



कामये दुरवधानाम्।
प्राणिनाम् आतिनाशनम्॥

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Minister MSME affirms to provide
e-market support to **Madhubani Art**

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Jagriti

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Published By:

Directorate of Publicity, Film, & P.E.P. for Khadi and
Village Industries Commission, Gramodaya,
3, Irla Road, Vile Parle (West), Mumbai-400056
Tel.: 2671 9465, 2671 6323
E-mail: jagritikvic@gmail.com,
Website: www.kvic.org.in

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Minister MSME affirms to provide e-market support to Madhubani Art

If we encourage Madhubani Paintings, Khadi and Makhana industry on commercial basis, it can provide employment to around 20 lakh persons, said Shri Giriraj Singh, Minister, MSME.

He was addressing the inaugural function of Madhubani paintings SFURTI cluster at Ranchi on 14th February 2016. In his inaugural address the Minister opined Madhubani paintings are known as pride of this region; hence very soon two more clusters will be opened in this District. In order to create market for Madhubani paintings this will be connected with e-marketing. The modus operandi for this has been already started. And very soon we will get to a larger picture of these efforts.



The Minister also expressed regret over very less number of Khadi Institutions actively performing

and giving good results. Efforts are on to increase active participation of more and more institutions in production. He also highlighted on opening of Khadi yarn cluster for promoting Khadi industry.

Recalled work done at Navada

The Minister MSME also recalled the work done at Navada. "When cluster was opened, there were only 700 artisans. Within a year the number has just doubled to 1500. We target to raise this upto 20,000, he exclaimed. He also informed that around 600 women will be added to this cluster for employment and empowerment."

Virendra Kumar Chaudhary, MP Jharkhand said, every women of this area is an artist. The need is to endow them with infrastructure. He also assured of providing all kind of support.

MLA Rampreet Paswan said that with this cluster women will definitely benefit. Local MLA Sameer Kumar Seth raised issue of pathetic condition of artisans.



MINISTER, MSME VISITS THE CENTRAL BEE RESEARCH TRAINING INSTITUTE, PUNE

Pune, February 3, 2018: Minister MSME Shri Giriraj Singh visited Central Bee Research Training Institute ,Ganesh khind Road here today.

The minister addressing the media spoke on scope and tremendous opportunities in beekeeping activities going on under the banner of Khadi and Village Industries Commission . On this occasion he also deliberated on MSME and budget issues.

He said "MSME will start an extension program, under the aegis of Khadi and Village Industries commission, we will be empowering 800 villages where solar and hand wheels will be provided to the villagers. this will provide work to approx 4 lakh villagers".

One of the biggest achievement

during the budget that we have achieved is that almost 59% increase has been done in the MSME budget which will help villagers to earn their livelihood. In fact all work falling under MSME upto 250 crores will get a benefit of upto 5% which will help people get more work and benefits.

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Khadi makes its way on silver screen: **Kangana** to don it in **Manikarnika**



Ranaut, in her lead role in 'Manikarnika: The Queen of Jhansi' would showcase the Queen's love for country's heritage fabric Khadi in this upcoming Indian epic biographical film. And for promotion of this signature fabric – the attire of the lead casts of this movie is being sponsored by Khadi and Village Industries Commission (KVIC).



New Delhi: It is official now - after dressing up officials in several government offices, Khadi is now making its way to silverscreen! Kangana

Expressing pride and pleasure for being a part in the renewal of India's spirit of Independence, KVIC Chairman Vinai Kumar Saxena said that since Rani Laxmibai is one of the most fascinating women in terms of what she had done in her life. "Khadi is connected to India's voice of Independence since time immemorial. We all know that in 1926, Gandhiji upheld Khadi as the symbol of swaraj and spun the final yarn of India's fabric of Independence. But, perhaps few people know that some seven decades before Gandhiji's tryst with Charkha, a girl born in Varanasi as Manikarnika or Manu, not only mastered reading the Vedas and Puranas, riding and sword fighting, but also learnt weaving before being the Queen of Jhansi," he said, adding, "It is a morale booster in terms of aggressive marketing and promotion strategy for KVIC that she (Kangana Ranaut as Rani Laxmibai) would be spinning the wheel in this movie. It would once again prove that prior to British rule in India, Khadi was flourishing in our country and later it was Charkha that drove the Britishers away from India."

It may be noted here that sponsored by Khadi and Village Industries Commission (KVIC), the costume line for the film shall be designed by ace designer Neeta Lulla. Lulla has already picked up fabric costing around Rs 26 lakh from KVIC. According to Chairman VK Saxena, the fabric being used for the film includes a mix bag of silk, cotton, muslin and

some wool too.

Kangana, who plays the lead role in this movie, would also be seen using a using a charkha in the film, which is also being sponsored by KVIC.

Lulla is all upbeat about using Khadi for the project. Impressed by the fabric she is already making plans to use the desi fabric in her personal line too. "I feel Khadi exemplifies a lot of character. I am already in conversation with KVIC to launch a capsule collection worldwide which will be retailed across various outlets to ensure the eco-friendly fabric resonates with the millennial generation. Sustainability, silhouette, strong design detail and a sophisticated aesthetic meets all the requirements for me as a designer," she said, adding, "The way Khadi drapes is what draws me to it. It is comfortable and yet luxurious, and makes the wearer feel at ease even in the most elaborate ensembles," she added.

On the other hand, Kamal Jain, the producer of the movie, said that the entire unit was proud to associate with KVIC and applauded their contribution in providing the best range of Khadi that had added immensely to the already expansive range of costumes in the film. "The shooting of the film is underway in Rajasthan and these unique costumes play a vital role in revitalizing the glorious history of India," he said.

After 30 years' of demand

KVIC's divisional office finally inaugurated at Hubballi

6,000-odd artisans attend Khadi Artisans Sammelan



Hubballi (Karnataka): Prime Minister Narendra Modi's love for Khadi has a nationwide impact, it seems! And, now it was a turn of Karnataka, where the demand of opening a divisional office of Khadi and Village Industries Commission (KVIC) in Hubballi – lying pending since last 30-odd years – was finally fulfilled on Saturday, when Union Minister of State for Ministry of Drinking Water & Sanitation Ramesh Chandappa Jigajinagi inaugurated KVIC's divisional office at Bengari in Hubballi, followed by a grand conclave 'Khadi Artisans Sammelan' of more than 6000 Khadi artisans across the state.

In his inaugural address, the minister said that the central government is committed to safeguard the interest of weavers and has released Rs 32.28 crore for khadi institutions in the state. Hailing the KVIC for releasing 100 percent of grants, he said, “It was a great day for the weavers and spinners of Karnataka as this state has produced Khadi products worth Rs 135 crore and of them products worth Rs 109 crore have been sold.”

KVIC Chairman Vinai Kumar Saxena, who presided over both the functions, said that the inauguration of new divisional office would certainly boost the morale of institutional representatives. “It was a rare sight to witness such gala event, when more than 6,000 'pairs of golden hands' took part at a conclave under a single roof. The new divisional office will certainly accelerate the Khadi activities in the entire region, consisting of Bagalkote, Belagavi, Bellary, Bidar, Vijayapura, Dharwad, Gadag, Kalaburgi, Haveri, Koppal, Raichur, Uttara Kannada and Yadagiri,” he said, adding, “The new divisional office will look after 31 number of directly aided institutions, 48 State Khadi



implementing the programmes. Besides creating more job opportunities, it will also give chance to earn more for the artisans of the area.”

Hailing Karnataka Cotton Khadi for being only authorized fabric for manufacturing the National Flag – as per the Bureau of Indian Standards (BIS) norms, Mr Saxena said that only Karnataka Khadi could meet the standards of prescribed by BIS. “The BIS allotted number IS-1 (1968) for National Flag and the standards prescribed are very minute and stringent as to dimension, count of yarn, colours, colour fastness and even number of stitches per inch. It is a matter of pride that the Karnataka Khadi has become a synonym to our tricolour,” he further said.

The adroit weavers and spinners aging from 50 to 94 years were also felicitated at this grand Khadi Artisans Sammelan. Karnataka's leader of Opposition Jagadish Shettar said that the cotton grown in the state is of superior quality.

Among other dignitaries, who attended and addressed this conclave, were Dharwad MP Prahlad V Joshi, Hubballi Mayor D K Chavan, Karnataka Khadi and VI Board chairman Yaluvahalli N Ramesh, KKGSS (Fed) chairman and former MP Dr Patil Puttappa and KVIC chief executive officer Preeta Verma.



KHADI **FASHION** **SHOW**

'PARINAAMA'
at Thiruvananthapuram



Stadium on 23rd February, 2018. As the title suggests, the expo organized by Khadi and Village Industries Commission in association with ministry of micro, small and medium enterprises and Kerala Sarvodaya Sangh and LBS Institute of Technology for Women aimed to promote Khadi material.

Thiruvananthapuram: 'Parinaama: Change to stay relevant', a Khadi fashion show took place at Olympia Hall, Chandrasekharan Nair

The fashion show is part of the Khadi Expo 2018 being held at Bhagyamala Auditorium, Chandrasekharan Nair Stadium. Sub-



Commission.

There are around 75 Khadi stalls and 40-different stalls from village industries. The expo includes materials in cotton Khadi, Khadi silk, muslin Khadi materials, Jamdani silk, batik silk, embroidery silk, Balucheri silk, jute silk, jute silk sarees, bed spreads, mattresses, pillows, leather and

Collector, Thiruvananthapuram, I.A.S., Smt. Divya S. Iyer will inaugurate the show.

“The aim of the expo is to promote Khadi material and products and also help the craftsman earn better through the sale. We are targeting the younger generation through the fashion show. A rebate of up to 30% is given on all products,” said Smt. K.P. Lalithmaney, State Director, Kerala, Khadi and Village Industries



Kolapuri footwear, leather bags, furniture made with bamboo and other handicraft products from other states and Khadi products from other states. 'The expo will conclude on 6th March, 2018.



Apna Khadi in Apna Bazar



Khadi is once again ready to create a new dimension in retailing by opening up a khadi korner in Apna Bazar at Charkop Mumbai suburb with middle class buyers as target group which has highest foot fall in this superstore.

This is second major tie up for shop in shop creation for increasing Khadi Sales. The agreement of having khadi counters in Apna bazar for selling various khadi products starting with the charkop store was signed between Shri I. Jawahar, Director Marketing, KVIC and Shri S. T Kajale, CEO, Apna Bazar in presence of Shri V.K. Saxena, Chairman KVIC and Shri Anil Ganger, Chairman, Apna Bazar. Earlier, the first Khadi shop-in-shop by Globus was opened at Great India Place Mall in Noida and second in Ahmadabad.

Speaking on this occasion Chairman KVIC said, "KVIC is exploring all possible methods to bring Khadi at your door steps. The

new thought is to establish **Khadi Korner** in major retail showrooms and malls like Shoppers' Stop, Star Bazar, Infinity Mall, Pantaloon, Big Bazaar or D-mart, Big Bazar, Pantaloons etc. We are cost effective and competitive without compromising with the quality.

We induce our products in the govt. sectors through the tendering process which implies that we are competitive in terms of pricing." he added.

Elaborating on sale of Khadi and Khadi products he opined "1 million meters of khadi is what Arvind mills is buying annually from us for making denim jeans. They buy from us and they export to foreign companies as well".

The Chairman also informed about 400 villages across India to be identified as **Khadi gaos**(villages) which the planning commission has shortlisted and this process is likely to be completed by August 2018. The artisans of these villages will have khadi making as their primary occupation.

Redefining values and valuations that will ultimately translate to create the right environment for the growth of the retail industry in India, Chairman KVIC said, Khadi reflects the culture and the ethos and the skill of our traditional artisans. This tie up will not only make khadi available to all but also increase the production. This will also augment income of the artisans.

Speaking further Shri Vinai Kumar reiterated that Khadi being promoted by Prime Minister of India in past two years has seen 34% growth, which is noteworthy. 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. Compared to last year, the total sales of Khadi and Village Industries products have risen almost by 90 percent. One can clearly see that today, the youth, the elderly and women of every age group are taking to



Khadi.” he added. But to take it to another level and make it available in every corner of the Nation is our objective.

Briefing on this tie up Shri Anil Gangar, Chairman, Apna Bazar said , Khadi concept will initially begin from two stores in Mumbai i.e Charkop, Mumbai. This will be gradually taken up at other places also. Communicating on win-win situation of this tie up he said that, Apna bazar has seven distributors,16 supermarkets, one whole sale unit and 9 franchisee shops in Mumbai. If khadi products are sold in all its outlets, it will have tremendous impact in escalating business of Khadi sales."

Ms Preeta Verma, CEO and Ms Usha Suresh, Financial Advisor, KVIC were also present on this occasion.

Subsequently, Tie-up with other retail outlets are also planned for launch in February 2018 through their stores.

Khadi gets prominence in the Retailers Leadership Summit organized by RAI

Addressing the prestigious event of Retail Leadership Summit organized on 20th February in Mumbai, Chairman KVIC Shri Vinai Kumar Saxena, vows to contribute 4% in textile industry and generate 50 lakh new employment. It was an event for deliberating on Customer Centricity – Redefining Values and Valuations that will ultimately translate to creating the right environment for the growth of the retail industry in India.



Reiterating on the glory of Khadi "Khadi which is symbol of sincerity, purity and honesty, reflects the culture and the ethos and the skill of our traditional artisans. Khadi which is skin friendly fabric has all the potential to suit the requirement and become the fashion fabric not only of the Country but also at global level, he added. He also quoted



Prime Minister, Shri Narendra Modi who in his every maan ki baat called for use of Khadi by customers.

Speaking on this occasion he said that Khadi sector has a great potential for creating employment opportunities in the Country especially in the rural areas and remote and



inaccessible areas. It can generate employment with a low capital investment as low as Rs. 13,500/- and that too providing employment at the door step of the beneficiary.

He also informed on various initiatives introduced by KVIC like Franchise stores, Khadi Korner, Post Shoppee, e-commerce, tie up with Major Retails Chain of Stores like Globus, Apna Bazar, for taking marketing activities of Khadi to newer heights.

CEO, KVIC Ms. Preeta Verma was also present on this occasion.

The initiatives between KVIC and

“Retailing Stake Holders” will contribute meaning full results, and help in promoting Khadi as a fashion fabric of the Nation and thus provide sustainable employment opportunities to the Khadi artisans and also give them enhanced wages.



Jt. Secretary, MSME Reviewed Progress of PMEGP Scheme with Bankers



A Banker's review meet on PMEGP was held at J.W.Marriot,Mumbai on 09th February, 2018, the meeting was chaired by Shri B.H. Anil Kumar, JS, Ministry of MSME. Ms. Preeta Verma Chief Executive Officer, KVIC, Shri K.S.Rao, Shri Y.K. Baramatikar, Shri D. Dhanpal, Dy.CEO respectively and Senior Officers from all leading Banks were present in the meeting.

In his address Jt. Secretary said that PMEGP programme is very successful flagship scheme of Ministry. For the financial year 2018-19 the target of PMEGP has increased by Rs. 1800.00 Crore and also instructed to Nodal officers of the banks to gear up the sanctioning process of the projects in a time bound period. Government of India has increased the target of SC/ST projects by 16.60 Percent and 8.60 percent. Earlier, it was 12 and 7 percent respectively, he informed.

He also requested all Bankers to take prompt action for clearance of pending margin money claims as well as sanction of pending proposals lying with the banks and to achieve the backlog of SC/ST along with revised PMEGP targets.

Earlier, Smt. Preeta Verma, CEO, KVIC briefed about the flagship, flow-less online

PMEGP scheme and emphasized to achieve the target for the year 2017-18 in the manufacturing and service sector as well.

Director (PMEGP) Smt. Pradnya Joglekar elaborated through live display and power point presentation on PMEGP e-portal and discussed on status of pending applications lying with the banks and sanctioned projects yet to be claimed for MM by banks, TDR status, shortcomings found during validation feedback report and reason for rejection of applications. After deliberation on agenda, various decisions were taken in the meeting.



91-year-old Heritage Bandanavalu Khadi institution revived in Karnataka

Acting upon Gandhiji's call, four Dalit women started it in 1926



Mysuru: It was a dream come true for the artisans of as many as 14 sleepy hamlets in the Mysuru region on 25th February, when Khadi and Village Industries Commission (KVIC) Chairman Vinai Kumar Saxena dedicated 91-year-old Khadi institution of Badanavalu again to the nation, which was closed following some caste violence in 1993.

It was the KVIC Member (South Zone) G. Chandramouli, who took cognisance of this Khadi institution, started in 1926 by four Dalit women of this area, acting upon the call given by Mahatma Gandhi to adopt Khadi as a vehicle for self-reliance. Incidentally, the determination of those Dalit women caught the attention of Gandhiji and he visited and stayed the centre in 1927. Spread in 7.5 acres, the campus was a good source of employment for around 700 families inhabiting in dozens of villages in and around Badanavalu till 1993, when in a fateful caste clash destroyed the social fabric of the area and the centre stopped functioning. However, some NGOs and individuals, besides the Gandhians in the region, tried to revive the centre; it finally proved falling on deaf ears for almost 25 years. As the skilled hands of this

drought-afflicted area had no work, the Badanavalu area slid into huge socio-economic depression.

Taking cognisance of this centre's historic importance and the needs of the artisanal families that had lost livelihood support, the KVIC Chairman decided to prioritize this Gandhian Khadi centre for revival last year. KVIC helped in redeveloping the workshops in the campus that had been destroyed and facilitated installation of 100 charkhas and 20 looms. Both Saxena and Chandramouli, with the help of Khadi Board, energised the NGO that had been working here in the past with programmatic working capital support.

“It is not the revival of a nonagenarian Khadi institution, rather it is also a tribute to those four lion-hearted Dalit women – who dared to fight against the social evils with Gandhian tool of self-reliance during the British rule,” Saxena says, adding, “We also brought in market interface and revived not only Khadi activities, but also the Village Industries activities in a modest way, with a plan to increase the support in a gradual manner.”

He further informed that an extension centre for training on honey mission had also been established, ensuring employment to over 100 women with guarantee of wages. “Sanitary conditions in the campus also improved by constructing two toilets. A capacity for Khadi production to the tune of over Rs. 5 lakhs a month has been initiated, fetching over Rs. 200 per woman employee per day as wage. Training more villagers for skill development and bringing the youth of the catchment villages into the framework of employment is being actively pursued,” he added.

Khadi Reform Development Programme (KRDP) review meeting held at KVIC, Central Office, Mumbai.



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The 2018-19 Budget has given a big thrust to the Micro, Small and Medium Enterprises (MSMEs) sector to boost employment and economic growth. The budgetary allocation has gone up from Rs.6481.96 crores in 2017-18 to Rs.6552.61 crores in 2018-2019. The allocation for individual schemes (apart from CGTMSE) has gone up by 59% from

Rs.3680 crores in 2017-18 to Rs.5852.61 crores in 2018-2019

Further, the allocation for National Manufacturing Competiveness Program has gone up from Rs.506 crores in 2017-18 to Rs.1006 crores in 2018-19. This scheme will help technology upgradation in the MSME sector.

Allocation under the Prime Minister Employment Generation Program has gone up and generating self employment opportunities through establishment of about 88000 micro enterprises in the non farm sector providing employment to around 7 lakh people.



Miscellaneous



Some 7 months back 650 Bee boxes given to Banas Dairy by KVIC have yielded 3200 kg honey. Dairy officials met Shri Vinai Kumar Saxena, Chairman KVIC at Ahmedabad and gifted honey and replica of Bee box. A picture of Dairy officials meeting with Chairman, KVIC, Dy CEO, Shri Y.K. Baramatkar.



Shri V. K. Saxena, Hon'ble Chairman KVIC had a formal meeting with Shri Kushal Singh Padheriya Chairman GKVIB on 22 January 2018 at Ahmedabad with GKVIB officers.



Dr Saakshy, Scientist KNHPI received best innovative product award in National Banana Festival 2018 from Hon,ble Minister for agriculture, Kerela Shri V S Sunil Kumar and Shri Suresh Gopi, Member of Parliament.



State Office Maharashtra gets ISO certificate from Chairman KVIC.



CPPPI organised 5 days Skill Development training programme on bakery products at Chennai from 19 February 2018 to 23 February, 2018.

A state level **Khadi Fest** in Varanasi



State Office khadi and Village industries Commission, Varanasi organised a State level Khadi Fest at office premises on 15 February, 2018. The Fest was inaugurated by Shri Vinai Kumar Saxena, Chairman , KVIC in the presence of Smt. Preeta Verma, Chief Executive Officer, KVIC, Shri Jai Prakash Tomar, Member along with senior officials of the Commission.

In his address Shri Vinai Kumar Saxena, Chairman, KVIC informed that there was the provision for international exhibitions in Varansi but this exhibition is according to my hope. Our Prim Minister is Carrying out Gandhiji's dream of making charkha available at door step to needy people.

provide employment to them and stop rural migrations with achieving goal of 'zero defect, zero effect'.

Speaking on the occasion Chief Executive Officer, KVIC appreciated State Office, Varanasi for successful exhibition. Our

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Mill's cloth consumes a lot of electricity and water in its manufacturing process, instead of this khadi has zero carban foot prin because khadi cloth does not require electricity, much water. Khadi fabric is completely Environment friendly.

On this occasion Member (CZ), KVIC Shir Jai Prakash Tomar said that first objective of KVIC is to connect the villagers with Khadi and



Karigar Sammelan at Rajkot



artisans- karyakarta sammelan organised today at Rajkot . Chairman KVIC Shri Vinai Kumar Saxena, farmer chairman KVIC Shri Devendra Desai, ex chairman KVIC-CCC Shri Manubhai Mehta State Director Shri S. G. Hedao, KVIB Official, institution representatives and around 500 people were present in the inaugural function.

KVIC Chairman Shri Vinai Kumar Saxena, in presence of former Chairman KVIC, Shri Devendra Desai, Ex Chairman KVIC-CCC Shri Manubhai Mehta innagurated Karigar Sammelan at Rajkot .

40 years compilation of institute kundla taluka gram seva mandal, sawarkundla, jari resham Khadi Gramodyog Sangh, Surat and Khadi Gramodyog Sangh Rajkot 1978-2018 this three institutions



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production and design of the fabric must be according to the consumers choice, which can

attract and become first choice of consumer.



Earlier, Shri S.P. Singh, Dy. CEO KVIC spoke about 101 new institutions setup in central zone out of which 10000 employment generated in the villages. he also talked on 150 bee boxes under Honey Mission and 475 Charkha which was provided by Grameen Vidutikaran Nigam Limited to 88 KIs. and 2 VIs. in Sevapuri under KRDP.



KVIC initiatives at the MDTC Bangalore, such as Beautician & tailoring courses, entrepreneurial development center, candle & handmade paper center were reviewed by Shri VK Saxena. Staff and trainees interacted with the management & exchanged ideas on betterment.



Peoples' Education Programme at Trivandrum

Trivandrum . Shri Chandramouli. Hon'ble Member (SZ) inaugurated the function. Topics on various schemes of KVIC were addressed in the programme. The programme was addressed by Hon'ble Member with Gram panchayath members on implementing Khadi Gramam Project with the financial support of

People's Education Programme in association with Avannisery Gramapanchayath was held at

Gram panchayath.

Chairman, Khadi and Village Industries Commission inaugurating Khadi Bhavan (unit of Khadi Gramodyog Sangh, Annapurna) Mysuru under Khadi Reform and Development Programme Scheme on 25 February, 2018.



Member (NZ), reviews PMEGP Scheme

Dr. Heena Bhatt, Hon'ble Member (North Zone), KVIC made a three days visit from 31.01.2018 to 02.02.2018 of showrooms and reviewed PMEGP scheme in Chandigarh.

During her visit the Member (North Zone) KVIC, participated in various events and programmes like, People's Education Programme organized by KVIC, Chandigarh in Khalsa College for Technology and Business Studies, Mohali to make aware and sensitize the students about the schemes and programmes of KVIC for self employment, chaired a joint review meeting on PMEGP of Punjab, Haryana and U.T. Chandigarh with the officers of Directorate of Industries & Commerce, SLBC, Senior officers of RBI, Banks, KVIB, KVIC and RSETI at U.T. State Guest House, Sector 6, Chandigarh and chaired a joint meeting of representatives of Khadi institutions of Punjab, Haryana and U.T. Chandigarh at U.T. State Guest House, Sector 6, Chandigarh to review the implementation of Khadi programme.



Addressing on different occasion she reiterated that Khadi is not a piece of fabric but has great power to transform the life of artisans. She also distributed certificates and awards to the winners of essay and debate competition organised during the programme. Shri V.K.Nagar, State Director, KVIC, Haryana/Punjab, Dr.Harish Kumari, Principal of the college and Shri Sanjiv Agarwal, Lead Distt. Manager, Punjab National Bank were also present in the meeting. Member expressed her serious concern about the slow pace of implementation of the scheme and remarked that all the banks should disburse margin money of sanctioned cases by 28th Feb 2018 and clear entire pendency by 31st March 2018.

Ms Heena Bhat also visited village Maloya near Chandigarh and attended programme of Skill up gradation and training of Traditional Potters organized by KVIC, Chandigarh under Mineral Based Industries. Under the programme, a 5 day's training was imparted to 20 traditional potters.



PMEGP Review Meeting at Jammu

Dr. Hina Bhatt, Member(NZ), KVIC reviewed PMEGP implementation in Jammu Region and asked implementing agencies and banks to work in close coordination.

To review implementation of Prime Minister's Employment Generation Programme (PMEGP) in Jammu division a review meeting was conducted on 19/02/2018 under the chairmanship of Dr. Hina Shafi Bhat, Member (North Zone), KVIC. Besides, State Director KVIC Jammu & Kashmir, Joint Director Industries & Commerce Srinagar, Representative SLBC, Director RSETI's Jammu and Kashmir and Shri Anil Kumar Sharma Assistant Director, KVIC Incharge Kashmir Region, Lead District Managers, General Managers, DIC, District Officers, KVIB, Director RSETI's, District Coordinators KVIC of Jammu Region were present.

Dr. Hina took a detailed review of the PMEGP being implemented by all sponsoring agencies viz KVIC, KVIB & DIC. She said is an



effective instrument for generating employment opportunities in urban and rural India through setting up of micro enterprises.

It is an effective scheme to tackle unemployment, generate sustainable employment opportunities in rural and urban areas and financial institutions like banks play a crucial role here.”

She asked the banks to work in right earnest to meet the targets of the programme and expedite disbursement of the margin money.

Dr. Hina expressed hope that the discussions held during the review meeting with all the stakeholders, including representatives of various Banks, States officials and other beneficiaries, will be fruitful on crucial areas like collateral free loans, timely bank sanctions, release of margin money subsidy and loan instalment, coverage of credit guarantee scheme, achievement of social category targets of SC, ST, minority, women etc.

The meeting will encourage all the stakeholders and will leads to better

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implementation of PMEGP Scheme in Jammu Region, thereby achieving the set targets in time and providing better employment opportunities to the youth.

The position was reviewed in the meeting and also the bottlenecks were examined.

Earlier, Assistant Director Shri Anil Kumar Sharma briefed the Hon'ble Chairperson (NZ) and all present during the meeting about the District-Wise and Bank-Wise progress of PMEGP for the year 2017-18.

Domestic and Export Marketing Workshop

Workshop on domestic and export marketing under handmade paper industry was organised at Gandhi Darshan Raj Ghat New Delhi.

It was been inaugurated by member North Zone Dr. Heena Shafi Bhatt.



A skill development training in Kashmir

A skill development training of 22 unemployed women held by the Directorate of Extension, in association with SKUAST-K ("Sher-e-Kashmir University of Agricultural Sciences and Technology") in collaboration with Micro, Small and Medium Enterprises Development Institute, Srinagar with the aim for establishing enterprises concluded on 17/02/2018 at Varsity campus,

Shalimar, Srinagar, J&K.

Hina Bhat, Member, (North Zone), KVIC; Chief Guest of the valedictory function talked about Prime Minister's Employment Generation Programme (PMEGP) and Honey Mission and said it has great scope for unemployed and assured the trainees for providing proper market through 200 outlets of KVIC in India.





**1000
bee boxes
and other
instruments
distributed.**

17 Feb, 2018: KVIC, State office, Ranchi in collaboration with Khadi and Village Industries Board, Jharkhand distributed 1000 bee boxes and other instruments in a event organized at Udyog Bhavan, Ratu Road, Ranchi.

The Chief Guest of the occasion was Shri Raghubar Das, Chief Minister, Jharkhand;

Guest of honour was Shri Ashok Bhagat, Expert Member (Rural Development), KVIC in the august presence of Shri Sanjay Seth, Chairman, KVIB, Jharkhand.

The vision of KVIC to develop the beekeeping industry is to uplift the financial status of people living in extremely interior rural areas by popularising modern beekeeping.

Pottery Training Workshop at Kolhapur

Hon'ble Expert Member (HRD), KVIC Smt. Sheila Rai and Shri Y. K. Baramatikar, Dy.CEO, KVIC attended Pottery work training Programme workshop in Karigar mela which was organised by State Office, Maharashtra, KVIC at Siddhgiri Mahasansthan, Kaneri in Kolhapur, M.S. on 11th February 2018.



Gandhi Mela inaugurated at Thordi, Gujarat

A three days Gandhi mela exhibition was inaugurated at Thordi Gujarat on 11th February 2018 . The programme was graced by Gandhians like Shri Revaji Bhai, Shri Kanti Bhai representing their institutions. On this occasion Shri Sanjay Hedao, State Director, Gujarat urged to follow Gandhian Principal and swachhata mission. The key attraction of the exhibition was solar charkha exhibited here.



Thanks to PMEGP

It includes transgender in main stream of society



A need was felt to include transgenders in the main steam of society as such inclusion will help them to run a dignified living. A special Awareness programme was organized by SO, Chennai through CPPI Chennai for transgenders exclusively. 26 transgenders attended the programme. 6 transgenders applied for PMEGP loan for Palm leaf article making. The matter was taken up with

DLTFC and all 6 have been cleared by DLTFC. After persuasion, the Bank sanctioned loan for the all the six. As per requirement the 6 transgenders completed their EDP target in the RSETI and certificate was issued and other procedure formalities completed. The loan sanction will be released shortly and further events will be informed subsequently.

The above achievement by SO Chennai under PMEGP scheme is a big transformation in the lifes of marginalized section of the society. Through our continued efforts we planned enroll more transgenders through PMEGP.



Shri Sanjay Hedao, State Director meets Shri Poonam Chand Parmar, Additional Chief Secretary, Health and Family Welfare Dept., Government of Gujarat. The two had discussion on Khadi development on 28 January 2018 at Gandhinagar.

Review Meeting of State Director RSETIs and Bankers

A review meeting of State Director RSETIs and Bankers under PMEGP and Abhayaranya Programme of Jharkhand State took place on 26th Feb., 2018 at Aarogya Bhawan, Vikas Bharti, Bariatu, Ranchi. The meeting was chaired by Padamshri Ashok Bhagat, Hon'ble Expert Member (RD), KVIC and participated by Director (PMEGP), KVIC, Mumbai, State Director, KVIC, Ranchi, State Director (RSETIs), Director (RSETIs) and the other officials of KVIC, State Office, Ranchi.



The Expert Member (RD), KVIC Padamshri Ashok Bhagat informed that the Secretary (Finance) has assured to pursue on pending applications with the concerned controlling heads of banks. He also advised to convene separate DLTFs especially for SC & ST applicants.

While deliberation, Director (PMEGP) Ms Pradnya Joglekar informed about district-wise targeted to upload the applications of potential beneficiaries on the portal Directors of RSETIs. She said that 6 days and 10 days EDP

training programme will be shortly converted to 10 days for all, which will be implemented from the next financial year. Thereafter, the Director (PMEGP) briefed about the concept of the Abhayaranya.

She also discussed on backlog of SC & ST for the period from 2008-09 to 2016-17 of 4464 numbers.

To cover up this awareness camps will be conducted by State Office, Jharkhand in coordination with State Govt., NGOs and TRIFED, RSETIs, DICs to generate applications of potential PMEGP beneficiaries and will be trained through NGOs or Govt. Organizations, she added.

It was also communicated that after completion of EDP training all the SDRs RSETIs are uploading EDP Certificate on the portal, thereafter,

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Union Budget 2018

Highlights of Union Budget Provision for Ministry of

MSMEs

The 2018-19 Budget has given a big thrust to Micro, Small and Medium Enterprises (MSMEs) sector to boost employment and economic growth. The budgetary allocation has gone up from Rs. 6481.96 crore in 2017-18 to Rs. 6552.61 crore in 2018-19. The allocation for individual Schemes (apart from CGTMSE) has gone up by 59%, from Rs. 3680 crore in 2017-18 to Rs. 5852.61 crore in 2018-19.



* The allocation for National Manufacturing Competitiveness Program has gone up from Rs. 506 crore in 2017-18 to Rs. 1006 crore in 2018-19. This scheme will help technology up-gradation in the MSME sector.

* Allocation under Prime Minister Employment Generation Programme has gone up from Rs. 1024.49 crore in BE 2017-18 to Rs. 1,800 crore in BE 2018-19 for generating self employment opportunities through establishment of about 88,000 micro enterprises in the non-farm sector, providing employment to around 7 lakh people.

* The Credit Guarantee Fund has already been enhanced from Rs. 2500 crore to Rs. 7500 cr. This enhancement along with other structural reforms in the Scheme will boost credit growth and

employment generation in the MSE sector in a very big way.

* There has been more than a threefold increase in the allocation for setting up of the state-of-the-art Technology Centres from Rs. 150 crore in BE 2017-18 to Rs. 550 crore in BE 2018-19.

* Allocation under Khadi Grant has been enhanced significantly from Rs. 265.10 crore in BE 2017-18 to Rs. 415 crore in BE 2018-19. A new scheme of Solar Charkha Mission has also been proposed to harness non-conventional solar energy to further employment generation.

* Under Scheme for Fund for Regeneration of Traditional Industries (SFURTI), the budgetary allocation has increased from Rs. 10 crore in BE

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2017-18 to Rs. 125 crore in BE 2018-19. This will give an unprecedented boost to employment generation in the traditional and rural industries.

* The allocation under ASPIRE (A Scheme for Promotion of Innovation, Rural Industry and Entrepreneurship) has been raised from Rs. 50 crore in BE 2017-18 to Rs. 232 crore in BE 2018-19 with an aim to set up 100 livelihood business incubators and 20 technology business incubators. This will

accelerate entrepreneurship and employment generation.

* The allocation for National SC/ST Hub has been raised from Rs. 60 crore to Rs 93.96 crore with a view to giving an impetus to the growth of the business of SC/ST entrepreneurs. The overall allocations for the north-eastern region, for SC/ST components under various schemes have also witnessed significant increase.

Review Meeting of State Director RSETIs.....

Contd. from pg....27

one SMS alert will forwarded to the beneficiaries for further necessary action and follow up and the e-mail for the same will automatically sent to the bankers concerned

Earlier, State Director, KVIC, Ranchi welcomed the participants.

During State Director RSETIs, Jharkhand as well as other District Directors RSETIs assured to work out as per the PMEGP guidelines and upload the applications accordingly.

The representative of SLBC, Bank of India, Ranchi informed that they are compelling special drive for early disposal within 15 days of pending applications under PMEGP. Other bankers were also advised to follow the same procedure as the pace of disbursement of application is slow.

State Director, Jharkhand informed that 10 such Workshops have already been conducted, out of

which 6 through Vikas Bharti, Bishunpur and 4 through SO, KVIC, Ranchi, wherein 800 applicants have been identified, who will upload their applications within a week's time.

The meeting concluded with the vote of Shri Anandi Lal, State Director, RSETIs, Jharkhand.

PNB RSETI, Rawari organised an EDP under PMEGP

PNB RSETI Rawari organised an EDP training program under PMEGP from the 19th February 2018 to 28th February 2018.

During this programme PNB RSETI Rawari organised an EDP training program under PMEGP ramme 16 beneficiaries/ Entrepreneurs participated and received training at the last day of the training programe the DCO, chief manager PNB & Dir.PNB, RSETI distributed award and certificates to all the participants.

“KVIC achieved more than 100 percent target in PMEGP scheme,” says Independent Report

While in 2008-09, the utilization of total subsidy allotted by the Ministry of Micro, Small and Medium Enterprises (MSME) for implementation of Prime Minister Employment Generation Program (PMEGP) was less than 50 percent, in 2016-17 – it even crossed the 100 percent mark, i.e. 100.37 percent. And, the credit for this success goes to Khadi and Village Industries Commission (KVIC), the nodal agency for PMEGP.

Notably, the Ministry of MSME had set a target of Rs 1,100 crore for PMEGP in 2016-17, but KVIC achieved it only on March 15. Later, the ministry added another Rs 100 crore in the target, which also was achieved on March 25. Again, Rs 50 crore was added in it, but KVIC's overall achievement also crossed it with the annual figure of Rs 1,281 crore in 2016-17. Not only that, nearly 4 lakh new employments were generated, with an estimated project cost of Rs 4,800 crore, which is a huge growth of approximately 24 percent with respect to financial year 2015-16.

It was observed in an independent study done by a national-level agency Management Development Institute (MDI), Gurugram. After physical verification of 10044 PMEGP units (five percent of the total units) all over the country and collecting data from the beneficiaries, stakeholders and external sources, the evaluation study said that the average employment per project was 7.66 persons, with an average cost of Rs 94,855 for generating unit employment and an average cost per project of Rs 7,26,760. “The maximum and minimum costs for generating unit employment were Rs 2,65,412 (Nagaland) and Rs 25,070 (Tamil Nadu),” the report states.

The MDI study further indicates that the

average age of the beneficiaries was 36.8 years and 42.39 percent of them were from SC, ST and OBC categories, besides 5.8 percent of minorities and 10 percent of women. “With 53 percent and 45 percent of beneficiaries involved in manufacturing and services respectively, collateral taken by the banks over and above hypothecation of assets by banks were recorded 46 percent and 54 percent respectively,” the report.

In connection with the units – not been able to perform and non-profitable assets (NPA), the MDI report categorically observed: “It could be lack of stringent or proper feasibility or viability analysis on the part of banks and other financial institutions at the time of sanctioning the unit. To a great extent, the key factors of NPAs are disconnect among stakeholders and beneficiaries, lack of knowledge of various facets of running or setting up a unit among beneficiaries. These facets are 'importance of product quality' and availability of skilled manpower etc. first generation entrepreneurs are more prone to such problems.”

In context with the consumption, the report indicated that while majority of the beneficiaries (79.53 percent) reported that their products/services are consumed domestically only, among the rural beneficiaries, the percentage was slightly higher

(9.56 percent) with respect to their urban counterparts (5.84 percent). “Majority of the beneficiaries (75.07 percent) reported that the physical verification of their units had been done,” the report further said.

It may be noted here that the methodology of the study was designed to keep in view the all four objectives of PMEGP schemes and 14 points of the terms of reference. In all the states, the number of DLTF meetings was less than three specified value of three-quarter. While in North zone, the highest number of DLTF meetings was highest in Chandigarh, i.e. 1.15, highest in East zone and North-east Zone were Jharkhand (1.05) and Assam (0.7) respectively.

In most of the cases, the loan sanction was delayed beyond the given limit of 30 days after the recommended application reached the banks. It was found that time taken to sanction loan was more for manufacturing sector than the service sector. While in North zone, no state was reported for collateral security over and above the hypothecated value of

assets, in the East zone, only Odisha and West Bengal had reported for collateral security over and above the hypothecated value of assets. Similarly, in Northeast and South zones, Meghalaya/Mizoram and Andhra Pradesh/Kerala had reported collateral security over and above the hypothecated value of assets. While in West zone, no state was reported for collateral security over and above the hypothecated value of assets, it was Uttarakhand in the Central zone.

Enthused with this report, KVIC Chairman Vinai K Saxena said that even the Central Government had taken cognizance the success rate of the KVIC in implementation of PMEGP. “In the recent budget of 2018-19, we have got a Rs 1,800 crore with respect to previous 2017-18 fiscal's Rs 1,024 crore, which is 78 percent growth. Since the Prime Minister Narendra Modi has a lot of affection with Khadi as he considers it a tool of economical transformation of the country, we will leave no stone unturned to follow and implement his vision,” he said.

KVIC's Western Zone Review Meet in State Office, Ahmedabad

Hon'ble Chairman, KVIC, Shri Vinai Kumar Saxena, Shri Y.K Baramatkar Dy. CEO, KVIC Shri Sanjay Hedao, State Director, KVIC, Ahmedabad and Mumbai; Shri Rahul Gajbhiye, State Director, KVIC Nagpur, Shri Tambe, State Director, KVIC, Goa, Shri Tailor Secretary, Goa KVIB, Shri D. K. Dash, Member, Shri Chandra Patel,

Secretary Udhog Bharati Gondal, attended West zone Zonal committee review Meeting

During review meeting appreciation certificate were distributed to officials of State Office KVIC, Mumbai by Hon'ble chairman KVIC and Dy.CEO West Zone.

International Women's Day Special....

March 8th, International Women's Day. What better way to celebrate it than to shine light on the ladies who have contributed to society with their talent, perseverance, and timeless wisdom. In Jagruti we are publishing success stories of such two women who stand different in crowd due to their perseverance.

We leave our appreciation unspoken!

1. She defined success on her own terms.

Define success on your own terms, achieve it by your own rules, and build a life you're proud to live.” - says Anne Sweeney. Shikha Jain proprietor of Neev Herbal Handmade Soaps is the live example of this saying. Discontented with the predominant worldviews of materialism, B.Tech in Civil Engineering from REC Kurukshetra, Shikha Jain said good bye to her lucrative career of software engineering in search of a new vision for living. She with help of her engineer husband started manufacturing of Herbal Handmade Soaps in the name of NEEV (New Education and Environment Visions) trust founded by Anurag Jain and Shikha Jain. In 2006 they founded NEEV Trust with the vision “To promote sustainable practices, spread environmental awareness and seek equitable development by empowering underprivileged sections of the society.” And thus Neev- an environmentally and socially responsible business for employment



generation amongst rural women was registered under REGP Scheme of Khadi Village Industries Commission in 2007. And within no time Received National Award for being the best REGP Unit in the East Zone of India on 31st August 2010, from the Minister of MSME.

About NEEV

NEEV Herbal Handmade Soaps produces a variety of premium-quality, all-natural cosmetic products including everything from hair oils to shampoos to bath soaps. The products are made using cold process without adding any artificial or chemical ingredients or colours. In 2007,

husband and wife Anurag and Shikha Jain pioneered the organisation, hoping to build an organization dedicated to helping improve the lives of rural women and children in an environmentally-sustainable way. Located in the Village Hurlung of Jharkhand, India, NEEV provides an honorable source of labor for women living within the village community. These women hand craft each product using a variety of organic materials,



from the aloe vera, rose, tulsi, mehndi, hibiscus, bhringraj, brahmi, ashwagandha and shatavari grown in NEEV's very own backyard to the natural plant oils purchased directly from producers and farmers. One such oil includes mahua oil—extracted from an indigenous tree of Jharkhand—traditionally used by the tribals for skincare.

The unit has ten permanent women employees and 30 rural women wage earners. Rural girls support their higher education through their earnings at the unit. Higher education a mandate for entry into soap unit. 3 ex-women workers of Neev soaps unit have started their own enterprise and 5 have got permanent jobs in Telco, due to training imparted by Neev Trained 200 rural women of SHGs facilitated by NEEV in soap manufacturing, packaging and liquid soap making.

Neev Herbal Handmade Soaps has been taken as case study in Social Entrepreneurship by students of XLRI. The case study was selected in the Stern School of Business, New York University, In 2014, Neev Soaps case study became runner up in the Social Entrepreneurship track of International OIKOS Case Writing Competition.

Participated in many National and International Fairs including IITF, Canton Import Export Fair, China in April 2010, South Africa-Asia Summit 2011 at Addis Ababa, Largest Handicrafts fair of Europe – Artigiono Fair in Mila, Italy in 2012 . Trained 200 rural women in production, sales and marketing of herbal products. Also trained some women to work on computers for maintaining sales and customer data.

Neev Products Soaps available in 200 premium retail outlets in all major cities of India which got Ayurvedic and Lab Certification of soaps from ITL Labs, Delhi and Cosmetics License under Drugs and Cosmetics Act of Govt of India.

Their Product Range includes 130 different kind of products like handmade soaps, body washes, hand washes, shampoo, hair oils, face packs, cream, massage oils, lotions, scrubs, kajals, diffusers etc.

Projects In Slums

NEEV has been implementing an Integrated Slum Development Program since past three years in 6 adjoining slums of Burmamines, Jamshedpur. The main areas of work are Health, Education, Community Development and Livelihood Generation. It has also started a handmade paper bag manufacturing unit with a group of 5 slum women who have been victims of trafficking, with support from International Organization for Migration.

Projects Conducted in Rural Areas

- WOMEN SHGs – NEEV has facilitated formation of 15 SHGs and has got them bank linked. Women are trained in various trades like tailoring, basket weaving and soap making.
- SCHOLARSHIP PROGRAM – NEEV is supporting English Medium Education of 60 talented rural kids
- SYSTEM of RICE INTENSIFICATION – NEEV is facilitating 650 farmers to implement SRI in their fields under a project supported by NABARD
- FARMERS CLUBS – NEEV is facilitating formation of 15 Farmers Clubs with support from NABARD

- WATER SURVEY – NEEV conducted a survey to map the water resources and their usage in four districts of Jharkhand.
- TRADITIONAL SEED SURVEY – NEEV has interviewed 100 farmers from 2 districts of Jharkhand to study the use of traditional seeds.
- MICRO HEALTH INSURANCE
NEEV implemented the Micro Health Insurance Plan of Apollo DKV in Jamshedpur for giving quality health care at very nominal rates to the poor families.
- HEALTH CAMPS
NEEV holds regular Health Camps in coordination with local CBOs where villagers are given free medicines and free treatment by top doctors from TATA hospitals.
- RECYCLED QUILTS PROJECT
NEEV gave employment to 15 artisans for turning old waste clothes into quilts or Kathas. 1000 such quilts were sent to the flood victims of Bihar for their relief in winters of 2008.

Awards

- Along with husband Anurag Jain, received “Jharkhand Yuva Chetna Sammaan” in January 2009.
- National Award for Neev Herbal Handmade Soaps being the best REGP KVIC unit in the East Zone of India, 2010.

- Along with husband Anurag Jain, received “Jharkhand Yuva Chetna Sammaan” in January 2011.
- State Award for Neev Herbal Handmade Soaps for being Best KVIC Unit in Jharkhand, 2012.
- Nominated for Femina Woman of the Year Award – 2015, in Education Category.

Areas of Interest

Socio-Economic empowerment of Women, Education for the underprivileged, Environment Awareness, Social and Sustainable Entrepreneurship, Spiritual Learning and Writing.

Social Responsibility

NEEV Herbal Handmade Soaps uses its profits to support some of the most pressing environmental and social issues in India such as female empowerment, sustainable production, and education for underprivileged children. When you buy a NEEV product, you are not only gaining an eco-friendly, all-natural cosmetic good, you are also supporting these causes and

helping NEEV work toward a better tomorrow for all of us. About the founders...

Neev Vidyalaya in Village Hurlung

One of the social issues supported by the NEEV Charitable Trust is education for rural children. At Rs. 200 per month, NEEV Vidyalaya provides high quality Integral Education in the village in English Medium. The philosophy of the school can be encapsulated by 5 S. The 5 S principles are stated in the ascending order of development of consciousness of an individual. It stands for.

1. Sadachar – self discipline,
2. Swadhyaya – self knowledge / self study,
3. Svavalamban – self reliance,
4. Swarajya – self governance,
5. Samrajya – Self Realization/Global Mind

(note the capitalization of 's'. Self in, Vedantic language denotes Brahman or the entire universe. Self realization is the acme of human consciousness in which an individual realizes unity with the whole universe –both manifest and unmanifest.

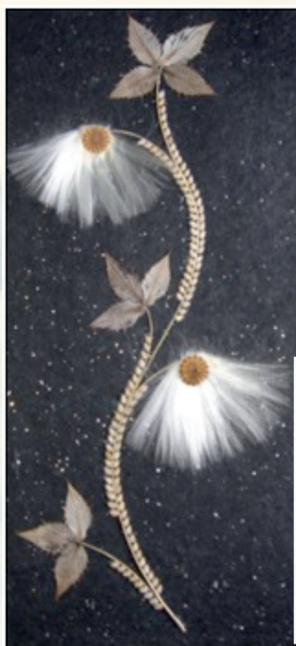


2. Fragrances of Dry flowers.

Ms Anuradha Sahu-first Indian Master craftwomen for ENTIRE WORLD in Dry flower craft DFC or Pressed dry flower craft PDFC & Proprietor Of Auroarts and President of Auroarts society- An endurance towards installation of An innovative International Patented for Global Concern of Global warming and Green Rural Economy.

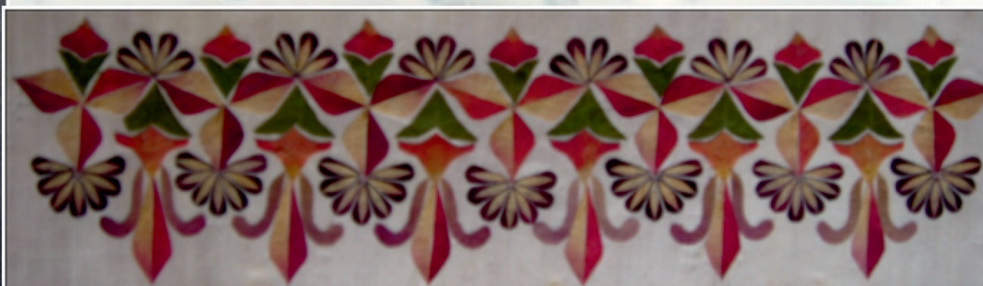
Since antiquity, flower symbolism has been a significant part of cultures around the world. Love for flowers is a natural instinct. Flowers are one of nature's gifts. The Indian flowers are an integral part of the Indian ecosystem and they are also an inseparable part of the Indian culture. Once again by combining the ethics of ancient culture and spirituality along with present handicrafts, a beautiful amalgamation in the form of pressed dry flower craft has been evolved.

Hand plucked flowers, naturally dried without any chemical /artificial colour treatment , pasted with needle on any natural media, to creates a work that speak a unique language of



flower. IT Redefines NATURE in most Natural form. It is a Nature induced Natural craft. A combination of flowers, leaves, weeds, grasses, tendrils, seeds, sol wood, ferns, bamboo & indigenous natural resources in a whole range of natural media of handmade papers, wooden laminates, ceramic tiles, floral curtains, natural fibers, seashells, leaf skeletons, bamboo, etc are converted into utility Green Organic Eco Hand Crafted products.

• 4 INTERNATIONAL HANDICRAFT PATENTS GRANTED (JAPAN,



GERMANY, USA & SINGAPORE)

- NATIONAL AWARD 2005
- ORGANIC CERTIFIED PRODUCER.

Hand plucked flowers, naturally dried pasted with needle on any natural media, create a work that speaks a unique language of flower. The best of the unimaginable wealth that is natural



vegetation are cheaper, easily available, ecofriendly, biodegradable

and the items are varied and many. The craft is depended on raw material not bought from market, but by collecting the local Vegetation from the area of crafting.

AWARDED WITH National award in 2005 and carried forward by KVIC under SFURTI scheme in 2016, where in Auroarts helps 200 WOMEN from Rurals in sustainable, suitable and environmentally friendly livelihoods that do not degrade the environment & committed to increasing awareness of climate change and how the issue relates to rural India.

SFURTI Schemes works in poorest Chhattisgarh state facilitating rehabilitation of Agriculture families dislocated and no land

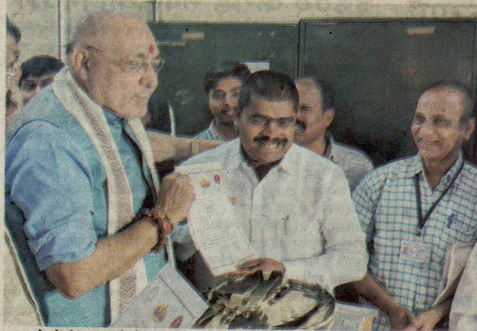
left for their livelihood with DFC/PDFC activity by providing training, designs, technical assistance, developmental activity and marketing facility at Regional, National and International front for sustainable livelihood with Capacity building of marginalized groups of rural /urban poor uneducated women. Here craft person does not buy raw material, but collect it from cultivation & wild natural vegetation as Natural resourced management at local level.



Wooden Laminate

Press coverage

बजट में लघु उद्योगों को दिया गया प्रोत्साहन- गिरिराज सिंह



पुणे, केंद्रीय बजट में रोजगार एवं आर्थिक विकास को बढ़ावा दिया गया है। सूक्ष्म, लघु और मध्यम उद्योगों को महत्व दिया है। बजट में 6,552.61 करोड़ रुपए का प्रावधान रखा गया है। लघु उद्योगों को प्रोत्साहन दिलाने के लिए कई योजनाएं शुरू की गई हैं। यह मत केंद्रीय लघु उद्योग

मंत्री गिरिराज सिंह ने व्यक्त किया।

गिरिराज सिंह पुणे दौरे पर आए थे। उन्होंने सेंट्रल बैंक ऑफ़ इंडिया के कार्यालय का जयन्तिकांश मिला। इसके अलावा खादी एवं ग्रामोद्योग आयोग के अंतर्गत चलाने जानेवाले शहद संकलन मुहिम को भी देखा। उन्होंने कहा कि, बजट में प्रधानमंत्री

रोजगार सृजन कार्यक्रम, लघु और मध्यम उद्योग (एमएसएमडी) सेक्टर को बढ़ावा दिया गया है। 2017-18 के बजट में 6481.96 करोड़ रुपए का प्रावधान रखा गया था जिसे 2018-19 में 6,552.61 करोड़ रुपए तक बढ़ा दिया गया है। विभिन्न योजनाओं के लिए 5852.61 करोड़ रुपए का प्रावधान रखा है। राष्ट्रीय विनिर्माण प्रतियोगितात्मक कार्यक्रम (एनएससीपी) के लिए 2017-18 के बजट में 506 करोड़ रुपए का प्रावधान था जिसे 1006 करोड़ रुपए तक बढ़ा दिया गया है।

प्रधानमंत्री रोजगार सृजन कार्यक्रम (पीएमएसजी) के लिए इस साल 1800 करोड़ रुपए का प्रावधान रखा है, जिससे वैश्व स्तर पर लगभग 88 हजार लघु उद्योगों को स्थानांतरित की जाएगी। साथ ही इसके माध्यम से 7 लाख लोगों को रोजगार मिलने की उम्मीद है। क्रेडिट गारंटी फंड भी 7500 करोड़ रुपए तक बढ़ा दिया गया है जो पहले 2500 करोड़ रुपए था। अत्याधुनिक टेक्नोलॉजी केंद्रों को स्थानांतरित करने हेतु 2017-18 में 150 करोड़ रुपए दिए थे। इस साल साढ़े तीन गुना धनराशि बढ़ा दी गई है। वित्तमंत्री ने बजट में इसके लिए 550 करोड़ रुपए का प्रावधान रखा है। राष्ट्रीय अनुसूचित जाति-जनजाति हब के लिए आवंटित 9366 करोड़ रुपए का प्रावधान रखा है जिससे अनुसूचित जाति, अनुसूचित जनजाति और व्यापार को प्रोत्साहन मिलेगा।

MSME उद्योगों को अधिक महत्व-सिंह

पुणे के सेंट्रल बैंक ऑफ़ इंडिया इस्टीमेट का किया दौरा

केंद्रीय एमएसएमडी राज्य मंत्री गिरिराज का वादा

पुणे, 2018-19 के बजट में रोजगार एवं आर्थिक विकास पर जोर दिया गया है। इसके तहत सूक्ष्म, लघु और मध्यम उद्योग (एमएसएमडी) सेक्टर को भी बढ़ावा दिया गया है। 2017-18 के बजट में 6481.96 करोड़ रुपए का प्रावधान रखा गया था जिसे 2018-19 में 6,552.61 करोड़ रुपए तक बढ़ा दिया गया है। विभिन्न योजनाओं के लिए 5852.61 करोड़ रुपए का प्रावधान रखा है। राष्ट्रीय विनिर्माण प्रतियोगितात्मक कार्यक्रम (एनएससीपी) के लिए 2017-18 के बजट में 506 करोड़ रुपए का प्रावधान था जिसे 1006 करोड़ रुपए तक बढ़ा दिया गया है।



राष्ट्र संकलन मुहिम का जयन्तिकांश मिला। इसके अलावा खादी एवं ग्रामोद्योग आयोग के अंतर्गत चलाने जानेवाले शहद संकलन मुहिम को भी देखा। उन्होंने कहा कि, बजट में प्रधानमंत्री

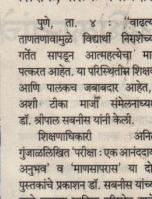
1. बजट में सूक्ष्म, लघु और मध्यम उद्योगों को महत्व दिया गया है।
2. सूक्ष्म, लघु और मध्यम उद्योगों को प्रोत्साहन दिलाने के लिए कई योजनाएं शुरू की गई हैं।
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‘महाखादी मॉडल देशांतर राबबावे’



पुणे, ता. ४ : ‘खादी’ प्रसारण और प्रसारण के माध्यम से सूक्ष्म, लघु और मध्यम उद्योगों को प्रोत्साहन दिलाने के लिए कई योजनाएं शुरू की गई हैं। यह मत केंद्रीय लघु उद्योग मंत्री गिरिराज सिंह ने व्यक्त किया।

‘विद्यार्थ्यान् नैराश्रयाल शिषक, पालक जबाबदार’



पुणे, ता. ४ : ‘खादी’ प्रसारण और प्रसारण के माध्यम से सूक्ष्म, लघु और मध्यम उद्योगों को प्रोत्साहन दिलाने के लिए कई योजनाएं शुरू की गई हैं। यह मत केंद्रीय लघु उद्योग मंत्री गिरिराज सिंह ने व्यक्त किया।

मधमाशी पालन केंद्रांचा विस्तार लवकरच



पुणे, ता. ४ : ‘खादी’ प्रसारण और प्रसारण के माध्यम से सूक्ष्म, लघु और मध्यम उद्योगों को प्रोत्साहन दिलाने के लिए कई योजनाएं शुरू की गई हैं। यह मत केंद्रीय लघु उद्योग मंत्री गिरिराज सिंह ने व्यक्त किया।

महाखादीचे मॉडल देशभर राबबावे : गिरिराज सिंह



पुणे : ‘महाखादी’ सारखी विक्रीकेंद्र देशभर अनेक ठिकाणी उघी करता येतील. ‘महाखादी’ चे हे मॉडल देशभर राबवण्यासाठी सरकारला प्रयत्न करू असे सांगत, केंद्रीय लघु आणि मध्यम उद्योग मंत्री गिरिराज सिंह यांनी राज्याचे यासंदर्भात घेतलेल्या पुढाकाराबद्दल समाधान व्यक्त केले आहे.

शिवाजीनगर परिसरात असलेल्या हातकाद संस्थेच्या आवात महाराष्ट्र राज्य खादी व ग्रामोद्योग मंडळाने नुकत्याच सुरु झालेल्या राज्यपाला पहिल्या ‘महाखादी शॉपिंग’ला गिरिराज सिंह यांनी रविवारी भेट दिली. त्यानंतर त्यांनी सभापती विशाल चोरडिया यांच्या कक्षस्थलेचे कौतुक करत, या संस्थेच्या विस्तारासाठी काही मौलिक सूचनाही केल्या. यावेळी महाराष्ट्र राज्य खादी व ग्रामोद्योग मंडळाचे सभापती विशाल चोरडिया यांच्यासह, सीबीआरटीचे उपसंचालक आर. पी. सिंह, खासदार अनिल शिरोळे, छिंदीचे निरंजन कांबळे, हातकाद संस्थेचे संचालक समेश सुर्ग, देवनाथ लोडे, स्नेहल लोडे, सुनील पांडे आदी उपस्थित होते.

गिरिराज सिंह म्हणाले, खादीच्या प्रचार आणि प्रसारणासाठी देशभर विविध प्रकारचे प्रयत्न होत आहेत. त्या माध्यमातून रोजगार

आहेत. मात्र, महाराष्ट्र राज्य खादी व ग्रामोद्योग मंडळाने याला ज्या प्रकारचे उत्तेजन दिले आहे, ते उल्लेखनीय असून, त्याचा आदर्श इतरही राज्यांनी घेतला पाहिजे. मंडळाच्या माध्यमातून प्रजासत्ताक दिवसाच्या निमित्ताने ‘खादी का तिरंगा’ ही विशेष मोहिम राबवली गेली. अशा उपक्रमांमधून, देशभरमान आणि ग्रामोद्योग यांची उत्तम संजड घालणे हे स्वप्नील आहे, असेही सिंह म्हणाले.

महामा गांधी यांच्या पुतळ्याला अभिवादन केल्यानंतर, सुमारे पाऊण तासांच्या भेटीमध्ये गिरिराज सिंह यांनी महाखादी स्टोअरसह त्याच परिसरात असलेल्या ग्रामीण कारागरी संशालयाचीही पाहणी केली. अशा प्रकारचे संग्रहालय देशभरात कुठेही नाही, अशा बांधव्यात त्यांनी या प्रकल्पाचे कौतुक केले. महाराष्ट्रातील कावडीसारख्या पदार्थ आणि इतर राज्यंमध्ये असलेल्या यास्त्याच्या पदार्थांचे इंडिंग आणि मार्केटिंग कशा पद्धतीने होऊ शकतील, यावर विचार करण्यासह कावडीसंदर्भात अधिक अभ्यासाचा मानसही गिरिराज सिंह यांनी व्यक्त केला.

शहरातील या महाखादी शॉपीचे उद्घाटन दोनच महिन्यांपूर्वी मुख्यमंत्री देवेंद्र फडणवीस

यांच्या हस्ते झाले आहे. खासदार अनिल शिरोळे यांनी त्यासाठी खासतऱ्हा निधी उपलब्ध करून दिला होता. या शॉपीमध्ये राज्यभरातील ग्रामीण कारागरींनी उत्पादित केलेली विविध उत्पादने विक्रीसाठी ठेवण्यात आली आहेत. विविध उत्पादने एकाच छताखाली आणल्यामुळे आणि त्याला महाखादी असे इंडिंग करून दिल्यामुळे कारागरी, उद्योजकांसह ग्राहकांनीही कौतुक केले आहे.

भारतामध्ये सध्या सोलर चरखा हा अतिशय महत्वाचा आणि महत्वाकांक्षी प्रकल्प मानला जात आहे. त्याचा अभ्यास करण्यासाठी नवादा येथे जाण्यासंदर्भात यावेळी केंद्रीय मंत्री गिरिराज सिंह आणि सभापती विशाल चोरडिया यांची चर्चाही झाली. शिवाय, दलित बांधव्यात ज्या काही योजना आहेत, त्या महाखाद राज्य खादी व ग्रामोद्योग मंडळापासून, परिणामकारक रीत्या कशा राबवता येतील, यासंदर्भात सभापती विशाल चोरडिया आणि छिंदीचे अध्यक्ष निरंजन कांबळे यांचीही चर्चा झाली. खासदार आदर्श ग्राम योजनांतील एक भाग म्हणून, सोलर चरख्याचे युनिट प्राचीनक तत्वावर चालवण्यासंदर्भात खासदार अनिल शिरोळे आणि सभापती विशाल चोरडिया यांची चर्चा झाली.

Budget has given big thrust for MSME sector: Giriraj Singh

GEETA PAWAR
PUNE, FEBRUARY 3

UNION MINISTER for Micro, Small and Medium Enterprises (MSME) Giriraj Singh said the Union Budget has given a boost to the MSME sector. "The 2018-19 Budget has given a big thrust to MSME sector, to boost employment and economic growth. The Budget allocation has gone up this year from Rs 6,481.96 crore to Rs 6,552.61. Apart from the Credit Guarantee Fund Trust for Micro and Small Enterprises (CHMTSE), the allocation for individual schemes has gone up this year by 59 per cent, from Rs 3,680 crore to Rs 5,852.61 crore," Singh said. He was in Pune to review honey promotion activities under the Khadi and Village Industries Commission (KVIC) at the Central Bee Research Training Institute.

"Under the KVIC, 800 villages will be provided employment every year. Along with hand charkhas, a new scheme of Solar Charkha Mission has also been proposed to harness non-conventional solar energy to further employment generation, which will provide 4 lakh people employment each year through KVIC," said Singh. In the Union Budget, allocation under Khadi Grant has been enhanced from Rs 265.10 crore to Rs 415 crore.

The budgetary allocation for the National Manufacturing Competitiveness Programme, which helps technology upgrading in the MSME sector, has gone up from Rs 506 crore to Rs 1,006 crore. Funding for Prime



Union minister Giriraj Singh distributed 10 honeybee boxes to each trainee during his visit to the Central Bee Research Training Institute.

Minister Employment Generation Programme has gone up from Rs 1,024.49 crore to Rs 1,800 crore for generating self-employment opportunities through establishment of about 88,000 micro enterprises in non-farm sector, providing employment to around 7 lakh people.

Allocation for the Credit Guarantee Fund has gone up from Rs 2,500 crore to Rs 7,500 crore. There has been more than a three-fold increase in allocations for the setting up of state-of-the-art Technology Centres, from Rs 150 crore to Rs 550 crore.

Under Scheme for Fund of Regeneration of Traditional Industries, the Budget has increased allocations from Rs 10 crores to Rs 125 crore, which will boost employment generation in traditional and rural industries, he said.

The budget for ASPIRE (A Scheme for Promotion of Innovation, Rural Industry and Entrepreneurship) has been raised from Rs 50 crore to Rs 232

crore with an aim to set up 100 livelihood business incubators and 20 technology business incubators. The allocation for the National SC/ST Hub has been raised from Rs 60 crore to Rs 93.96 crore with a view to providing business growth for SC/ST entrepreneurs.

Another announcements which has given a boost to the MSME sector is the extension of a reduced corporate tax rate of 25 per cent, currently available for companies with a turnover of less than Rs 50 crores, to companies reporting turnover up to Rs 250 crore in the financial year 2016-17, to benefit micro, small and medium enterprises.

"Under formal employment, this year, 70 lakh people were provided with the EPF (Employees Provident Fund) number. I hope that in 2019, it will rise to 1 crore people... I hope that there will be a rise in employment opportunities in the coming year. However, the rising population is a drawback," said Singh.

Press coverage

कलाकारों को डेस्क, बक्स और टूल-किट्स मिलेंगे

लाइफ रिपोर्ट @ पटना

खादी और ग्रामोद्योग आयोग (सूक्ष्म लघु एवं मध्यम उद्यम मंत्रालय, भारत सरकार) के माध्यम से ग्राम विकास परिषद, राँटी, मधुबनी पेंटिंग कलस्टर का शुभारंभ राज्यमंत्री (स्वतंत्र प्रभार) सूक्ष्म लघु एवं मध्यम उद्यम मंत्रालय, भारत सरकार ने किया. उद्घाटन के पहले उसके गुप्ता, राज्य निदेशक, खादी और ग्रामोद्योग आयोग, पटना द्वारा मंच पर आसीन सभी अतिथियों और उद्घाटन समारोह में उपस्थित मधुबनी व अन्य जिलों से आये कलाकारों, अभिभावकों, माता एवं बहनों का स्वागत करते हुए स्फूर्ति योजना की विस्तृत जानकारी दी. तदोपरान्त खडिनाथ झा, सचिव ग्राम विकास परिषद, राँटी द्वारा परियोजना अंतर्गत दिये जानेवाले कार्यों व उससे मिलनेवाले लाभ के संबंध में जानकारी दी. उन्होंने बताया कि मधुबनी पेंटिंग कलस्टर कार्यक्रम का

क्रियान्वयन एजेंसी के रूप में ग्राम विकास परिषद, राँटी चयनित है. इस योजना के तहत जिले के नौ गांवों जिवारपुर, राँटी, हरिनगर, पिलखवाड़ा, अमादा, लहेरियागंज, सिमरी, सोराट व मधुबनी के 600 कलाकारों को चयन किया गया है. इसके माध्यम से उन्हें आत्मनिर्भर और आर्थिक रूप से सशक्त बनाने का प्रयास किया जायेगा. साथ ही कलाकारों को बिचौलियों से निजात दिलाने का भी सशक्त प्रयास किया जायेगा. योजना के तहत सभी कलाकारों को पेंटिंग बनाने के लिए डेस्क, बक्सा, चटाई व टूल-किट्स भी दिये जायेंगे. उद्घाटन के दौरान खादी और ग्रामोद्योग आयोग, मुंबई के संयुक्त मुख्य कार्यकारी अधिकारी सत्यपाल जी व उपमुख्य कार्यकारी अधिकारी (पूर्वी क्षेत्र) एसएस सील, डॉ राजेंद्र प्रसाद बहुउद्योगीय प्रशिक्षण केंद्र, खादी और ग्रामोद्योग आयोग, पटना के प्राचार्य डीके राय और आयोग के अन्य पदाधिकारी भी उपस्थित थे.

ई-मार्केटिंग सबसे सुलभ व ताकतवर माध्यम : गिरिराज

जासं, मधुबनी : वर्तमान समय में ई-मार्केटिंग सबसे सुलभ एवं ताकतवर माध्यम बनता जा रहा है। 2015 में यह चार हजार करोड़ का था और आज 20 हजार करोड़ का हो गया है। हम चाहते हैं कि मधुबनी को भी ई-मार्केटिंग से जोड़ कर इसका विकास किया जाए। ये बातें गुरुवार को केंद्रीय सूक्ष्म, लघु एवं मध्यम उद्यम राज्यमंत्री गिरिराज सिंह ने ग्राम विकास परिषद के राँटी मुख्यालय में आयोजित मधुबनी पेंटिंग कलस्टर स्फूर्ति योजना के शुभारंभ के मौके पर कहीं। उन्होंने कहा कि जब तक मधुबनी पेंटिंग्स को तकनीक से नहीं जोड़ा जाएगा,

इसका तेजी से विकास नहीं हो सकेगा। हमलोगों ने यह योजना इस कमी को पूरा करने के लिए ही शुरू की है। इससे रोजगार का विस्तार होगा। कहा, मिथिला में मखाना, पेंटिंग्स एवं खादी को नया रूप देकर हम हजारों रोजगार के मौके पैदा कर सकते हैं। गिरिराज सिंह ने खादी की स्थिति को बदलने के लिए भी तकनीक की मदद लेने की वकालत की। योजना में एक साथ छह सौ महिला-पुरुष कलाकार बेसिक प्रशिक्षण के साथ डिजाइन, डेवलपमेंट कार्यक्रम, एक्सपोजर, स्पॉकन इंगलिश, कंप्यूटर साक्षरता आदि का प्रशिक्षण दिया जाएगा।

600 कलाकारों का पेंटिंग के लिए चयन

पटना। खादी और ग्रामोद्योग आयोग के माध्यम से ग्राम विकास परिषद राँटी मधुबनी की ओर से मधुबनी पेंटिंग कलस्टर का शुभारंभ सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय के राज्य मंत्री ने किया। स्फूर्ति कार्यक्रम के तहत इसका आयोजन किया गया। पूर्व में खादी व ग्रामोद्योग आयोग के राज्य निदेशक एसके गुप्ता ने अतिथियों व मधुबनी तथा अन्य जिलों से आए कलाकारों, अभिभावकों का स्वागत किया। योजना के तहत जिले के नौ गांवों में 600 कलाकारों का चयन किया गया है।

Press coverage



केंद्रीय सूक्ष्म-लघूद्योग राज्यमंत्री गिरिराज सिंह यांनी शनिवारी शिवाजीनगर येथील केंद्रीय मध्यमांशी प्रशिक्षण केंद्राला भेट देऊन विविध योजनांचा आढावा घेतला.

मधमाशी पालन केंद्रांचा विस्तार

म. टा. प्रतिनिधी, पुणे

मधमाशी पालन हा शैलीपूरक उद्योग असून त्यातून शेतकऱ्यांना चांगला रोजगार प्राप्त होत आहे. त्यामुळे केंद्र सरकारकडून देशभरातील मधमाशी पालन केंद्रांचा विस्तार करण्यात येणार असल्याची माहिती केंद्रीय सूक्ष्म-उद्योग राज्यमंत्री गिरिराज जोग यांनी शनिवारी दिली. शिवाजीनगर येथील केंद्रीय मधमाशी प्रशिक्षण केंद्राला दिलेल्या भेटीदरम्यान ते बोलत होते. या वेळी खासदार अमर साबळे, खादी व ग्रामोद्योग आयोगाचे मुख्य कार्यकारी अधिकारी सत्यपाल, संस्थेचे

केंद्रीय राज्यमंत्री गिरिराज सिंह यांची माहिती

चार्य डॉ. आर. के. सिंह आदी उपस्थित होते. गिरिराज सिंह म्हणाले, 'मधमाशांपासून व उत्पादित करणे हा चांगला रोजगार असून गाचा शेतकऱ्यांना फायदा होणार आहे. गाामी काळात मधमाशी पालन केंद्राचा स्तार करण्याचा सरकारचा मानस आहे. गा माध्यमातून तरुणांना मोठा रोजगार प्राप्त ईल.' 'यंदाच्या अर्थसंकल्पात सरकारने

लघु-मध्यम उद्योगांसाठी ६४८१ कोटी रुपये, तर प्रतंत्रणाने योजनांवर सुजन कार्यक्रमामासाठी एक हजार ०२४ कोटी रुपयांची भरवीत तत्तुद केली आहे. त्यामुळे देशभरातील विविध उद्योगकांना हक्काचे साधन मिळणार आहे, असेही त्यांनी नमूद केले. या प्रसंगी सिंह यांच्या हस्ते मिनी हनी मिशन अंतर्गत लाभाध्याना मधमाशी पालन पेट्यांचे वाटप करण्यात आले.



(L-R) Anil Ganger, Chairman, Apna Bazar, Vinai Kumar Saxena, Chairman, KVVC holding the MOUs in Mumbai yesterday. S T Kajale, CEO, Apna Bazar is seen at the extreme right

KVIC signs MOU with Apna Bazar

By Dominic Rebello

The Khadi and Village Industries Commission (KVIC) has signed an Memorandum of Understanding (MOU) with Apna Bazar for setting up a "Khadi Korner" at Charkop and Mulund in Mumbai's suburbs targeting the middle class.

The MOU was signed by representatives of Apna Bazar and KVIC in the presence of KVIC Chairman Vinai Kumar Saxena, and Apna Bazar's Chairman, Anil Ganger and CEO, S T Kajale. "The tie-up is expected to generate tremendous impact in escalating khadi sales through Apna Bazar, which has seven distributors, 16 supermarkets, one wholesale unit and nine franchise outlets in Mumbai, said Kajale."

"Our focus is to establish 'Khadi Korners' in major retail showrooms and malls. We recently had excellent, high-level interaction in this regard with CEOs of major retail chains," said Vinai Kumar Saxena, Chairman, KVIC. Cotton Bazar, Future Group are soon expected to tie up with KVIC. We are expecting sales to rise by 5-6%, he added.

too, sources told TOI.

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

**Kangana to don Khadi in on
silverscreen in Manikarnika**
Actress Kangana Ranaut will don kha-

Actress Kangana Ranaut will don khadi outfits in her upcoming film 'Manikarnika: The Queen of Jhansi'. KVFC said the attire of the lead cast of the movie is being sponsored by it. "It is official now - after dressing up officials in several government offices, Khadi is now making its way to silver screen! Kangana Ranaut, in her lead role in 'Manikarnika: The Queen of Jhansi', KVFC said.

Sponsored by Khadi and Village Industries Commission (KVIC), the costume line for the film shall be designed by ace designer Neeta Lulla. Lulla has already picked up fabric costing around Rs 26 lakh from KVIC.

"Our sales were Rs. 2007 crore last year and we are expecting sales around Rs 3,000 crore this financial year," said Saxena. "We have witnessed a growth of 30-40% in sales in Noida, which shows khadi's acceptance and we are expecting the same figure nationally, as the product prices range between Rs 100 per sq metre," he said.

for tonight but, the initial sales promising. On were estimated and has eaten in ment-backed en for products su and honey.

अस गारराज सह म्हाल

सोलर घरखा योजना राबविणार

यंदाच्या केंद्रीय अर्थसंकल्पात सूक्ष्म व लघु आणि मध्यम उद्योगांच्या बजेटमध्ये गतवर्षाच्या तुलनेत ५९ टक्के वाढ करण्यात आली आहे. त्यामुळे लघु व मध्यम उद्योगांना अधिक चालना मिळणार असून, कोट्यवधी हातांना रोजगार मिळणार आहे. केंद्र शासनाकडून लवकरच प्रत्येक लोकसभा मतदारसंघातील एका गावात 'सोलर चरखा' योजना राबविली जाणार असून, ग्रामीण भागातील महिलांना स्वतःच्या गावात ६ ते १० हजार रुपयांचा रोजगार उपलब्ध होईल. तसेच अधिकाधिक नवउद्योजकांना उद्योग सुरू करण्यासाठी मुद्रा बँकेच्या माध्यमातून कर्ज मिळणार असल्याचेही सिंह यांनी सांगितले.

Khadi gets prominence in the Retailers Leadership Summit organized by Retailers Association of India

[illegible]

40

Khadi ties up with to enter shopping malls

Press coverage

खादी ग्रामोद्योग का अपना बाजार से समझौता



मुंबई, खादी ग्रामोद्योग ने अपना बाजार से समझौता किया है। खादी को घर-घर तक पहुंचाने के लिए यह समझौता किया गया है। इस दौरान केबीआईसी के विनाई कुमार सक्सेना ने कहा कि खादी में बने अच्छे प्रकार के कपड़े अपना बाजार के माध्यम से बेचे जाएंगे। खादी के कपड़ों को प्रधानमंत्री नरेंद्र मोदी ने प्रमोट किया है। खादी के कपड़े नेता और बुजुर्ग लोगों में ज्यादा लोकप्रिय है। अब इसे आम जनता में लोकप्रिय बनाने के लिए यह समझौता किया गया है। इस समझौते में अपना बाजार के सीईओ एमटी कजोले का भी सहयोग रहा। उन्होंने कहा कि इस समझौते से खादी का व्यवसाय बढ़ेगा। देशभर में खादी का व्यवसाय 45-50 करोड़ का है। जिसे इस समझौते के माध्यम से बढ़ाया जाएगा।

Khadi gets prominence in the Retailers Leadership Summit



Addressing the prestigious event of Retail Leadership Summit organized yesterday in Mumbai by the Retailers Association of India, Vinai Kumar Saxena, Chairman, KVIC, vowed to contribute 4% in textile industry and generate 50 lakh new employment.

Reiterating on the glory of Khadi "Khadi which is symbol of sincerity, purity and honesty, reflects the culture and the ethos and the skill of our traditional artisans. Speaking on this occasion he said that Khadi sector has a great potential for creating employment opportunities in the country especially in the rural areas and remote and inaccessible areas. It can generate employment with a low capital investment as low as Rs. 13,500/- and that too providing employment at the door step of the beneficiary.

Khadi for Kangy's queen

Manikarnika makers collaborate with government-run Khadi Commission for Ranaut's Rani Laxmibai costumes

SONIL DEDHIA
sonil.dedhia@mid-day.com

WHILE ensuring Rani Laxmibai's bravado spills onto screen when Kangana Ranaut portrays the historical character in Manikarnika: The Queen Of Jhansi, the makers are also ensuring that her personality and passion find a voice on screen. So that the costumes reflect the wave of patriotism that had swept the country, the team has collaborated with the government-run Khadi and Village Industries Commission (KVIC) to procure hand-spun organic fabric for the star's wardrobe.

A source tells mid-day, "Rani Laxmibai was among the leading warriors of India's freedom struggle. She would head to the battlefield dressed as a man, donning clothes made of khadi. In a bid to ensure that the character looks authentic, the makers requested costume designer Neeta Lulla to make ensembles using the fabric."

The last leg of shooting is underway in Rajasthan. Producer Kamal Jain says that Lulla will be designing the costumes for Ranaut and the rest of the cast involved in the sequence. "We want to stay true to history. In December, we discussed the costumes for this final schedule with Neeta, and chose to approach the Khadi and Village Industries Commission (KVIC) to procure the fabric. Neeta has designed amazing pieces,

ones that have never been seen before. We also plan to showcase the costumes at an event in the coming months as part of the film's promotions."

Talking about the nitty-gritties of creating the attires, a source associated with the costume department says, "Rani Laxmibai was seen in clothes that the traditional Maratha men wore at the time of war. Various colours have been used to design the costumes."

Vinai Kumar Saxena, chairman, KVIC, says, "We are proud of this association. Rani Laxmibai had waged the first war of Independence, wearing khadi. Celebrated or not, khadi has had a tryst with Indian history."



Republic
@republic

Here's why 'Khadi' is Kangana Ranaut's choice



Kangana Ranaut to don Khadi on silver screen in Manikarnika - Republic World
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Ministry of Micro, Small & Medium Enterprises, (Govt. of India)

GRAMODAYA, 3, IRLA ROAD, VILE PARLE (WEST), MUMBAI-400056.

PHONE / FAX: 91-022-2671 9465, 2671 6323, 2671 4320

E-mail: kvichq@bom3.vsnl.net.in Website: www.kvic.org.in

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