adopting hand holding going approach rather than target based approach. He further apprised that there are 310 schemes in 32 ministries and there should be awareness to the people by making sincere efforts, so that these schemes can be properly implemented.



Shri Giriraj Singh, Minister of State, MSME visited Ahmedabad

Shri Giriraj Singh, Hon'ble Minister of State, MSME visited Ahmedabad on 17th January 2016. On this visit the minister had detailed discussion on Solar Charkha and solar power loom with Shri Sanjay Hedao, State Director KVIC Gujarat and dignitaries of Khadi Gramodyog prayog Samiti. He was also briefed on production of Denim jeans.



KVIC ties-up with Income Tax Department, Mumbai for sales



Inaugurating the sales outlet and an exclusive exhibition of Khadi and Village industries products in the Consumer Stores of Aaykar Bhavan, Marine Lines, Mumbai on 10.02.2016, Shri V. K. Saxena, Chairman, KVIC said that this is a new beginning in the history of KVIC in the form of tie-up with Income Tax Department. He added that 'Make in India' is only possible through make in villages. A zero carbon foot print Khadi, is the most eco-friendly cloth, he added. He also emphasized that KVIC is the only hand holding organization which provides support right from beginning to the end in the form of training, loan facility, production, marketing etc. KVIC is generating employment for the 12.5 lakh persons and sales of Rs. 37642.24 crs.



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Shri Devendra Saksena, Principal Chief Commissioner, Income Tax speaking on the occasion was happy to support the cause of employment generation for the 12.5 lakh persons affiliated with Khadi and VI sector. He said that revival of Khadi is matter of great pride.

Shri Arun Kumar Jha, CEO, KVIC reiterated that Khadi is a heritage cloth and most suitable for Mumbai city. The popular Khadi is gradually becoming a fashion statement today. Shri K.S. Rao, Dy. CEO, KVIC welcomed the dignitaries and introduced about Khadi and its benefits. It is expected that this tie-up will greatly popularize Khadi among office

goers and also promote sales. Similarly, outlets will also be opened up in various other Govt. offices and complexes, he said.



Faridabad Exhibition marks sale of Rs 1.21 crore



Shri Vinai Kumar Saxena, Chairman, KVIC speaking at this valedictory occasion was happy to inform that the exhibition has marked sales of Rs. 1.21crores which is far

A state level exhibition of Khadi and village industry products was organized at Faridabad from 30.01.2016 to 16.02.2016 by State Office, Ambala. Around 76 stalls of khadi and Village Industries containing varied products like clothes and readymades of silk, woolen and cotton, upholsteries made of khadi, besides village industry products like toilet soaps, beauty products, food products etc. were placed in the exhibition from Haryana and neighbouring state units and institutions.



more than the earlier exhibitions .He reiterated that Khadi has the power to generate employment in every home. Speaking on use of modern technology Chairman KVIC threw light on development

The valedictory function of the exhibition held on 16th February 2016 marked the august presence of Shri Vinai Kumar Saxena, Chairman, KVIC, former Chairman KVIC Shri Laxmi Das, dignitaries from Haryana KVIB and banks, Shri V.K.Nagar , State Director Haryana besides representatives of Khadi and V.I.Institutions and Spinners and weavers of the region.



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of solar charkha which will be useful in enhancing income of the spinners from Rs 100 -125 to Rs. 300. KVIC has planned to distribute such 2000 charkhas. Similarly, solar energy will be used in the operation of looms, the efforts are on, he added. Shri Saxena also informed on marketing developments like getting order of Rs. 70crs. in coordination with various ministries. Besides this Air India has also placed order of products kits, he said. The chairman opined that KVIC aims to organize more and more such exhibitions, opening of around 20 more stores and franchise plans. He also appreciated the well thought-out fashion show by the spinners and weavers.

Shri Laxmidas, former Chairman, KVIC while expressing his views said Khadi and Village Industries plays significant role in the social and economic growth of the Nation. Since this can create more

employment with less investment it needs to be encouraged proficiently. Even little effort by KVIC makes tremendous difference for spinners and weavers, he opined.

Earlier Shri V.K.Nagar threw light on developments of Schemes and programmes of KVIC implemented in Ambala and informed in detail on efforts made by State Office in organizing this exhibition. He also reiterated on how state office is making plans for development of Khadi and Village industries under Make in India and Skilled India.



On this occasion veteran artisans were felicitated and khadi institutions were awarded ISO and Khadi mark certificates. Also, a book on Role of Khadi and Village Industries in development of Haryana was released. The exhibition aimed to promote marketing of these khadi and V.I institutions

products and employment generation through this sector besides providing healthy products to people. Live demonstration of spinning and weaving, pottery making, art of handmade paper, wooden craft and selfie with Gandhiji were few major attractions of the exhibition.



Indian Science Congress- Pride of India Expo 2016 held at University of Mysore

The 103rd Indian Science Congress- Pride of India Expo 2016 under science and technology for Indigenous Development in India was held at University of Mysore, from 3rd to 7th January, 2016 KVIC took part in the Expo. In the Expo, KVIC displayed and demonstrated the 8 spindle solar charkha from state office, Chennai, Palm products from CPPPI, Madhavaram, Chennai and Bee-keeping industry demonstration from CBRTI, Pune.

In the Expo as many as 131 organisations / Research Institutes/ universities etc. participated. The 103rd Indian Science Congress was inaugurated by Hon'ble Prime Minister of India on 3rd January, 2016.

On January, 2016 the 103rd ISC, Genesis-XIV, Symposium on releasing the Make in India mission through indigenous

Development- Role of MSME was held at University of Mysore in which Secretary, MoMSME presided the programme. The Genesis session comprised of High powered panel discussion on policies, initiatives and schemes for MSMEs, Success stories of entrepreneurs, R&D centres offering R&D and manufacturing Eco systems for startups B2G and Interaction and monitoring for MSMEs.

In the Expo, the solar power charkha was displayed in the KVIC stall beside palm products and bee keeping demonstration. The existing new model 8 spindle charkha fitted with solar power panels, regulator, battery, inverter and motor was displayed and demonstrated in operation. The visitors were mostly from colleges and school

Making of World's Largest Charkha



Hon'ble Chairman, KVIC, Shri Vinai Kumar Saxena visited Khadi Gramodyog Prayog Samiti at Ahmedabad on 13th February, 2016.

In his visit he inspected the work progress of Charkha being prepared by the Samiti. This Charkha will be the largest Charkha in world which will be setup and showcased at Delhi Airport.



Khadi and Village Industries plays vital role in the development of Nation: Chairman KVIC



Dehradun, 11 January,2016: Khadi and village industries plays vital role in establishing micro, small and medium enterprises and development of Nation said Shri Vinai Kumar Saxena, Chairman KVIC, He was speaking at the meeting with entrepreneurs at I.P.S.School Selakui organized by State Office, Dehradun.

The Chairman reviewed the development and growth of units of Uttarakhand and offered his suggestions on successful mplementation of the programmes.He also stressed up on need of establishing new units and its proper monitoring and encouraging the existing units. He also urged to buy more and more khadi products and use them in their day today life.

Shri R.K. Sinha, Member of Parliament (state)and Shri Dinesh Kunjwal Dy chairman Jalagam Board , Govt of Uttarakhand also participated in the meeting.

Earlier, Shri Om Prakash, State Director welcomed the guests and threw light on activities carriedout under Khadi and Village Industries at the State level.

Shri Asad Malik, Dy. Director, Shri A.K. Gunpal, District coordinator of PMEGP Scheme, technical officials, representatives of institutions and PMEGP entrepreneurs were also present during the meeting.

The Chairman also visited some PMEGP units during his official visit.

EDP at A & N Islands

The 3rd batch of EDP under PMEGP scheme of KVIC for the current financial year 2015-16 got underway today at SBI R-SETI, Mohanpura, Port Blair with its formal inauguration by Shri K.S.Rao, Deputy Chief Executive Officer (PMEGP), KVIC, Mumbai. Shri M.N.Murali, Director of Industries, A&N Administration, Shri Y.K.Baramatikar, Deputy CEO(Village Industries / Capacity Building), Shri J.M.Rao, Director(Ec.R), KVIC, Mumbai, Shri Alok Kumar Saha, Regional Manager, Regional Office, SBI, Port Blair, Shri Ravinder Rao, Managing Director, A&N State Co-operative Bank and Shri Gautam Mondal, Manager(Credit), DIC were the other guests present during the programme. Altogether, 47 participants scattered from Campbell Bay to Diglipur attended the programme.

Shri K.S.Rao, Deputy Chief Executive Officer (PMEGP), KVIC, Mumbai interacted with each and every participant and apprised himself about their project, scope of development at the concerned area and advised them to be realistic and inculcate innovative ideas for constant improvement

of their venture to make it more market oriented and sustainable. He further reiterated the departments' commitment towards expansion of micro enterprises all over the territory through PMEGP scheme of KVIC and involvement of maximum unemployed youth towards it which according to him could contribute immensely towards economically development of A&N Islands.

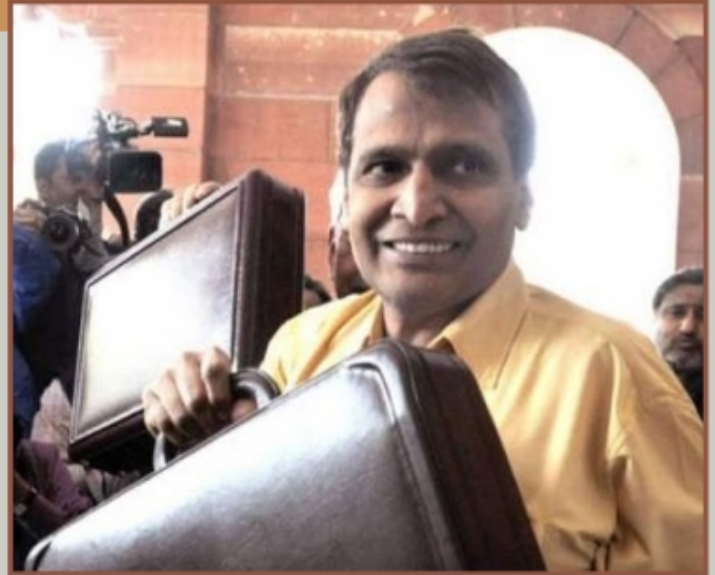
In his address, Shri Y.K.Baramatikar informed that recently, a MOU was signed with R-SETI by KVIC to train applicants under PMEGP and such trainees are given preference under the captioned scheme. They will be handheld for 2 years by RSETI. He suggested that PMEGP units should form state level federations so that they can do networking and support each other and gain viability.

Earlier, the programme was started with the welcome address by Shri A.Sinha Roy, Executive Officer, A&NI KVIB and ended with a vote of thanks proposed by Shri Gautam Chakraborty, Director, SBI R-SETI, Port Blair.



Khadi boards in Rail Budget

Shri Suresh Prabhu Railway Minister, Presenting the Rail Budget said "In Co-ordination with Khadi and Village Industries around 17 lakh Man days are expected to be generated in rural areas."



NIFT Students sow the seed of Khadi production



A Group of NIFT Students visited Bhal nal kantha Khadi Gramodyog Mandal, at Ranpur Distt. Ahmedabad last week and saw the production activities of Woollen Khadi. Secretary of Institution Shri. Govind Dhabhi explained about entire Woolen Khadi Production activities.

Hindi workshop organized at, Bengaluru



State Office, Khadi and Village Industries Commission, Bengaluru organized one day Hindi Workshop at State Office on 6th February, 2016. The Inaugural programme was presided by Shri M. Jaggannadha Rao, State Director, KVIC, Bengaluru. Shri Vijay Kumar, Asst. Director (Official Language), Central Silk Board, Bengaluru was the Chief Guest on the occasion.

The programme was aimed with a view to aware employees and officers for Official Proceedings and documentation in day to day work in office. In his address, State Director Bengaluru said that we all must start

work in Hindi unitedly so that we can contribute in dissemination of official language.

Speaking on this inaugural programme of workshop Shri Vijay Kumar, Asst. Director (Official Language), Central Silk Board, Bengaluru informed about Constitutional provision and duties for official language. We must use Devnagiri script during the use of Kannada, Malayalam, Telugu, Tamil and any other Indian languages which may help to unite the people of across the country.

All staff and officers of state office, Bengaluru participated in this workshop. Programme concluded with the vote of thanks.



KVIC plans big to boost market share

The commission eyes Rs. 70-crore sale in next six months



Weavers demonstrate how cotton gets converted into yarn at Khadi India counter at the IFR Village in Visakhapatnam. The Khadi and Village Industries Commission (KVIC) has drawn up new strategies to increase its market share by boosting its sale to Rs.70 crore in the next six months.

Chairman of KVIC, Shri Vinai Kumar Saxena, who was here in the city to launch a new outlet at Tuni and visit the KVIC stall put up as part of the IFR Village, confirmed that Indian Railways intends to give a complete makeover to its bed linen segment in a big way by placing an order worth Rs.40 crore that includes 6 lakh bed sheets and 8 lakh

pillow covers, among other products. This apart, Air India, the national carrier, plans to revamp its travel kits by adding more khadi products into its basket. "A consignment worth Rs.1.26 crore has already been executed. We are now waiting for a bigger order to take off, catering to both business and first class passengers.

In addition to this, the Department of Posts and Telegraph, Uttarakhand, has given its consent to a fresh order of 5,000 metres of the fabric, 900 pairs of sandals and an equal number of khadi-jackets and over 1,000 utility products," Shri Saxena said.

Department Related Parliament Standing Committee visited A&N Island, KVIB from 16 February to 18 February, 2016 in the Chairmanship of Shri K. C. Tyagi, Hon'ble Member of Parliament. Glimpses of the visit:



Shri K. K. Jalan after joining as Secretary, MSME, visited Central Office, KVIC on 11th February 2016. In his first visit, the Secretary reviewed schemes and programmes of KVIC. A glimpse of the review meet:



A cornerstone of modern India

20 February 2016, New Delhi, V.K.Saxena

Shri V.K.Saxena, Hon'ble Chairman, KVIC tells how Khadi is a harbinger of peace and an icon of our freedom and national existence.

We are increasingly talking about building a modern nation. While it is important to develop infrastructure, scientific spirit, technical strength, military might, artistic excellence and all those diverse faculties that characterize modernity, it is more important for us to recognize our foundational capacities, going forward. A nation owes much to the grain it is made of. And building a dream depends much on the foundations that have stayed with us for long.



Even after centuries of British rule, we as a nation remained distinctly grooved to the cultural and traditional ways of lives. Mahatma Gandhi was quick to perceive that our future lies in our core strength at the grass root level and that it cannot be built on a foundation of imported values. In the year 1920, in the middle of British imperialism in India, Gandhi ji launched "Khadi" as a political weapon of nationalism within the Swadeshi Movement. By calling it "the

livery of freedom", he brought the eternal symbolism of self-sufficiency to India. He demonstrated to the British that India can sustain on its own while at the same time, gave the pride to Indians that they are free to weave the prosperity of their own lives from the fabric of their daily lives.

Khadi and the village productivity became a grand source of nationalism and India

demonstrated to the world that our society is uniquely founded on the efforts and contributions of the rural masses. As such, Khadi came to be known not just a piece of cloth. It came to be a harbinger of peace and an icon of our freedom and national existence.

After Independence, the Khadi and Village Industries Commission (KVIC) was established as a statutory body by the Government of India under the KVIC Act 1956. This was a tribute to the power of self-sufficiency that built a nation. A nation with a huge human resource that was willing to work but was bereft of economic resources had to channelise the collective human power and talents to produce useful national products while also supporting individuals to earn a livelihood and prosper. And India could never have pursued anything more significant and suitable than this aspiration of encouraging Khadi and Village Industries.

Production of Khadi is by far the largest rural productivity programme in the world, wherein thousands of families directly reach their produce to the consumer without the menace of middlemen or complex marketing apparatus. It provides the rural communities a high value for their effort while providing the consumers a great value for money. For the nation, it is undoubtedly an invaluable asset of heritage.

Over 5,000 institutions and 30,000 societies form the vast network machinery are implementing the objectives and programmes of KVIC in India. Over 12 lakh people are engaged in productive activities under KVIC's various schemes, a majority of which (over 80 percent) are women. KVIC generates over Rs. 31,000 crores, a major part (40 percent) of which flows back to the rural communities as livelihood support.

At a time now when the world is talking very seriously about the ill effects of climate change and the enlarging carbon foot prints of industrialisation, India needs to establish on the world stage zero carbon footprint of Khadi industry, against the inadequately studied environmental harm being done by the synthetic textile industries. Based on estimated annual global textile production of over 60 billion kilograms (KG) of fabric, the estimated energy and water needed to produce it is 1,074 billion KWh of electricity (or 132 million metric tons of coal) and between 6 – 9 trillion liters of water. The synthetic textile industry is one of the largest green house gas emitter, amounting to about 1/20th of the total carbon produced. However, Khadi is hand spun and hand woven, using no electricity in the process of production. It is completely organic and carbon neutral. In many ways than one, Khadi should occupy a coveted place in the fabric industry as the yarn of

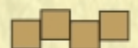
future. This is the fundamental basis on which, we need to take Khadi to the global stage and demonstrate its modern relevance and future role for a cleaner and sustainable world.

Prime Minister in his recent “Mann Ki Baat” has rightly said that “We want to establish Khadi Gramodyog network in the villages of India. Khadi has the potential to generate employment for millions.” With this background, KVIC has an onerous responsibility of engaging the poorer and rural masses in productive employment. KVIC has thus been mandated to serve as one of the main vehicles for rural development in India, by way of creating, promoting, encouraging and sustaining village enterprises of a very large diversity, among which, Khadi is the prime product.

One of the main missions of KVIC is to generate employment in the rural areas. Prime Minister's Employment Generation Programme (PMEGP) is an important platform of KVIC, under which a nominal investment by rural communities will entitle them to institutional funding to enable and empower them to start village industries.

Over 2 million employment opportunities have been created by PMEGP since its inception in the country. One of the main contributions of the employment schemes of KVIC is to halt the urban migration of rural people, thereby encouraging the indigenous talent to prosper in rural areas.

Besides the many programmes and initiatives being pursued by KVIC, my current aspiration as the Chairman of the Commission is to revive sick village industries, double the sales and develop a mechanism for providing higher remuneration to the artisans. We also wish to utilise solar energy to run the weaving units, thereby reducing the dependence on physical labour. Bringing insurance to weavers, including them in a reliable network of health services, enhancing their educational capacity and bringing recognition to them and their efforts in the global mainstream of life are the most coveted objectives we are presently pursuing in KVIC. In all, the Khadi and Village Industries are increasingly proving their high relevance to modern India and the modern world as one of the most sustainable socio-economic models developed in human history.



Gujarat Government Announces New Cottage and Rural Industries Policy 2016-17

New Cottage and Rural Industries Policy 2016, prepared under the guidance of Smt. Anandiben Patel, Hon'ble Chief Minister of Gujarat, aims to promote the growth and development of cottage and rural industries in Gujarat, with special emphasis on the socio-economic development of the people engaged in the sector through the generation of supplementary employment opportunities, improvement in their quality of life and the preservation of traditional crafts. Several new initiatives have been proposed under this policy. A pilot project on the concept of "One Village One Product" would be initiated to preserve and revive the heritage of languishing crafts. The 'New Cottage and Rural Industries Policy' focuses on several underlying objectives as well as introduces several new initiatives, namely:

To improve the overall quality of life of artisans

To revive and preserve the languishing crafts of Gujarat by providing support and strengthening the value chain

To set up a Crafts Museum showcasing the exquisite arts and crafts of Gujarat

To provide focussed skill development to artisans through targeted training in design, production processes, marketing and business skills to enhance the marketability

of their products

To strengthen and facilitate development of infrastructure to enhance production and to provide better market access.

To provide improved tools and technology to the artisans to facilitate production of better products efficiently.

To strengthen the 'Garvi Gurjari' brand to reflect quality craftsmanship.

To expand the marketing avenues for artisans and craftspersons by promoting craft clusters through tourism.

To encourage and promote an entrepreneurial eco-system by incubating innovative ideas.

To encourage Public Private Partnership (PPP).

To improve the socio-economic condition of women engaged in this sector by providing them special support and incentives.

To facilitate enhanced livelihood opportunities to encourage the younger generation of artisans to continue practicing their traditional crafts.

To ensure access to credit, comprehensive social security and welfare measures for the people engaged in the sector.

To strengthen and provide financial assistance and credit support to industrial

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To facilitate enhanced livelihood opportunities to encourage the younger generation of artisans to continue practicing their traditional crafts.

To ensure access to credit, comprehensive social security and welfare measures for the people engaged in the sector.

To strengthen and provide financial assistance and credit support to industrial cooperatives working in this sector. To promote and propagate the use of eco-friendly raw materials and production processes.

Languishing crafts would be identified and

promoted through production as a niche high quality product linked to the village where it has been practiced traditionally. Additionally, focussed support in the form of diagnostic research, facilitating availability of raw material, training in design development and product diversification as well as encouragement for branding and marketing of the products would be provided. Artisans practicing languishing crafts would be extended special rebate on sales of products as well as facilitated to participate in National and International fairs / exhibitions. A Design Studio for the Handicrafts sector covering cane and bamboo crafts, pottery and clay idol making, leather, jute and natural fiber articles would be set up in GMK&RTI. A Design Studio for Khadi and Handloom would also be established. Assistance would be provided to artisans for new techniques and technologies for enhanced production. Design workshops would be conducted for artisans using the services of expert designers from institutions like CEPT, NIFT, NID as well as practitioners from the industry. Designers would be encouraged to provide innovative designs online by providing remuneration for designs selected. A set of projects would be identified and offered as internship opportunities to students of reputed institutions to facilitate and provide artisans with professional inputs and expertise

through an industry-academia interface To encourage and recognize the contribution of outstanding artisans, a scheme of state level awards has been enhanced under this policy. The award winners would be given a maximum cash prize of Rs. 1,00,000/- along with a State Merit Certificate, plaque and shawl. These awards would be given in following categories: Textiles, Embroidery, Bead-work / Leatherwork / Earthen / Wood & Bamboo work / Metal Crafts and Other crafts (Paper craft, paper mache, shell crafts, agate crafts, and coir products) In order to attract and motivate the younger generation of artisans to continue practicing their traditional craft, a special award of Rs. 1,00,000/- would be instituted for them in the 'Young Artisans' category (up to the age of 35 years). An award of Rs. 1,25,000/- for best Woman Artisan would be provided. A special award of Rs. 1,25,000/- would be provided to artisans practicing languishing crafts. Craft circuits would be developed and promoted by linking craft clusters with popular tourist destinations of the State, in collaboration with the State Tourism Department. Groups of artisans would be sponsored for

participation in select international exhibitions / fairs. Artisans practicing languishing crafts would also be provided special rebate on sales of handicrafts. Market Development Assistance of 15% will be provided as incentive to khadi artisans & institutions on production and sale of Khadi and Poly-vastra products throughout the year. Artisans / industrial cooperatives would be facilitated in getting Geographical Indication (GI) certification. The network of Garvi-Gurjari retail outlets across the country would be strengthened and expanded. Artisans would be provided space for sale of their products at shopping malls / complexes in big cities by INDEXT-c, which would hire the place on rent. Direct linkage would be provided between the artisans and the buyers through e-commerce marketing platforms (www.estoregurjari.com and www.craftofgujarat.gujarat.gov.in). The purchase limit for the procurement of Khadi and Village Industries products without tendering process under the Purchase Policy of

the State Government would be revised to support the sector. Dissemination of information and guidance about schemes would be provided through a toll-free helpline. Under this policy provisions are made for infrastructure development in the sector. A state museum would be set up. To give a fillip to Public-Private partnership projects, the Craft Business Development Center (CBDC) scheme would be revised and revamped – viable projects with unit cost ranging from Rs. 3 crores to Rs. 7 crores would be eligible. To meet the needs of Industrial Cooperative Societies for infrastructure development, the requirement to own land for availing assistance under the Gramodyog Vikas Kendra (GVK) Scheme and Cluster Development Scheme (CDS) would be relaxed. Financial assistance would be extended for purchase of buildings for use as Craft Facilitation Centres (CFC). Assistance would be provided to societies / industrial cooperatives to lease buildings for a minimum of 10 years and assistance would be provided to the extent of 50% of lease

rentals subject to an annual ceiling of Rs. 2 lakhs, after starting of the commercial production over a period of 5 years. A start-up fund would be set up through Gujarat Venture Finance Ltd. (GVFL). The overall business and commercial incubation of the ideas would be handled by select partnering/mentoring institutions such as IIM-A, NID, NIFT, CEPT etc.

And Incubation Centre would be set-up in GMK&RTI with a special focus on rural technology – financial assistance would be provided to partnering / mentoring institutes as well as the incubatees. Keen interest has been evinced by many states in utilizing and benefiting from the technology and tools developed by GMK&RTI. A framework for transfer of

Retirement

Smt. Vatsala Rajan, retired from Service

Smt. Vatsala Rajan, Steno, State Office, Khadi and Village Industries Commission, Ahmedabad retired from the services of Commission on Superannuation 31st January, 2016. She joined KVIC in the year 1983 as stenographer. Shri Sanjay Hedao, State Director, KVIC, Ahmedabad handed over shawl and memento to Smt. Rajan on this occasion.





MARCH 2016

बेरोजगार महिलाओं के लिए KVIC की नई पहल

■ युवाओं में लघु उद्योग को बढ़ावा देने के लिए स्थापित किया गया है यह पायलट प्रोजेक्ट है। कताई और बुनाई के इस प्रोजेक्ट के माध्यम से 30 युवा महिलाओं को रोजगार प्रदान करेगा खादी ग्रामोद्योग

-वी के सक्सेना, चेयरमैन KVIC



ग्रामोद्योग के अध्यक्ष श्री.वी. के सक्सेना ने बताया कि प्रधानमंत्री द्वारा गोद लिए गए इस गाँव जयापुर में यह पायलट प्रोजेक्ट सफल होने पर गाँव में 200 घरों और 50 घरों का बड़ा प्रोजेक्ट स्थापित किया जाएगा जिससे वाराणसी के जयापुर की करीब 250 युवा बेरोजगार महिलाओं को रोजगार मिल सके।

बैठक
लिफ्ट
फैसला
■ JN
होर्ग
शुरू
को गिर
बवाल
विरचवि
जाएंगे।
फैसला :

वाराणसी, लोकसत्य

प्रधानमंत्री नरेंद्र मोदी ने वाराणसी के जिस गाँव जयापुर को गोद लिया हुआ है। उस जयापुर गाँव में खादी और ग्राम उद्योग आयोग द्वारा वाराणसी की बेरोजगार युवा महिलाओं को रोजगार प्रदान करने के लिए आयोग द्वारा 25 घरों और 5 घरों स्थापित किये गए। खादी ग्राम उद्योग द्वारा जयापुर वाराणसी में यह पायलट प्रोजेक्ट

युवाओं में लघु उद्योग को बढ़ावा देने के लिए स्थापित किया गया है। खादी और ग्राम उद्योग के अध्यक्ष वी के सक्सेना ने आज जयापुर वाराणसी का दौरा किया और महिला ग्राम प्रधान श्रीमती दुर्गा देवी से मुलाक़ात की। इस अवसर पर सक्सेना ने घोषणा की कि खादी ग्रामोद्योग कताई और बुनाई के इस प्रोजेक्ट के माध्यम से 30 युवा महिलाओं को रोजगार प्रदान करेगा।

सक्सेना ने ग्राम प्रधान श्रीमती दुर्गा देवी से बेरोजगार महिलाओं की सूची की भी मांग की जिससे उन्हें शीघ्र अति शीघ्र उनका प्रशिक्षण प्रारम्भ हो सके और रोजगार उपलब्ध करवाया जा सके। अहमदाबाद में निर्मित प्रयोग समिति द्वारा इन घरों और करघों का निर्माण किया गया है और यह अहमदाबाद की NGO National Council for Civil Liberties ने दान करे है।



KVIC Chairman: Khadi is the most eco-friendly cloth

inaugurating the sales outlet and an exclusive exhibition of Khadi and Village Industries products in the Consumer 5th Aykar Bhavan, Marine Lines, V. K. Saxena, Chairman, KVIC said this is a new beginning in the history of KVIC in the for e-up with Income Tax Department. A zero carbon foot print Khadi, is the most eco-friendly cloth, he added. KVIC is generating employment for the 12.5 lakh persons and sal 37642.24 crs. Devendra Saxena, Principal Chief Commissioner, Income Tax speaking on the occasion was support the cause of employment generation for the 12.5 lakh persons affiliated with Khadi and VI sector. Arun Kurr JO, KVIC reiterated that Khadi is a heritage cloth and mc ifiable for Mumbai city. K.S. Rao, Dy. CEO, KVIC welcome gnitarians and introduced about Khadi and its quality.

लगातार बढ़ रही खादी की मांग

37642.24 करोड़ पहुंचा कारोबार

1 करोड़ को रोजगार

फ़ैदाउजी बहाने योजना

खादी एवं ग्रामोद्योग उद्योगों में अने नए समूह में 1 करोड़ से अधिक लोगों को रोजगार उपलब्ध करवाने का लक्ष्य रखा है। मौजूदा समय में आयोग 15 लाख करोड़ों को रोजगार दे रहा है। केसीआईटी के सीईओ ए. के. झा के मुताबिक रोजगार के साथ उपलब्ध करने के लिए आयोग द्वारा एक साल के भीतर करोड़ों की 2 हजार सेना परखा उपलब्ध करवाए जाये।

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लोकसत्य

सत्य के संग, असत्य से जग

दिप्ली. उत्तर प्रदेश व उत्तराखण्ड से प्रकाशित

कॉ 01, अंक : 200 मॉड्य, मास इकाय, अंकित, अंकित संख्या 2012 www.epaper.loksatyam.com सोमवार, 1 फरवरी 2016 मूल्य : 3.00 कुल पृष्ठ : 12

मन की बात : खादी के जरिए भारतवासियों को स्वावलंबी बनाने के राष्ट्रपिता महात्मा गांधी के सपने को आगे बढ़ा रही सरकार

करोड़ों लोगों को रोजगार देने में सक्षम खादी : मोदी

सरदार पटेल कहा करते थे, हिन्दुस्तान की आज़ादी, अहिंसा, किसान का कल्याण सिर्फ़ खादी में ही है। आज खादी एक असंग पहचान बन गया है। यह युवा पीढ़ी के लिए फैशन का नया टैंड सेट बन रहा है। खादी का पहले सरकारी इस्तेमाल खूब होता था, पर अब ये धीरे धीरे खत्म हो रहा है। लेकिन बेरोजगार होते गए हुए डाक विभाग, रेलवे, जैसे कई विभाग ने खादी को बढ़ावा देने के प्रयास किए हैं। खादी में बढ़ी ताकत है। ये 18 महीने दिन का रोजगार खड़ा करता है।

प्रधानमंत्री मोदी

खादी ग्रामोद्योग के साथ साझेदारी के माध्यम से ग्रामीण क्षेत्रों में 17 लाख श्रम दिवस सृजित होने का अनुमान है। उन्होंने कहा कि रोजगार के साथ ही भारतीय रेल हर साल इंजीनियरिंग और एम्बीए के 100 छात्रों को दो से छह महीने की इंटरशिप कराएगी। प्रभु ने कहा कि रेल के माध्यम से रोजगार को बढ़ावा देने को सरकार विभिन्न टूरिस्ट सर्किट के लिए ट्रेन चलाने की संपादनार्थी भी तलाशेगी।

खादी के जरिए भारतवासियों को स्वावलंबी बनाने के राष्ट्रपिता महात्मा गांधी के सपने को आगे बढ़ा रही सरकार

करोड़ों लोगों को रोजगार देने में सक्षम खादी : मोदी

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We spin employment and weave prosperity in india

KVIC



NEWS

MARCH 2016

INDIAN EXPRESS

Women form 82% of Khadi work force

Centre-state drive to promote khadi saw 15 new outlets being opened in city

EXPRESS NEWS SERVICE
MUMBAI, FEBRUARY 10

THE KHADI and Village Industries Commission is promoting khadi in a big way and targeting to employ one crore people in this sector in the next four years. The plan has already gathered momentum in commercial capital Mumbai, where at least 15 new khadi outlets have been launched including one at the Income Tax head office at Marine Lines to generate awareness among people and help village weavers earn more.

KVIC chairman Vinai Kumar Saxena said, "The industry with a turnover of Rs 33,000 crore has great potential and would help serve weavers in rural India."

Prime Minister Narendra Modi has taken up the initiative to revive "khadi" clothes and products which are eco-friendly and part of the centre-state mission to promote cottage and village industries. Of 12.5 lakh individuals employed in the khadi industry, 82 per cent are women.

He revealed, "The Indian

One khadi outlet has been launched at the Income Tax head office at Marine Lines to generate awareness among people

the main centre where centre-state can work to take "khadi" clothes and products to people. Principal Chief Income Tax Commissioner Devendra Saxena said, "We have given our own outlet in our IT office for khadi products as we believe it would help in generating greater employment." Unlike in the past, when khadi was tagged as clothes confined to politicians, it is evolving to be more affordable, and also comfortable as a designer wear in various colours.

Forever News

Wednesday, 10 February 2016 20:29

KVIC to promote their product through newly launched franchise scheme

Hon'ble Prime Minister of India, Shri Narendra Modi had given a clarion call through "Man Ki Baat" to buy at least one item of Khadi to support the rural artisans of our Country. The Hon'ble Prime Minister had also appreciated the initiative taken by few Govt. Departments/agencies like Post and Telegraph Departments, Uttarakhand, Police etc for providing marketing support to Khadi. Various marketing initiatives have been taken up by KVIC to promote Khadi & Village Industries Products in the Country. The franchise scheme is being launched in 15 major cities and towns to extend the availability of Khadi in different locations and increase the distribution points for KVI products. Further efforts are also been made to develop the Govt. Supplies and also create a helpline for bulk purchasers. Some of the major bulk Govt. orders received from Air India for amenity kits for International flights for herbal products like moisturizer, hand sanitizer, body wash, lip balm, essential oil, body soap etc. The initial order received was to the tune of Rs. 1.25 crores. Similarly, orders for uniform including shoes and chappals for postal staff of Post and Telegraph, Uttarakhand has also been received. Bulk order from Indian Railway for Poly Khadi bedsheets, pillow covers are also expected. Estimated value is around Rs. 25 crores. As a part of increasing the sales outlets of Khadi, sales outlets is launched in the Consumer Stores of Aaykar Bhavan, Marine Lines, Mumbai on 10.02.2016 at 12.30 hrs. An exclusive exhibition of Khadi & Village Industries products will also be organized in the Committee Room, ground floor of Aaykar Bhavan. Shri V. K. Saxena, Chairman, KVIC and Shri Devendra Saksena, Principal Chief Commissioner, Income Tax inaugurated the exhibition and the

खादी ट्रेडमार्क का इस्तेमाल करने के लिए और तीन कंपनियां निशाने पर

मुंबई, खादी एवं ग्रामोद्योग आयोग (केवीआईसी) ने बिना अनुमति के 'खादी' ट्रेड नाम का इस्तेमाल करने वाली दो-तीन कंपनियों को नोटिस जारी करने की योजना बनाई है। अद्योग पहले ही आविष्क विद्युला समूह की कंपनी मद्रुग फैशन एंड लाइफस्टाइल को खादी नाम का इस्तेमाल बंद करने के लिए नोटिस जारी कर चुका है। विद्युला समूह की कंपनी ट्रेड मार्क के तौर पर खादी को बौद्धिक संपदा

कानून के तहत पंजीकृत कर चुकी है। केवीआईसी चेयरमैन वी.के. सक्सेना ने आज यहाँ कहा, " हम मद्रुग फैशन को पहले ही नोटिस भेजकर बगैर अनुमति के खादी ट्रेड नाम का इस्तेमाल करना बंद करने को कह चुके हैं। हम इसी तरह के नोटिस और दो-तीन कंपनियों को भेजने पर काम कर रहे हैं।" हालाँकि, उन्होंने उत्र कंपनियों का नाम लेने से इनकार किया क्योंकि काम अभी प्रगति पर है। केवीआईसी के कारोबार के

खेत्र में सक्सेना ने कहा, " वर्तमान में केवीआईसी का सालाना कारोबार करीब 37,000 करोड़ रुपये का है और हमारी योजना इसे अगले साल 40,000 करोड़ रुपये ले जाने की है। उन्होंने कहा कि देश में इस समय 12.5 लाख खादी कामगार हैं और हमारी योजना अगले दो साल में इसे बढ़ाकर एक करोड़ पहुँचाने की है। सक्सेना ने कहा कि 'मेक इन इंडिया' गाँवों में खिनिर्माण के जरिए ही संभव है।

खादी को आयकर विभाग बढ़ावा देगा

मुंबई। आयकर विभाग भी खादी को बढ़ावा देने के लिए आगे आया है। मुंबई के मरीन लाइंस स्थित आयकर भवन में बुधवार को खादी वस्तुओं की बिक्री के लिए कंज्यूमर स्टोर में एक बिक्री केंद्र खोला गया। इसके लिए आयकर विभाग और खादी एवं ग्रामोद्योग आयोग के बीच करार हुआ है।

आयकर विभाग के प्रमुख आयुक्त देवेन्द्र सक्सेना और आयोग के अध्यक्ष विनय कुमार सक्सेना ने इसे ऐतिहासिक निर्णय बताया है। आयकर प्रमुख आयुक्त सक्सेना ने कहा कि यहाँ खादी की बिक्री अपेक्षा से अधिक होगी।

यह बिक्री केंद्र आयकर विभाग के दो हजार से अधिक कर्मचारियों की जरूरतों को पूरा करेगी।

THE HINDU

» Today's Paper » MUMBAI

Published: February 6, 2016 00:00 IST | Updated: February 6, 2016 05:39 IST February 6, 2016

Khadi outlet for I-T employees

The Khadi and Village Industries Commission (KVIC) of the State government is launching a sales outlet for khadi products as a pilot project at Aaykar Bhavan in Mumbai for Income Tax employees on February 10. An open-to-all exhibition of Khadi and Village Industries products will also be held at the Aaykar Bhavan.

Jagriti

MARCH 2016

NOW KHADI WON THE HEARTS OF FASHION CONSCIOUS YOUTH



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Khadi and Village Industries Commission
Ministry of Micro, Small & Medium Enterprises, Govt. of India
Website: www.kvic.org.in

Now Khadi
available in
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design

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