



कामये दुःखप्रदानम् ।  
प्राणिनाम् आतिथिश्चनम् ॥

ISSN-0447-2500

# Jagruti

Vol.60

No.11

Mumbai

October-2016



*Chairman meets Balvijay  
& visits  
Magan Sangrahalay Wardha*

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

# Jagriti

A Monthly Journal of KVIC  
on Rural Industrialisation

Vol.60 No.10 Mumbai October-2016

## EDITORIAL BOARD

Chairman  
Ms. Usha Suresh

Editor  
K.S.Rao

Sub Editor  
Usha Misra

Jr. Sub Editor  
Shiv Dayal Kushwaha

Sr. Artist  
Sanjay S Somade

Artist  
Dilip Palkar  
C S Punwatkar

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

## Subscription

Annual : Rs. 100/  
Subscription for 3 Years : Rs. 250/-

Opinions expressed in articles published in this journal do  
not necessarily reflect the views of the  
KVIC or of the Editor.



## INSIDE

### News Update

3 to 25

Chairman meets Balvijay & visits Magan Sangrahalay

Chairman, KVIC presides over Lijjat AGM

Khadi and V. I. Commission has added yet another  
feather to its cap

Gujarat Govt. may use Khadi uniform for around  
40,000 drivers and conductors of Transport  
Department

KVIC celebrates Birth Centenary Year of Pt.  
Deen Dayal Upadhyaya

Secretary, MSME Reviews Khadi and Village  
Industries issues

To develop technology KVIC holds meeting with MGIRI

KVIC launches a low priced, garment 'Vichar Vastra'  
designed by Ritu Beri

State Level workshop on Direct Benefit Transfer (DBT)  
under PMEGP

Khadi products may soon find their way into Central  
Government run hospital

Gujarat Govt. sponsors Khadi uniform for school  
students

KVIC bids adieu to CEO, Arun Kumar Jha

Women entrepreneurs' collectively put forth their  
difficulties

Foreign delegates from 24 countries meet KVIC  
dignitaries

KVIC commemorates Hindi Pakhwada and Hindi Day

Air India placing a big order for supply of 5.75 lakh

Highlights of 637th Commission Meeting

### Press Coverage

26

Media Coverage.....

## Chairman meets Balvijay & visits Magan Sangrahalay

Shri Vinai Kumar Saxena, Hon'ble Chairman Khadi & V. I. Commission, Mumbai made a two days maiden visit to Nagpur and Wardha institutions. As per the scheduled programme Chairman visited Mahatma Gandhi Institute of Rural Industrialisation (MGIRI), Wardha. The institute is a science and technology hub for KVI sector by developing strong linkages and interface with other institution in the field of rural industrialisation. During the visit Shri P. B. Kale, Director, MGIRI explained in brief about all generic areas of rural industrialization. The Chairman also discussed technology and other upcoming avenues of Rural industrialisation with Director MGIRI.



Shri Saxena also visited Magan Sangrahalaya Samiti, Maganwadi, Wardha and other sections such as dying printing and natural colour printing of cloth etc. where he was highly impressed with the museum maintained and appreciated the efforts taken by Dr. Vibha Gupta, Chairperson of The institute.

Later, he visited ongoing activity at Gram Seva Mandal Gopuri.

He also visited Bapu Kutli, at Sevagram where the karykartas of Ashram explained activities and historic background of Ashram.



At Pavnar Ashram, Chairman KVIC had interaction with Shri Balvijayji a noted Gandhian and Secretary to Shri Vinoba Bhave. He also discussed issues relates to KVIC.



## Chairman, KVIC presides over Lijjat AGM



**Shri Vinai Kumar Saxena, Chairman, KVIC, presided over the 51st Annual General Body Meeting of Shri Mahila Griha Udyog Lijjat Papad on 22nd September, 2016 held at Shanmukhananda Hall, Mumbai. Smt. Usha Suresh, F.A./C.E.O. and Shri Y.K.Baramatikar, Dy.C.E.O. KVIC also accompanied him.**

In his key note address Chairman, KVIC conveying his regards said, it is a matter of satisfaction for him to attend the Lijjat programme. The growth of the Lijjat resembles empowerment of women, he added. Started by group of Seven Women with the hand holding of KVIC, it turned into a large group of 45,000 Women's empire. Today, KVIC is known by Lijjat, he said. He also assured to extend any

kind of help desired by Lijjat.

Smt. Usha Suresh, F.A./C.E.O., KVIC, opined that, it is a matter of pride to be part of the celebration which is an example of Women's empowerment which will always be recognized for its economic development and unity. Earlier, Smt. Swati Paradkar, Chairman, Lijjat Papad welcomed the dignitaries and briefed on history and development of the organization.

## Khadi and V. I. Commission has added yet another feather to its cap



The Postal Department in the Northern State of Uttarakhand has decided to go the Khadi way. Postal Department Uttarakhand Circle Dehradun has placed an order for the supply of letter boxes. This is for the first time that KVIC has received order for the Supply of letter boxes to the Post Office. 359 Post Boxes costing Rs. 1667 per piece will be supplied by the KVIC in a months time.



Along with this Postal Department has also placed an order for the supply of 225 cash chests and 220 B.O Tables and Chairs.

Announcing this, KVIC. Chairman Shri V. K. Shri Saxena, said it was a significant order for KVIC. It

will generate 30,280 extra man hours of employment, resulting in extra earnings to Khadi artisans in rural areas. The order will contribute to the momentous campaign launched by Prime Minister, Narendra Modi to promote "MAKE IN INDIA".



Earlier, in the month of February 2016, the Postal Department Uttarakhand placed an order with KVIC for supply of Khadi cotton and woolen material for shirting and coating and jerseys for both men and women along with supply of khadi leather footwear, band, woolen socks.

Uttarakhand is the first State in the country where the employees of the Postal



Department will wear uniform made of Khadi material, he added.

Shri Saxena also told that the Chief Post Master General of Uttarakhand, Udai Krishna, earlier placed an order with KVIC for supply of cash chests for the various post offices in the State. Weighing 17 kg. each, the cash chests had have double locking system and have powder coating finish. KVIC successfully executed the earlier orders of 5000 meters each of Khadi cotton and woolen dress material for shirting and coating as well as cash chests.

Khadi Villages Industries of KVIC were earlier supplying steel and wooden furniture. However



due to non availability of orders several units were closed and many are struggling to survive. Such orders will revive the village industry of KVIC.

## **Gujarat GOVT. may use Khadi uniform for around 40,000 drivers and conductors of Transport Department**

**Shri Sanjay Hedao, State Director, KVIC informed about possibilities of using khadi uniform for around 40,000 drivers and conductors of Transport Department in Gujarat.**

He was speaking at the convocation ceremony of D.N. Polytechnic Education Trust, Ahmedabad and garment & art exhibition for trainees of Entrepreneurship Skill Development Programme under Corporate Social Responsibility at Hardaspur Patel Samaj Kalyan and Kelwani trust, Ahmedabad. Shri Vallabhbhai Kakadia, Transport Minister, Gujarat Chaired this function



held on 22.9.2016.

Shri Hedao also briefed on Schemes and Programmes of KVIC to the participants. Later, the trainees were distributed certificates and kits.

★★★

## KVIC celebrated Birth Centenary Year of Pt. Deen Dayal Upadhyaya,

**KVIC celebrated Birth Centenary Year of Pt. Deen Dayal Upadhyaya, from April, to August, 2016 in Pt. Deen Dayal Dham, Farah, Distt. Mathura (UP).**

On this occasion KVIC recognized Pt. Deen Dayal Dham, Farah as a peripetic Skill Development Centre and granted permission to conduct skill development training. Skill development training like Cutting & Tailoring, Beautician, Fashion Designing, Statue making by using Resin & Plaster of Paris, Mobile repairing, Refrigerator repairing, Air-conditioner repairing, Solar Panel Installation Technician, Edible Oil processing, Charkha & Looms are being conducted at the Dham.

During the period, 210 persons were trained in the mentioned field, in which 27 persons have started their own working. The Commission sanctioned Rs. 2.60 lakhs for providing such skill development training with raw material and other support services. The training programme is being conducted by KVIC Staff. The Commission provided 11 Stitching Machines, 1 Solar Charkha, 15 New Model Charkha and 1 Loom at the centre for providing training on spinning and weaving.



The stitching training programme has been linked with 'Khadi India; outlet, New Delhi for providing clothes etc. and marketing platform in the Bhawan.

Commission has also sanctioned 26 Workshed-cum-houses for Artisans under the Workshed scheme to Pt. Deen Dayal Dham, Farah. The KVIC has also conducted a survey of Village 'Nagla Chandrabhan' at the Dham, for linking every house of the village for Khadi & Village Industries activities and making it a 'Model Village'.



## Secretary, MSME Reviews Khadi and Village Industries Issues

**Shri K.K. Jalan, Secretary, MSME reviewed the Khadi and Village Industries issues pertaining to KVIC on 5th September, 2016. During the meeting the Secretary had a threadbare discussion on issues of KVIC Schemes and Programmes like expediting release of Margin Money under online PMEGP, production covered by the Khadi Industries who have enrolled themselves for the MIS module, to prepare year wise pendency of approved claim of past three years 2013 to 2016), enrolling Khadi Institutions on e-format, sanctioning MDA to Khadi Institutions etc.**

During the meeting the Secretary MSME also discussed other subjects like sliver plant issues on which Secretary flagged on important issue of procuring sliver from CSPs. On implementation of SFURTI Clusters, Shri Jalan discussed at length on how the actual implementation is happening and whether all the timelines drawn for completion of activities are being followed. On franchise scheme of KVIC, he suggested to finalize the broad contours of the franchise model agreement.

On revamping of MDTC, Secretary, MSME directed to conduct training programmes on PFMS as it would be getting mandatorily implemented.

The Secretary also had detailed discussion on other issues like MIS of KVIC, marketing infrastructure, S & T Proposal of KVIC, workshed and Village Industries grant, studies on various topics of Khadi and Village Industries appraisal of functions of State Directors of KVICs and issues of MGIRI.

The meeting was held under the Chairmanship of Secretary, MSME in the presence of Smt. Usha Suresh, F.A./CEO KVIC, Dr. P.B. Kale, Director, MIGIRI, Shri Samar Nanda, Deputy Secretary (ARI), Ministry of MSME, Shri S.K.Sinha, Dy.C.E.O., KVIC and Shri Anil Kumar, U.S. Ministry of MSME.

### Contd. From pg...03

And Last but not the least, the Hon'ble Chairman also visited field demonstration unit of Magan Sangrahalay Samiti located at seloo village on the way Nagpur. Where he saw live demonstration of Toy making and solar Charkha production unit.

Dr. T. Karunakaran explained about the efforts taken by Maharogi Samiti for the suicide prone area of Wardha district and introduced the trainees trained by the institute Maharogi Sewa Samiti, Dattapur, Wardha. Chairman also had interaction with those trainees and requested them to apply under the online PMEGP scheme of KVIC.



Later, Chairman, KVIC addressed a press conference organized at Nagpur, where he explained about KVIC programmes and avenues taken up by KVIC in recent years and explained about the future plans.



## To develop technology KVIC holds meeting with MGIRI



**The First Meeting of the Committee on Science and Technology was held on 27th September 2016 at Central Office, Mumbai under the Chairmanship of Ms. Usha Suresh FA/ CEO, KVIC in addition to Dr.P.K.Kale, Director , MGIRI, Wardha, Shri.K.S. Rao, Shri S.K.Sinha, Dy. and Shri. Y.K. Baramatikar, Dy. Chief Executive Officers respectively and other programme Directors from KVIC and Officials from MGIRI.**

In her keynote address Ms. Usha Suresh said, the criteria and priority for considering the R&D proposal should be based on the parameters like reducing drudgery of artisans, increase the productivity, improve quality of end product, Modification and improvement in the existing machineries and tools used in KVI sector, Project suitability and viable option for generating potential entrepreneurs under PMEGP scheme and project usefulness with the use of raw material available locally.

Since MGIRI is developing these technologies for the first time, she suggested to start with prototype development (innovative phase) by

setting time limit of one year of the project and the same could be tested and demonstrated to the stakeholders and after evaluation of success, further extension of could be taken up. She also suggested to collect details of existing machines for similar purpose, cost effectiveness for comparison.

After deliberate discussions Shri K.S. Rao suggested that projects may be considered on the basis of need and priority, particularly based on the project size of beneficiaries, possibilities of entrepreneurship development under PMEGP, low cost and usefulness in rural area etc. He also suggested that MGIRI may identify list of

stakeholders in each project such as fabricators, KVI institutions, to ensure that the benefit of proposed technology reaches the target group.

The dignitaries also suggested that products / technologies proposed for development should be acceptable in market and in compliance with respective standards, convergence with related field experts and Institutions like IITs, CSIR laboratories, NIFT, National Institute of Occupational Health (NIOH), BIS, ISO certifying agencies, Fashion Institutes etc. Dissemination of technology programmes sanctioned to MGIRI may be planned and scheduled in such a way that persons deputed from Khadi / V.I. Institutions get exposure to technologies like Computer aided woven and garment design, energy efficient machines for terracotta etc.

The committee also suggested that since technology developed by MGIRI will get funding from KVIC, MGIRI should declare sharing of the entire details of technologies with KVIC.

After deliberate discussion on Science and Technology in Khadi, the Committee suggested that design and fabrication of a machine suitable for dyeing khadi yarn in hank form for uniform colours should be developed by MGIRI can also provide computer aided woven and Garment design and online support to KVIC certified khadi woven and garment manufactures in west zone.

For technology department under Village Industries the Committee suggested application of Natural Dyes on Muslin and Silk, Design & Fabrication of a Puff making (Grain Pop up) machines suitable for products like Rajgira and similar products presently manufactured in the rural food industries and vendors. Design & development of solar cum electricity based



thermal forced air drying applications for food industry and online sizing cum warping section for looms in Khadi & Textile Industry, Development of Bamboo sliver cum incense stick making machine, Automatic vending shoe polishing machine, Semi-Permanent Shoe Polish, Semi- Automatic Jack for house hold purpose, Energy efficient machines for Terracotta , Industry, Study of possibility to prepare cow dung based wall paint / plaster., Development of poly herbal products fortified with honey and cow urine, development of value added Indian Herbo-Ethnic Foods of different region, Study and Develop antiscalant ( scaling inhibitor ) for rural industries, leveraging digital marketing tools for increasing online market presence of KVI Sector Entrepreneurs and prepare data base for Khadi Institutions

On this occasion Shri G.Greep Dy. Director I/c (S&T) made a presentation before the Committee appraising the detailed status of S&T activities. He emphasized that so far about 130 technologies developed through 13 Technical Interfaces including MGIRI, Wardha and total 189 KVI institutions and KVIC establishments were extended financial assistance for obtaining ISO-9001-2008 Certification.

## KVIC launches a low priced, garment 'Vichar Vastra' designed by Ritu Beri

**"Khadi kewal vastra nahi, ek vichar hai,"** said Prime Minister Shri Narendra Modi recently. And in pursuance of his vision Khadi & Village Industries Commission on 13th Sept. 2016 launched **"Vichar Vastra,"** a single, simple, easy-to-wear garment conceptualized & designed by well-known fashion designer Ms. Ritu Beri.

"Vichar Vastra has versatility and can be worn by anyone and it gels with any pair of pants, salwar, skirt or even jeans," said KVIC Chairman Shri V.K. Saxena who launched the garment from KVIC's flagship sales outlet at Connaught Place.

Priced Rs. 1299/- the garment is affordable and worthy of making its own statement and it is a tribute to the spirit of Mahatma Gandhi, Shri Saxena said adding the Prime Minister had often appealed every Indian to buy khadi and promote it globally.

The sales of 1472 pieces showed its growing appeal to general public. This time in a novel approach KVIC invited customers by SMS and the response was overwhelming. The KVIC

Chairman keeping with the spirit of Indianness has been keenly promoting use of khadi.

Many celebrities and politicians have endorsed the Vichar Vastra and now it is available to the general public.

Those who endorsed the Vichar Vastra include cricketer Virender Sehwag, politicians Ms. Meenakshi Lekhi, Shashi Tharoor, Pawan Verma, Jay Panda, journalist Rajat Sharma; bureaucrat Amitabh Kant; CEO, NITI Aayog, Dr. Naresh Trehan and famous model Nayanika Chatterjee, to name a few.

Vichar Vastra will be available through out the country very soon.

## State Level workshop on Direct Benefit Transfer (DBT) under PMEGP

**The State Office, KVIC, Bengaluru conducted a State Level Workshop on Direct Benefit (DBT) System under PMEGP Scheme on 30-08-2016 at Hotel Gold Finch, Bengaluru by involving all the Stake holders, Lead District Managers (LDMs), District Officers of KVIB, Joint Director's of DIC of all the Districts.**

Shri D. Subash Chandra Bose, State Director, KVIC welcomed the dignitaries from, SLBC, Syndicate Bank, Reserve Bank of India and Chief Executive Officer, Karnataka State Khadi, Village Industries Board and District Level Officials of LDM's District Officers of KVIB along with other

officials of KVIC.

Shri G. Guruprasanna, Deputy Chief Executive Officer (SZ), KVIC informed on the modified guidelines of PMEGP Scheme launched by Ministry of MSME, Govt. of India and also explained various details of online DBT System.

Shri Anil Uppin, Additional Director (Vishwa), DIC, Govt. of Karnataka briefed about the new online system on DBT and informed various decisions taken during the Principal Secretaries meeting chaired by Secretary, MSME, Govt. of India at New Delhi.

Shri Vineeth, AGM, Corporation Bank explained the details of portal developed by Corporation Bank for disbursement of pending Margin Money claims and requested all the implementing agencies to take note and upload

contd. on pg....11

## Khadi products may soon find their way into Central Government run hospitals

**Khadi products may soon find their way into Central Government run hospitals in the country. Union Health Ministry has set up a high level committee to look into how use of Khadi can be promoted in hospitals under its control.**

The Ministry has set up the panel following a meeting between Chairman of Khadi and Village Industries Commission, V. K. Saxena, and Union Health Minister, Shri J. P. Nadda. During the meeting, Shri. Saxena made a request for measures to promote the use of Khadi in the hospitals run by the Union Health Ministry.

Special Director General, Directorate General of Health Services, B. D. Athani, is the Chairman of the Committee. The other members are Director of All India Institute of Medical Sciences, Medical Superintendents of Safdarjung Hospital and Ram Manohar Lohia Hospital and Director of Lady Hardinge Medical College and Associated Hospitals.

The Committee will submit its recommendations and suggestions in a time bound manner. The order setting up the panel was issued on September 22. The meeting between the Minister and KVIC Chairman took place just two days earlier on September 20.

KVIC has been taking several measures to promote use of Khadi products in the country and abroad ever since Shri. Saxena took charge of the Commission in October 2015.

Among other things, the Commission made an aggressive marketing effort during the second International Yoga Day, which was held across the world with pomp and show on June 21 by selling special yoga kits each of which contained a khadi mat, a napkin and a tricolour mala apart from a top and a bottom.

KVIC launched the sale of the kits on June 12 and by June 21, had sold 2,906 kits -- 1085 ladies' kits and 1821 gents' kits. In addition, buyers also snapped up a large quantity of individual khadi mats, napkins and the `mala's during the period.

In the span of just 10 days, the organization earned whopping revenue of Rs. 69.6 lakhs. In all, 24 tailors with supporting staff of 30 worked day and night to meet the unending demand. Bulk orders also poured in from several public and private organisations. The Central Government's Ministry of Ayush, which is the nodal agency for conducting the yoga day in the country, itself ordered 300 kits.

The tailors earned a sum of Rs. 12.95 lakhs. The tailors' team included eight Muslims and they too worked round the clock despite it being Ramzan. The kits were produced based on a design specially prepared by the Ahmedabad-based National Institute of Design on behalf of the Ministry of Ayush.

KVIC Chairman had set up a team of seven officers to ensure timely execution of the orders. Following the record success of the project, KVIC decided to continue with the sale of the yoga kit. They are available in all the Khadi sale outlets round the year.

### **contd. from pg...10**

the pending claims under the new system.

Shri Suresh, AGM, SLBC, Syndicate Bank requested all the LDM's to take note on the new DBT System and help in implementing the PMEGP Scheme successfully in the State.

Shri Ganesan, Deputy General Manager, Reserve Bank of India also requested all the implementing agencies at the District level to work in co-ordination for implementing the online DBT System successfully.

Later, Shri B.S.Malgatti, Assistant Director-II, KVIC proposed vote of thanks. ■

## Gujarat Govt. sponsors Khadi uyniform for school student



Govt. of Gujarat sponsored Khadi uniform for school the students of Govt. Schools of Chautila on 19th September 2016. The uniform was supplied by Khadi and Village Industries Board, Gujarat.

Dignitaries like Minister of Small Scale Industries, Gujarat Shri Jayeshbhai Radaria, Education Minister Shri Nanubhai Vanani, Local MLA Shri Shamji Bhai Chauhan and State Director KVIC Shri Sanjay Hedao along with representatives of Khadi Institutions, Students from schools of Chautila were present during the function.

On this Occasion 2 pair of

polyvastra readymade uniform were distributed to around 20417 students ( including 10205 boys and 10266 girls) here today. Around 34 institutions participated in this good cause. The entire expenditure of Rs. 248 lakhs of cloth and Rs. 63. 53 for stitching will be borne by Gujarat Govt.

Shri Jayeshbhai Radaria called this drive a pilot project which will not only connect the children with Khadi but also benefit the artisans. Other dignitaries present on the dais also appreciated this cause of Gujarat Govt.

## **KVIC bids adieu to CEO, Arun Kumar Jha**

**Khadi and Village Industries Commission organized a send off gathering for Shri Arun Kumar Jha CEO, KVIC on completion of his tenure in KVIC at Central Office Mumbai. Shri Vinai Kumar Saxena, Chairman, KVIC ; Ms. Usha Suresh, Financial Advisor, KVIC, Shri J.P.Tomar, Member, KVIC (C.Z.) Shri K. S. Rao, Shri Y.K. Baramatkar, Shri S.K.Sinha, Shri S.N. Shukla, Dy.CEO, KVIC, Programme Directors and officials of KVIC were present on this occasion.**

Chairman, KVIC In his address said, Shri Jha is a task master and has capacity to accomplish the given task. Lots of work done in Commission couldn't be completed without his Initiative. He further said to connect with people is a huge challenge which he did brilliantly. He wished him for his future.

Smt. Usha Suresh, FA, appreciated Shri Jha for his devotion and said, she learnt many things from him.

On this occasion Shri K.S.Rao, Dy. CEO, KVIC also opined that Shri Jha has a great quality of Communication and he adopted digital medium like WhatsApp Group, Twitter, Facebook etc. for information and transparency in manner of rapid communication.

In his last address as CEO, KVIC Shri Arun Kumar Jha expressed his views and experiences



about KVIC and said that a man or post can never be bigger than the organization and he is not above that. KVIC is only organization which works for social and economic development of the poor across the country and he is proud of his fortune that he served in this Gandhian Organization.



## **Women entrepreneurs' collectively put forth their difficulties**

**A women entrepreneur's workshop was organized in Bhubaneswar on 29th August 2016 by KVIB Orissa for helping the PMEGP beneficiaries. The workshop was presided over by Smt. Pradnya Joglekar, Director PMEGP.**

In the purposeful discussion, the women entrepreneurs' put forth various types of complexities faced by them with operating their business. The participants raised various problems faced with Banks like delay in

adjustment of margin money, inadequate sanction of bank loan etc. They also desired for a marketing platform to sell their products. In all 160 women entrepreneurs including physically handicapped participated in the workshop.

## Foreign delegates from 24 countries meet KVIC dignitaries

The group of 53 members from 24 countries viz: Afganistan, Tanzania, Bhutan, DR Congo, Egypt, Ethiopia, Liberia, Maldives, Nepal, Nigeria, Sri Lanka, Tajikistan, Botswana, Zambia, Ghana, Syria etc. visited Central Office KVIC on 26th September, 2016.

Delegate had a discussion with FA /CEO and other senior officers on KVI schemes and programmes run by KVIC across the country.



## Delegates also visit s.o. Ahmedabad



The group of 53 members from 24 countries also visited the State Office Ahmedabad in coordination with National Entrepreneurship and Small Enterprise Development Institute, New Delhi. Programme Director Shri Rishiraj Singh appreciated the work of KVIC on this occasion.

State Office Ahmedabad also organized an exhibition of KVI products for updating visitors knowledge of KVI products.

## KVIC commemorates Hindi Pakhwada and Hindi Day

### At Central Office, Mumbai

To commemorate the historic occasion, Hindi Day is observed every year on 14th September. This year too Hindi day was observed in Central State and Divisional Offices of KVIC from 14<sup>th</sup> September. The programme in Central Office commenced by Shri Mohit Jain, Chief Vigilance Officer, KVIC garlanding photograph of Gandhiji and lighting the traditional lamp. In his inaugural address Shri Jain urged to use more and more Hindi language in day today work. 'All should try to accomplish targets set by Govt.of India, he added.

Shri S.K.Sinha, Dy. CEO extending his best wishes for the programme appealed to participate in the competition in more and more numbers and work in Hindi. Later, Shri K.P.Singh, Hindi Officer proposed the vote of thanks. A range of Competitions for Hindi speaking and



regional languages were organized in central office. Around 151 officials participated in these Programmes. In all 40 prizes were distributed to the winners on 29<sup>th</sup> September in a valedictory function by Shri Y.K.Baramatkar. S.K.Sinha, Dy. CEO respectively and Smt. Gitanjali, Assistant Director-1.



## A Glimpse of Prize Distribution





## At State Office, Ahmedabad



State office, Ahmedabad also organized Hindi pakhwada from 14th to 28th sept. 2016. During this fortnight various competitions like singing, kavi sammelan, typing, noting and drafting, essay writing etc. in Hindi was organised.

On 26th sept. 2016 Shri Bharna, Hindi Officer informed about Hindi as Official language article and rules. He talked about noting and drafting and importance of Hindi in day today-work. He also suggested to work in Hindi.

Prizes to all the winners were distributed on 28sept. 2016 in Hindi pakhwada samapan programme.

## At State Office, Bengaluru

State office Bengaluru celebrated 'Hindi day' on 14.09.2016 . On this occasion all officers and employees of State office, Regional office and Multi Disciplinary Training Centre were present. Shri Guruprasanna Dy. CEO presided over this programme.

Shri D. Shubhash Chandra Bose, State Director in his welcome address said, Hindi is our official language and we should feel proud to work in Hindi. He also appealed to work in Official language Hindi. Vinod Kumar Bharti, Jr. translator read 'Hindi Day' message from Minister.

The Speaker said that Hindi language has ability to take forward all Indian languages. The present officials also expressed their views respectively. Later Shri M. N. Reddi proposed vote the of thanks .



## At State Office, Jaipur

State Office Jaipur also organized Hindi week from 14.09.2016 to 20.09.2016. Shri Baldhari Singh, Director, S.O. Jaipur inaugurated the Hindi week with floral tributes to statue of Mahatma Gandhi and lighting the lamp. Many competitions like Hindi typing, Hindi noting and essay competition were organized for officers and officials during the week long celebration.

In the valedictory function State Director distributed prizes to the winners. At the end of the programme Rahul kanval, Stenographer. proposed the vote of thanks.

## At CVPI, Khanapur

Hindi Day was also celebrated at CVPI, Khanapur with fervor on 14-09-2016. Chief Guest Shilpa Deshwal, Manager, SBI, Khanapur stressed the need for promoting Hindi as Official language. She also narrated her vast experience of implementing Hindi in Banking sector. Another Chief Guest L.P. Pujar, Retd. Dy. Director of KVIC, also laid down the position of rules and

contd.on pg...17

## Air India placing a big order for supply of 5.75 lakh

**The on-going efforts of Shri. V.K.Saxena, Chairman, Khadi and Village Industries Commission to popularize Khadi products ever since he took over in October 2015 has borne fruit once again with Air India placing a big order for supply of 5.75 lakh khadi soap cakes at a cost of Rs. 45 lakh.**

With the new order, Air India has become a major user of Khadi products.

In June, Air India had placed an order worth Rs.8 crores on KVIC for the supply of 1.85 lakh units of amenity kits

The amenity kits are given by Air India to its First class and Business class International passengers. The kits contains Khadi hand sanitizer, khadi moisturizer lotion, khadi lemongrass, Khadi handmade soap, khadi lip balm, khadi rose face wash, essential oils etc.

Earlier, in December 2015, the Air India placed a trial order worth Rs.1.21 Crores to the KVIC for the supply of 25,000 units of amenity

kits which was successfully supplied by KVIC in a record time of 40 days.

Air India-1, the official carrier of Prime Minister Shri Narendra Modi has also begun using exclusively Khadi attire for its in-flight staff. Silk sarees, Jodhpuri bandh gala coats, trousers and jackets were supplied in record time for the PM's aircraft.

All the above orders were secured through the process of competitive tendering and quality check, thus upholding the value for price nature of Khadi and Village Industries products.

KVIC has also been involved in bringing about a brand makeover as an extension of its marketing strategy and as an important act of building adaptability to Khadi products in view of the requirements of the modern times. A number of initiatives have been taken up and pursued with vigor in this regard. An internationally renowned fashion designer Ritu Beri was appointed as Advisor by the Commission.

This order will generate approximately 20,000 extra man hours for the Khadi workers.

**contd. from pg...16**

regulations, means of its implementation in detail.

Principal CVPI, Khanapur Shri Ramratan Prajapati, presided over the function. Earlier, Shri Sacchidanand Kashikar welcomed and presented the report on implementation of Official Language, while Shri Shesho Deshpande proposed the vote of thanks.



# Highlights of 637<sup>th</sup> Commission Meeting

The 637<sup>th</sup> meeting of the Khadi and Village Industries Commission was held on 30th September 2016, at New Delhi presided over by Shri Vinai Kumar Saxena, Chairman, KVIC. Shri Jai Prakash Tomar, Zonal Member (CZ), Shri G. Chandramouli, Zonal Member(SZ), Dr. Sangeeta Kumari, Zonal Member(EZ), Shri Narayan C.Borkataky, Zonal Member(NEZ), Shri Ashok Bhagat , Expert Member(RD), Shri Madhusudan Reddy, Dy. General Manager, State Bank of India, Shri B.N. Nanda Economic Advisor(MSME), Shri Arun Kumar Jha , Chief Executive Officer, KVIC, Smt. Usha Suresh, Financial Advisor and Shri Mohit Jain, CVO, KVIC.

1. Dy. Chief Executive Officer (Commission Cell) on behalf of the entire Commission, congratulated and welcomed Smt. Usha Suresh, FA for assuming the charge of Chief Executive Officer of KVIC.

2. Commission deliberated on the proposal of Directorate of I.T and approved (a) recommending the nomination of "PMEGP E-Portal of KVIC for National E-Governance Award for achieving transparency, speedy processing, reducing paperwork, increasing efficiency and visibility of status of implementation of PMEGP at various levels.

3. Commission also approved the issuing of 'Letter of Appreciation' to those staff members of Directorate of I.T whose exemplary contribution helped in the development of various online applications of different Schemes and Programmes of KVIC which has been taken up during the last one year only.

4. Commission also approved the issuing of 'Letter of Appreciation' to those staff members of Directorate of Marketing whose exemplary contribution has established a new lineage of consumer friendly initiatives like corporate bulk marketing, bulk retail linked schemes, Gift Coupons, Internship Schemes, State of Art Renovated Bhavans, Bar Code Pricing System which has brought in a new era of consumer friendly marketing system during the last one year only.

5. Commission also took note of observations of Joint Secretary to go by the frame work of National Awards Scheme where 'Letter of Appreciation' should be given to only those initiatives that have been taken during the last one year only.

6. Commission also took note of observations of Joint Secretary that a award system should be devised for KVIC officials at various levels and efforts should be made to have the process in place at the earliest and the awards ceremony could be held every year in the month of February for the meritorious performance / contribution made by the KVIC officials during the period of assessment.

7. Commission deliberated on the proposal

of Directorate of KRM and noted implementation of the “Pilot Scheme for Providing Advance MDA to CSP Hajipur” for supplying sliver/ rovings at reduced rate to Khadi Institutions for a period of three months and ratified the action taken in anticipation of approval of the Commission in this regard.

**8.** Commission further took note of observations of Joint Secretary that in case of extension of pilot scheme duration by another three months a fresh proposal with thorough justification should be placed in the next meeting of the Commission for consideration. The economics of the finished products (Khadi & Solar) after the 30% Raw material subsidy should also be placed before Commission for consideration.

**9.** On a request of Dy.CEO(Khadi) about meeting the subsidy extended to roving supplied to solar charkha operators, it was decided that since the pilot proposal is for providing working capital support to CSPs irrespective of khadi/polyvastra or solar charkha operators there would be no need to segregate the schemes or book any separate expenditure under V.I. Grant.

**10.** Commission deliberated on the proposal of Directorate of Administration and approved the recommendations of the Departmental Promotion Committee (DPC) meeting held on 16.08.2016 for the post of Dy. Director and also approved issue of orders in this regard.

**11.** Commission also took note of observations of Chairman that all promotions should be linked with transfers and it should be ensured that all promoted officers are

transferred from present place of postings.

**12.** Commission also noted the observations of Member(NEZ) that while effecting the transfer of above mentioned promotees the requirement of posting of officers in the N.E. Regions also needs to be taken into account.

**13.** Commission took note of observations of Joint Secretary, who suggested that an Action Plan may be formulated for seeking funds under administrative functions of SFURTI.

**14.** Commission also deliberated on the proposal of Directorate of KRM and approved sanction of funds to the tune of Rs.3156.16 lakhs from KRDP funds for refurbishing and modernization of existing Departmental CSPs of KVVC based on the study done by NITRA.

**15.** The proposed outcome of refurbishing and modernization of existing Departmental CSPs of KVVC should have been indicated in the proposal. Since CSP Etah is completely running on diesel, the cost of laying electric power line to the tune of Rs. 3.00 Crores should also be included in the proposal. The machinery / components which are being replaced need to be disposed cost effectively. Regarding civil construction of godown in CSP Sehore to the tune of Rs. 25.74 Lakhs, cheaper pre-fabricated construction for the godown need to be adopted. In order to make the CSPs a profit centre firstly we have to ensure that the entire sliver requirement of the Khadi Sector is fulfilled and after doing so the machinery can be used for converting the sliver into yarn and provide it to handloom weavers which will be a matter of value addition. Solar Panels to be installed in the roof tops and surrounding areas

of CSPs from funds provided by Ministry of MNRE which will provide profitability to the CSPs.

**16.** Commission deliberated on the report of the Evaluation Study on “Mapping of Khadi” and “Preparation of Product Catalogue” by Vaikunthbhai Mehta Research Centre for Decentralized Industries (VMRCDI) and directed to make a presentation on the "Evaluation Study Report" in the next meeting of the Commission.

**17.** Commission deliberated and approved the fees quoted by SBI fund managements for discretionary portfolio management of the GPF corpus of KVIC along with safe keeping and accounting etc., as detailed below:-

Commission advised to observe the number of transactions carried out in a period of three months so that this could be reviewed for taking a final call.

<b>1</b>	Fund Management Fees	4 bps. of average assets under management, subject to minimum of Rs. 3.00 Lakhs p.a. plus applicable taxes.
<b>2</b>	Safe Keeping Fees	Flat fee of Rs. 1.00 Lakh p.a.
<b>3</b>	Fund Accounting Fees	Flat fee of Rs. 1.00 Lakh p.a.
<b>4</b>	Government Securities	Rs. 1500/- per transaction.

**18.** Commission deliberated on the proposal of Directorate of Marketing on (A) Role proposed for MS. Ritu Beri Honorary Consultants to KVIC ( Fashion Desiging (B)

Khadi Vichar Vastra (C) Khadi Fashion Show by Ms. Ritu Beri at London and approved the concept note on (1) issues and need of design input in khadi (2) modalities and role proposed for Ms. Ritu Beri, Honorary Consultant to KVIC (fashion designing) (3) Concept of Khadi Vichar Vastra (4) Suggested strategy for Khadi Vichar Vastra and (5) Entering into an agreement regarding roles and functions with Ms. Ritu Beri, Fashion Designing Consultant. Commission further noted that Ms. Ritu Beri would bear the entire operational expenditure of the Khadi Fashion Show except the cost of four return air tickets on Delhi – London Sector (2 business and 2 economy class) and hotel stay for four person including local transportation, UK Visa charges etc. which would be met from out of Publicity funds of the Commission.

**19.** Commission took note of observations of Joint Secretary that though conducting khadi fashion show abroad does not fall in the ambit of approved scheme of KVIC (MPDA) but by looking into the merit of the case, Commission should forward the said proposal to the Ministry for its consideration as a special case.

Commission also took note of observations of Joint Secretary that the outcomes from such massive ventures should invariably be mentioned in the project proposal.

**20.** Regarding the process of launch of Khadi Vichar Vastra through advertisements in leading News Papers with photographs of endorsements of leading personalities on the issue, Joint Secretary reprimanded Manager KGB Delhi and directed that in future such initiatives should be brought to the notice of

FA/CEO and appropriate authorities of the Commission, before going public on the issue concerned.

**21.** Commission deliberated on the issue of communication of Under Secretary to Govt. of India dated 30.9.2016 addressed to CEO, KVIC, on the issue of de-reservation of vacancy reserved for Scheduled Tribe in filling up of trading post by promotion and agreed with the observations of Joint Secretary that a comprehensive proposal along with justification for de-reservation of the post may be sent to the Government by CEO for decision on the matter.

**22.** Commission noted the recommendations of the Zonal Committee that while uploading MDA Claims the e-portal connectivity is not regular thus delaying the uploading procedure and suggested to devise a off-line software where the pending claims could be loaded and saved for uploading at a later stage.

**23.** Commission took note of observations of Joint Secretary that in order to overcome these difficulties a time bound action plan has been formulated by the Ministry and circulated to all concerned where it was suggested that since there were on an average only 8 to 10 major banks in a State the claims could be sorted out bank wise for being uploaded directly using the core banking technology of the respective banks.

**24.** Commission also took note of observations of Chairman that while KVIC is committed to on-line uploading of claims but due to practical difficulty faced at the State /

Divisional level the support of the Ministry to sort out the issue is solicited.

**25.** It has been noticed by Zonal Committee (CZ) that Khadi Institutions are reluctant to lift slivers from CSPs due to higher rates of the sliver. Time and again it was requested to consider the CSP model under 'Promotional Activities' and subsidize the establishment expenses of the CSPs by booking the establishment expenditure of officers and staff of KVIC posted in the CSPs under non-plan funds of the Commission which would reduce the cost of the slivers and make them more competitive in the market. Commission therefore decided to bring a consolidated proposal on the above issue in the next meeting of the Commission for consideration.

**26.** It was also brought to the notice of the Commission that while at present a four Member Committee has been constituted comprising of representatives of KVIC, DIC, State Boards and Banks for settling disputes through re-verification of PMEGP Units and that it is very difficult for all the four members to come together for the joint inspection thus delaying the process of re-verification. Commission therefore decided to reduce the number of members from four to three i.e. representatives of (1) Banks, (2) KVIC and (3) Agency in order to speed up the re-verification process.

**27.** It was brought to the notice of the Commission that outstanding dues of institutions against supply of sliver by CSPs are deducted from the MDA dues of the institutions at the KVIC, Central Office level for transfer of

funds to CSPs through DBT but the information regarding the deductions made in this regard often do not reach the field offices resulting in double deductions. Commission took note of observations of Joint Secretary to modify the "Reporting System Format" that will provide a clear picture of amount recovered from institutions under respective heads. FA/CEO suggested that a software may be put in place that will provide a 'View Window' for the field offices to view the amount of head wise deductions made at the Central Office level.

**28.** Commission noted the recommendations of the Zonal Committee (CZ) that every State / Divisional Office of KVIC must adopt at least two villages for converting them to "Khadi Village" and issue the directions to all SO /DO to comply and report progress to Zonal Committee.

**29.** Commission also agreed to extend the assistance to "New Khadi Institutions Under KRDP Programme" in the interest of Spinners and Weavers.to comply and report progress to Zonal Committee.

**30.** Commission also agreed to extend the assistance to "New Khadi Institutions Under KRDP Programme" in the interest of Spinners and Weavers.

### **Issues discussed while confirming The minutes of the 636<sup>th</sup> meeting.**

**1.** Commission took note of observations of Joint secretary on Agenda Item No. 6.2 that the Revised (B.E) Target of PMEGP was Rs. 1500 Crores instead of Rs. 1100 Crores as mentioned in the minutes. The revised minutes shall now read as under:-

*Commission noted the Revised (B.E) Target /*

*Action Plan in respect of Social Categories i.e. SC / ST within the target allocated to State / UTs out of "Overall Margin Money Target" of Rs.1500.00 Crores for 2016-17.*

**2.** Commission took note of observations of Joint secretary on Agenda Item No. 6.10, Sl. No. 6 on the issue of conducting training courses on self financing mode, that the Ministry has already relaxed the conditions for taking up KRDP programme by khadi institutions in hill, border and difficult areas.

**3.** Commission further took note of observations of Joint Secretary MSME that the laid down eligibility condition that a khadi institution should have minimum three years functional experience to make it eligible for taking up KRDP programme can be relaxed in case of institutions in hill, border and difficult areas as an internal arrangement by the Ministry itself and the same need not be referred for amendment of KRDP guidelines.

**4.** Commission also took note of observations of Joint Secretary, MSME on Agenda Item No. 6.12 on the issue of engaging "Call Centre" that such proposals placed before the Commission should be comprehensive in nature, including details of all minor and relevant issues such as clarity on cost liability, source of funds, performance indicators, checks and balances etc., to enable Ministry to consider the proposals with ease.

**5.** Commission also took note of observations of Joint Secretary that the services of the Call Centre could also be extended for ascertaining the status of PMEGP units. Chairman also opined to extend the facility for customer query on all marketing issues as well.

**6.** Commission also agreed to the observations

of Chairman that this being a maiden/novel project, the performance and success of the scheme would be reviewed after three months through feed back mechanism as proposed by Joint Secretary, before taking a final call on the proposal of "call centre".

7. As observed by Joint Secretary, Commission decided to send a complete comprehensive proposal in this regard to the Government for consideration.

8. Commission took note of observations of Joint secretary on Agenda Item No. 7.3 regarding giving Khadi Certificate through On-Line Registration System for New Khadi Institutions where Joint Secretary observed that the Rs. 50.00 Crore turn over limit for Firm and Registered Companies may be relaxed for 100% Export Oriented Companies. To this Chairman opined that the performance of the scheme shall be reviewed after one month after which a final call shall be taken on the matter.

9. Commission noted the disparity in issue of charging up front fee of Rs.5.00 Lakhs as Registration Fee for availing Khadi Mark facility by Firm and Registered Companies who desire to avail Khadi Mark facility directly while charging only Rs.10,000/- from the same Firm and Registered Companies when they are registered through On-Line Registration System for New Khadi Institutions.

10. In this connection Commission decided that the issue of charging fees under Khadi Mark Regulations for new units versus existing old units was discussed and it was decided that a detailed note on the issue will be placed in the next meeting of the Commission for consideration.

11. Commission took note of observations of

Joint secretary on the issue of Waiver of CBC and Pre-CBC Loans, that the Ministry of Textiles has waived off a lot of long outstanding loan of weavers etc., and as a part of this exercise the Textile Ministry had also suggested that the waiver was not only for the stake holders of Ministry of Textile but it also included all the Khadi spinners and weavers. Joint Secretary therefore suggested KVIC to work out an action plan for routing the request for waiver of loan of Khadi Spinners and Weavers to the Ministry of Textile through the Ministry of MSME.

12. Regarding guidelines of 'Adarsh Gram' Joint Secretary, MSME informed that there should be a specific time frame for formulating guidelines for 'Adarsh Gram'. In this connection it was informed that a time frame of two months has been set for formulating the guidelines for 'Adarsh Gram' project.

13. Regarding provision for providing financial assistance for the Adarsh Gram Project CEO and Expert Member (RD) opined that specific guideline have to be formulated for setting up of Adarsh Gram Project clearly defining the population status of the village, skill interventions, the amenities to be provided like bio gas plants, solar lighting, village industries, spinning and weaving facilities and other social issues like health, insurance, medical facility, potable water, fair weather roads, transportation etc. that will provide dignified living through convergence programme with existing schemes of the State and Central Government Departments including NABARD.

14. Commission also decided to formulate specific budget proposal for the project and request the Government for financial assistance.

★★★★★



Following the tradition observed every year the cultural committee of KVIC organized Sri Satyanarayan Mahapooja at Central Office, Mumbai. The Employees participated with great enthusiasm in various programmes organized on the occasion. Ms. Usha Suresh, FA/CEO, KVIC distributed prize to the winners.



