



काममे दूरवप्रानाम।  
प्राणिनाम् आतिनाशनम्॥

# Jagruti

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**Hon'ble Prime Minister distributed electric potter wheels at Varanasi.**



**Shri Giriraj Singh Minister, MSME launched hand-made paper made of cow-dung & cotton rags and environment-friendly Shubh Hawan Samagri at at KNHPI Jaipur**



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# Prime Minister distributed KVI products at Varanasi

*Varanasi: It was dream come true on 18th September for the potters of sleepy hamlets like Lohata, Korota, Haripalpur, Sojoi, Bahtti, Kesharipur, Rakhona, Khadriya, Bari, Shivbarie, Lalpur, Shakalpur, Bannoli and Benipur, when Prime Minister Shri Narendra Modi, who is also their local parliamentarian, handed over them electric potter wheels.*



Prime Minister, in his address, said that these electric potter wheels are the booster of strength to the potters. “It will not only reduce their labour, but with these electric potter wheels – they will make best quality of utensils and terracotta in minimum time,” he said.

In consonance with the changed demand from the perspective customers with support of technological back up by providing the modernized machines / tools and equipments to the existing potters, the Khadi and Village Industries Commission (KVIC) had taken initiatives to promote the Pottery Industry. After proper training under its skill upgradation programme by the KVIC,

these new design intervention and supply of modernized machines, tools and equipments in pottery making would enable to bring out the new terra-cotta products in the market by the potters, who are so far making pottery through hand driven traditional methods – incidentally high-labour intensive and less cost effective. It would not only give direct employment of 338 people and indirect employment of 50 people in the Varanasi district, rather it would also enhance per day income of a potter from Rs 100 to at least Rs 300.

In the programme, the Prime Minister gave one electric potter wheels, one set of Pug mill, one set of Blunger and one set of Gas fired kiln to each group

# KVIC opens its first franchisee model outlet in Delhi



**New Delhi: In what comes as a major success for Khadi and Village Industries Commission (KVIC), the first outlet of franchisee model was opened in Lajpat Nagar .**

Minister of State for Micro, Small and Medium Enterprises (MSME) Giriraj Singh, who was the chief guest of the function said that it was none other than Prime Minister Narendra Modi who carried forward Mahatma Gandhi's message of 'Khadi for nation' to 'Khadi for Economic Transformation' via giving a clarion call of 'Khadi for Fashion'.

Corroborating Prime Minister's message in 'Mann ki Baat' that buying khadi clothing is similar to lighting a lamp in someone's house, said: "Unlike other parties, we are not using Mahatma Gandhi's name to have political mileage, burying his principles and ideologies. Our government has proved that Khadi can be the best medium of employment generation for youths and women empowerment," he said.

Earlier in his introductory speech, KVIC Vinai Kumar Saxena said that taking earnest note of increasing craze of Khadi among the consumers – particularly youths – the KVIC is

looking for designer and trendy interventions round the clock. "Besides getting immense popularity in the country, Khadi has won accolades globally and we are working out to make this signature fabric of India as the global fabric," he said.

The franchisee store houses a collection of village industry products and clothing for men and women, and is jointly run by two telecom distributors Amit Mathur and Amit Singh.



# KVIC launches eco-friendly 'hawan-samagri'



*Jaipur: In a fusion of Mahatma Gandhi's swabalamban (self-reliance) and Prime Minister Shri Narendra Modi's Swachhata Abhiyaan, the Minister of State for Micro, Small and Medium Enterprises Shri Giriraj Singh launched environment-friendly Shubh Hawan Samagri – manufactured by Kumarappa National Handmade paper Institute (KNHPI), a unit of Khadi and Village Industries Commission (KVIC) from excesses of flowers and coconut shells – on 12th September at this magnetic Pink City of India.*

Valuing the KVIC's innovation in this connection, the minister said that this eco-friendly *shubh hawan samagri* would not only ensure the proper utilization of excess of flowers and coconut shells, but would also help in Swachhata Abiyaan as the unutilized flowers and coconut shells often cause civic blues.

KVIC Chairman Vinai Kumar Saxena informed that before production, the scientists of KNHPI sent the ingredients of this *hawan-samagri* for its evaluation. “After proper scientific evaluation, it was found that the gross caloric value of flower and coconut shell – used in making this *hawan-samagri* was far better than the commercially available ones, without adding ancillary components, with respect to *hawan-samagri* – available in the market,” he said.

It is worth mentioning here that as many as 36 ingredients, including sandalwood, nagkesar (*mesua ferrea*), camphor and cardamom, have been mixed with this *hawan-samagri* and it would be available at

all KVIC outlets. While the price of one kilogram pack would be Rs 101, it would cost Rs 57 for half kilogram pack.

As the minister was very enthusiastic about such innovations, he had expressed his desire on September 8 to get the handmade paper made from cow-dung, so that it can be properly utilised subsequently increasing



the cattle-owners' income as well as creating cleanliness on roads and streets. Taking minister's desire seriously, the KVIC Chairman directed KNHPI - to explore the feasibility in this connection. The KNHPI scientists, in a record time of four days, developed the paper made from mixing the cow-dung with paper rags.

Singh later launched hand-made paper at KNHPI – made of cow-dung and cotton rags. He also



thoroughly took the stock of the paper-making process – made of mixing the plastic waste with cotton rags, under KVIC's ambitious project named REPLAN (REducing PLastic in Nature), launched recently. “What else can be a better example of swachhata abhiyaan than REPLAN by KVIC, who has not only derived a proportional yet novel way to reduce the plastic menace, which is one of the biggest problems of contemporary world, but also revived this 26-year-old KNHPI to make the institution self-reliant,” he said.

It may be mentioned here that this plastic-mixed paper bag is the first of its kind in the world so far, when plastic is used in paper-making. Notably, in less than 10 days' time, KNHPI has already got supply orders of over 1.5 lakh waste plastic-mixed carry bags. It is likely to grow due its cost effectiveness and durability in coming days.



**Shri Giriraj Singh, Hon'ble Minister reviewed KVI activities in Pondichery and he appreciated the newly launched jacket made of Vettiver ( Khus ) in a PMEGP unit.**



**Contd from pg. no...3**

of 10 potters in altogether 260 beneficiaries. While the electric potter wheel – on which the potter can work 12 to 16 hours a day – is useful for bringing the new designs and reducing the drudgery having variable RPM (Rotation per minute) of 0 to 180, the blunger can process 400 to 500 kilograms of raw clay in mere 8 hours. Similarly, while the pugmill is used for pugging and homogenous clay mixing and would process 500-800 kilograms clay per hour, the all-weather and less pollutant gas kiln is useful for baking the green articles of 50 to 60 kilograms per day with temperature up to 1100 degree centigrade.

The Prime Minister, who has always laid stress on the need of 'Sweet Kranti' on the lines of 'Shwet Kranti', also distributed 500 bee-boxes among 50

farmers of the Varanasi district, identified by the KVIC. “It will not only ensure additional annual income of to the farmers' families, but would also increase the yield of their crops due to the cross-pollination,” Shri Modi said, adding, “Like the crops, we have now made record production of honey also.”

KVIC Chairman Vinai Kumar Saxena, who was also present on the occasion, said that the Prime Minister had also provided 25 looms to Sri Kshetriya Gandhi Ashram of Sevapuri in Varanasi. “It is a matter of pride for the KVIC that the Prime Minister himself handed over these items to the beneficiaries himself. It will certainly boost the morale of the beneficiaries to make them economically stronger,” he said.

# Khadi launches eco-friendly plastic-mixed paper bags at its stores on Swachhata Diwas



*New Delhi: Following the clarion call of 'Swachhata hi Sewa', given by Prime Minister Shri Narendra Modi, Khadi and Village Industries Commission (KVIC) Chairman Vinai Kumar Saxena introduced the unique plastic-mixed eco-friendly handmade paper carry bags on 15th September from its flagship Khadi India outlet in Connaught place here on the occasion of Swachhata Diwas.*

First of its kind in the world so far, these waste plastic-mixed paper carry-bags would soon be seen at all KVIC stores across the country.

Foxed with the piles of polythene waste at every nook and corner, KVIC decided to reduce the otherwise invincible heavy plastic pollution, with its utilization in paper making - through some experiments at its Kumarappa National Handmade Paper Institute (KNHPI) unit at Jaipur. The KNHPI officials were directed to collect plastic garbage and after necessary cleaning and processing, mix the plastic waste in the paper pulp up to 20 percent to find out whether plastic waste can be utilized in handmade paper industries or not. The experiment was done on utilization of various types of plastic waste including High-Density Polyethylene (HDPE) and Low-Density Polyethylene (LDPE) for its utilization in paper making up to 20 percent and

experiment was found successful.

Jubilant with the outstanding results in the process of experiments, the KVIC Chairman - who always thinks out of the box for innovation in Khadi - himself prepared a project report named REPLAN (REducing PLastic in Nature), for making plastic-mixed paper bags at KNHPI.

The KVIC Chairman informed that preliminary studies showed potential of utilization of polyethylene waste in handmade paper making to make cost effective handmade paper to be used for making carry bags etc. "It was enough to boost our morale to take a positive step towards maintaining environment and green earth. In our REPLAN project, the waste plastic from nature is collected, followed by the process of de-structuring and de-gradating and mixing with the paper pulp in a ratio of 80 is to 20," he said, adding, "REPLAN is an



## On PM's Birthday Khadi launches exclusive designer 'Modi Jackets & Kurtas'

**New Delhi: Amid much fervour and gaiety, Khadi and Village Industries Commission (KVIC) Chairman Vinai Kumar Saxena, on 17<sup>th</sup> September on the occasion of 68<sup>th</sup> Birthday of Prime Minister Shri Narendra Modi, launched an exclusive designer range of 'Modi Jackets' and 'Modi Kurtas' at its flagship store in Connaught Place here.**

Shri Saxena, in his address, said that it was the inspiration and vision of Prime Minister that Khadi had achieved several milestones in the last four years. “For Khadi, Prime Minister himself has become the biggest brand Ambassador. It was his call of 'Khadi for Fashion' that millions of youths adopted Khadi. The launch of these designer jackets and kurtas is the expression of love and gratitude from our artisans – for whom the Prime Minister has always shown his concern,” he said.

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experiment to remove the existing wasted plastic material from nature and use it in a semi-permanent manner, so that availability of plastic in nature is reduced to a large extent and with continued removal in this manner, coupled with other measures by the Government is expected to provide significant relief from the existing problem with plastic in nature. With such moves, we can make the country adaptable to utilization of plastic - without degradation of green cover. Plastic waste now would be no more the ugly sight or menace in the nature.”

It may be noted that a total of 13 million tonnes of plastic has been produced in India after its introduction, out of which 9 million tonnes take the shape of waste. Out of it, 5.4 million tonnes is recycled and 3.6 million tonnes are discarded in

It may be noted that these designer jackets and kurtas are available in all KVIC outlets across the nation from today in a price range of Rs 999 to Rs 3500.

After proper washing and shrinking, expert tailors were assigned to stitch these items.



nature. With such measures, a large quantity of discarded plastic - which clogs the rivers, tributaries and drainage - can be re-utilised to an optimum level.

The plastic-mixed paper, however, has double benefits. Apart from re-utilization of plastic waste, it is also cost efficient since this has reduced the existing production cost by 34 percent.

KNHPI – a KVIC unit in Rajasthan, recently, started producing two more innovative products, i.e. Hawan-Samagri - made of excess of flowers and coconut shells and handmade paper - made of mixing the cow-dung with cotton rags. The KNHPI has already got supply orders of over 1.5 lakh plastic-mixed handmade paper carry bags in less than a fortnight's period.

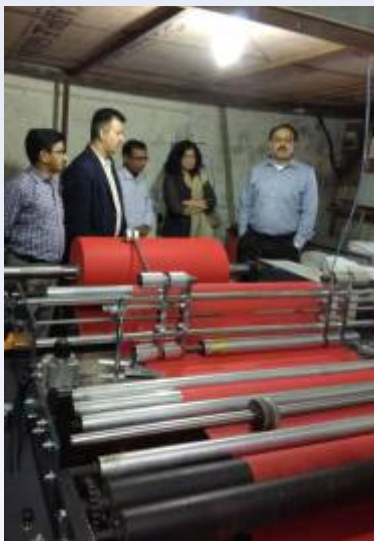
## PMTC, KVIC Pampore organised District Level Exhibition



PMTC, KVIC Pampore organised district level exhibition and awareness Camp at Indoor Stadium Leh. The exhibition was inaugurated by Shri Vinai Kumar Saxena, Chairman KVIC in presence of Ms.Heena Bhatt Member,N Z along and Chief Executive Councillor LAHDC, Leh. Chairman KVIC also presided over the awareness Camp on PMEGP.



## Arun Kumar Panda, Secretary, MSME visited PMEGP Units at Kangra



PMEGP unit - Manufacturer of Non- Woven carry bag Vill.Maranda Post- Palampur Distt.Kangra (HP) visited by Shri. Arun Kumar Panda, Secretary MSME G.O.I.N.Delhi

PMEGP unit namely Tarun Copy Manufactur ,Ind.Area ,Nagrota- Bagban Distt. Kangra (HP)visited b y Sh.Arun Kumar Pandaji Secretary MSME, G. O . I . N.Delhi



# KVIC distributes 1750 bee-boxes to 175 tribals



**Valsad:** *Much on the lines of Prime Minister Shri Narendra Modi’s statement on September 18 this year on Varanasi that the nation is all set to make record production of honey like crops while distributing 500 bee-boxes there among 50 local farmers, the Khadi and Village Industries Commission (KVIC) seems to have come in a mission mode in implementing its ambitious ‘Honey Mission’ project.*

First, on the next day of Prime Minister’s inspirational words, i.e. September 19 – KVIC distributed 500 bee-boxes among tiger attack victims widows SC/ST and other unemployed mass



of sleepy Bali island under Sunderban of West Bengal. And, now on September 22, the KVIC has given 1750 bee-boxes among 175 tribal people in the remotest Soldhara, Famaswada, Motaponda, Vaghai, Nisrana and Kagsala villages in Valsad district of Gujarat.

While distributing the bee-boxes, KVIC Chairman Vinai Kumar Saxena, who himself monitors the progress of ‘Honey Mission’ round-the-clock said that besides production of 30,000 kilograms of high-quality honey from these bee-boxes in this area

# KVIC gets ISO 9001-2015 certificate

Khadi and Village Industries Commission gets ISO 9001-2015 certificate for Implementation of Policies and Programs for the promotion of Khadi and Village Industries Commission under MSME, Govt. of India.

The Certificate was handed over to Shri Vinai Kumar Saxena, Chairman, Khadi and Village Industries Commission during its 660th Commission meeting at Central Office, Mumbai here today by representatives of URS Certification Ltd. ISO 9001-2015 is the process being adopted in the terms of documentation, Implementation and following the quality management system standards.

Khadi and Village industries Commission implements various flagship programmes of Govt. of India like Prime Ministers' Employment Generation Programme (PMEGP), Scheme of Fund for Registration of Traditional Industries (SFURTI), Khadi Reform and Development Program (KRDP) and many more.

Another ISO 9001-2015 certificate was



issued to a Central Village pottery institute of Khadi and Village Industries Commission located at Khanapur, Dist. Belgam of Karnataka here today. This institute is a specialized training centre where excellent pottery training is given in Redware and Whiteware technology.

Later, Chairman KVIC also inaugurated the exhibition of eco friendly Ganesha organized in the premises of KVIC, Office. He marked the inauguration by making 1<sup>st</sup> purchase of Lord Ganesha idol. The idols are made by Central Village pottery institute, Khanapur.



# KVIC weaves 175 families' lives in Sunderban

*Bali Village (Sunderban): Incredible though it may sound, till few months ago for these mangrove thickets of Bali hamlet of Sunderban – none of the government or non-government organisations ever tried to take account of whereabouts of the innumerable Bag-Bidhoba (tiger-widows in local parlance) – whose lives were torn to rags by the claws in tiger-attacks.*

For the first time after the Independence, it was the novel mission of the Khadi and Village Industries Commission (KVIC) – who first studied the impact on the survivors in terms of health, both physical and psychosocial, disruption of livelihoods and food insecurity, and opportunity and transaction costs of conflict and then provided a new lease of life in form of Gandhian Charkhas and bee-boxes for many tiger widows, to eke out their livelihood, under its ambitious 'Employment Generation Programme'.

KVIC Chairman Vinai Kumar Saxena, who inaugurated the spinning work-shed and distributed Charkhas and Bee-Boxes and live bee colonies on Wednesday, said that for the benefit of the economically backward people of the Rural India through Khadi and Village Industries Activities, KVIC has now stepped in the island of Sunderban with rural development activities to provide sustainable earnings to the SC/ST/OBC/Minority and other Unemployed mass, besides the 'Tiger victim widows' who are fighting the aftermath of the fateful incident including bereavement and coping, the cultural stigma related to being killed by a tiger and the consequent discrimination, deprivation, and social rejection, and the impact on her mental health.

“Since many of the inhabitants of this area used to go into the deep forest either for collection of 'Wild Honey' or go for fishing in the near-by canals and rivers for meet up their needs often killed by the Tigers or other animals, subsequently making their

families helpless. “Taking it as a prime task for KVIC's rehabilitation principles, we had given 50 Charkhas to them on 21st July this year. And, today we are inaugurating our 'Tiger Victim Khadi Katai Kendra' here, by providing 50 high-yield eight-spindle New Model Charkhas (NMCs) and 500 bee-boxes,” he said, adding, “Khadi spinning training on NMCs to 75 women of the Bali Village has already been imparted and bee-keeping training to 50 candidates of this village has also been given through our expert trainers. Through spinning activities these women will start earning from Rs 150 to Rs 200 per day.”

Saxena further said that it would be a significant stride by the KVIC by encouraging the villagers to take up apiculture and Khadi activities right in their native villages and to stop villagers from collecting honey and fishing in deep waters of the Sunderban forest for eking out bread for their families – risking their lives – prey to tigers, crocodiles and poisonous snakes. “Our Khadi Spinning, Training cum Production Centre has been linked with steady marketing of the products for the distressed families, so that they can earn at least Rs 50000 per year initially. The 500 bee-boxes that we have distributed today among 50 bee-keepers' families – who were first trained by our apiculture experts,” he said, adding, “We want to bring down human deaths due to tiger attack to zero. Keeping this in mind, we will help villagers in taking up apiculture and weaving in all possible forms right in the villages so that they do not need to venture deep into the forests.”

# “Swacchata hi seva” a cleanliness drive observed in KVIC

Swacchata hi seva” a cleanliness drive from 15th September to 2nd October 2018 was observed in Khadi and Village Industries Commission at Cenral Office and field offices. On this occasion, Chief Executive Officer, KVIC Smt. Preeta Verma administered the Swacchata pledge at head office and cautioned about cleanliness in our sorounding areas. On this occasion CEO, KVIC also planted a sapling in the office premises.

Joint Chief Executive officer KVIC Shri K.S. Rao, Deputy Chief Executive Officer Shri. Y.K. Barabaticar, all the Program



Directors, Officers and Employees participated in this drive in large numbers.





**Dahanu**



**CPPI Chennai**



**Dehradun**



**KKGS Bagalkot**



**MDTC Bangalore**



**Hubbli**



**Meerut**



**Ernakulam**



**Barmer**



**Dehradun**



**Chennai**



**Bhopal**



**Ambala**

Zonal Level(Central Zone) PMEGP Review meeting organized at Hotel Babylon Inn, Raipur, Chhattisgarh under Chairmanship of Chief Secretary, Commerce & Industries, C.G. Govt



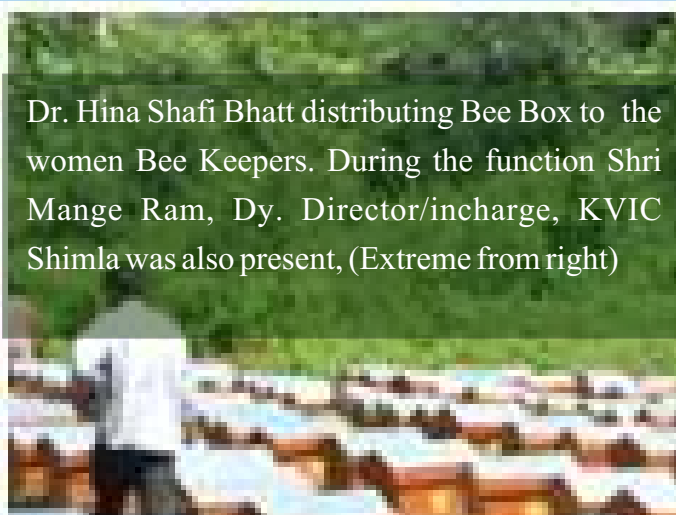


# CEO, KVIC visited Coimbatore Bhavan

Coimbatore, a renovated Khadi Gramodyog Bhavan under Khadi Reform Development Programme.



On 2nd September Smt. Preeta Verma, Chief Executive Officer, Khadi and Village Industries Commission visited Coimbatore North Sarvodaya Sangh,



Dr. Hina Shafi Bhatt distributing Bee Box to the women Bee Keepers. During the function Shri Mange Ram, Dy. Director/incharge, KVIC Shimla was also present, (Extreme from right)



A view of 250 number of Bee Boxes to be distributed to the Bee Keepers on 14.09.2018 at village Ichhi Distt. Kangra (HP) under Honey Mission for the year 2018-19.

## Hindi Fortnight Celebrated at Central Office, Mumbai



With a broad view to widen the use of Hindi in office and increase the awareness of employees about official language, its policies and various incentive schemes 'Hindi Fortnight' was observed from 14th to 28th September 2018 at KVIC, Headquarter, Mumbai.

Smt. Preeta Verma, Chief Executive Officer, KVIC Chaird the workshop and Shri K.S.Rao, Jt. CEO, KVIC, Shri Y.K.Baramatikar, Dy.CEO, KVIC graced the inaugural function CEO, KVIC in her address laid stress on use of Rajbhasha Hindi in official work and encouraged the officials to participate in the competitions organized during this

this fortnight.

A number of competitions like Noting and Drafting, Typing, Essay writing, terminology test in Hindi were organized on the occasion.

Shri Baramatikar, Dy. CEO distributed Certificate to the winners of Hindi competition on 30th September, 2018.

## Hindi Pakhwada celebrated at State Offices of KVIC.



JAIPUR



RAIPUR



**AHMEDABAD**



**BENGALURU**



**Tripura**



**Barmer**



**AMBALA**



**BHOPAL**



**MEERUT**



## Awareness Camp at Hamirpur

State Office, Shimla organized an awareness camp on 5<sup>th</sup> September, 2018 at Dhandru, Block-Bijhri Distt. Hamirpur wherein Shri Anurag Thakur, Member of Parliament Hamirpur, addressed to the participant, Shri Mange Ram Dy.Dir.I/C, Shri.Rakesh Thakur Zonal Committee Member/NZ & other state govt. authorities participated in camp organized under Honey Mission



Dy. CEO Shri Y K Baramatikar and Shri G. Guruprasanna reviewed the performance of Prime Minister Employment Generation Programme meeting on at Bangalore on 17<sup>th</sup> September, 2018. Shri M. Rajanbabu, Director IT/ Publicity, EcR was also present in the meeting.

SLMC Bankers Meeting conducted in Chairmanship of Principal Secretary of Madhya Pradesh Govt. Smt. Pradnya Joglekar, State Director, KVIC ,Bhopal, other officials of KVIC and Representative of Leading Banks were present in the Meeting.

## A training programme on Bakery Products at Pattabiram

05 days Valedictory function of Bakery Products training program was held today at DRBCCC, Hindu College, Pattabiram, where in 31 students from different departments participated in the program.





Ms. Tina Dabi Asstt. Secretary, Ministry of MSME visited PMTC, KVIC, Pampore Srinagar on 19th September 2018.



State Director, KVIC Bhopal Smt. Pradnya Joglekar visited, Madhya Bharat Khadi Sangh Gwalior and had keen discussions with the representatives of Khadi Institution in the backdrop of video conference taken by Secretary MSME for doubling the sale of Khadi.



Shri Abhay Singh nephew of Bhagat Singh legend freedom fighter visited Khadi Institution at Mirzapur.



A meeting on Prime Minister's Employment Generation Programme held at State Office KVIC, Imphal.



Valedictory function of Paper products training program held at CPPI, Chennai wherein 24 candidates participated the program.



A meeting of Haryana Khadi Institutions held at State Office, Ambala chaired by Shri Yashpal Singh, Dy Director I/C, KVIC.



PMEGP special awareness programme for Narikuravars society held at Trichy District. Shri K.S. Lakshminarayan, State Director, Chennai and Officials of All India Radio, Trichy & Bank officials participated.



Honey mission awareness programme at Kumta, Karnataka on 4th september, 2018.



S. O. KVIC, J&K organised a programme for awareness camp at PMTC Pampore, Srinagar



Navratri festival DOLLS ( kolu) special sales campaign in all Khadi India outlets in Tamil Nadu

## Saluting the Nation's Unsung Heroes

*“There is no occasion for women to consider themselves subordinate or inferior to men.”*  
– Mahatma Gandhi

*As Mahatma Gandhi has aptly said, women's equality is important, especially, when they play crucial roles in ensuring food security, eradicating rural poverty and improving the well-being of their families. At KVIC, we believe that rural women are active agents of economic, social change and environmental protection who are in many ways constrained in their roles as social reformers. Accordingly, we undertake initiatives for generating employment and economic empowerment opportunities for rural women.*

In the last two years, 30,767 new Charkhas have been distributed. Around 80% of our Khadi spinners are women. When the Sewapuri Ashram was restored, the dreams of more than 220 local women were rekindled by employing them in a papad manufacturing unit. Along with reviving the Training Centre at Pampore, KVIC provided 25 Charkhas to 50 women. Another 100 women were employed when the Khadi centre in Badanvalu was restarted.

The Prime Minister's Employment Generation Programme (PMEGP) and Scheme of Fund for Regeneration of Traditional Industries (SFURTI) have yielded excellent results by providing rural women with employment at their doorsteps. From 2015 till 12 October 2018 women entrepreneurs have set up 51,312 projects employing close to 3,96,841 women in these projects under the PMEGP scheme.

KVIC has 38 training centres spread across 18 states of the country. In these training centres, courses on 132 different modules are conducted all

round the year. Since 2015, the total number of community members trained by KVIC has crossed 1 lakh per year.

KVIC feels that real transformation means empowering rural women by restoring their spirit of self-reliance and self-esteem.

In all, during 2015-16, KVIC generated 3,58,075 jobs and during 2016-17 a total of 4,10,025 jobs. This is an increase of 58,905 jobs from the 2014-15 situation, which amounts to about 16.8% increase during the two-year period between 2014-15 and 2016-17, in the period of existence of the reconstituted Commission.

The International Day of Rural Women (15 October) acknowledges the critical role and contribution of rural women, including indigenous women, in enhancing agricultural and rural development and eradicating rural poverty. And, on this day, we take the opportunity of saluting all rural women – the real heroes of our country who weave a livelihood for themselves and their families, yarn by yarn.

*When we speak about Khadi it refers to “any cloth woven on handloom in India from cotton, silk or woolen yarn handspun in India or from a mixture of any two or all of such yarns is defined as Khadi”. Mahatma Gandhi Father of the Nation strongly advocating the spirit of khadi had said “Khadi spirit means the fellow feeling with every human being on earth”. In a sense it not only shoulders the poor, but the “Khadi Spirit” that reflects endless patience, faith and empathy with every human being on earth.*

Going back in history we find that it is gift for today from the treasure of the past. Indeed it is a vital part of our ancient heritage. A versatile fashion fabric, Khadi has been used as a tool to navigate India through its hard won independence. Even today, past 71 years, the fabric continues to inspire and amaze creative minds across all International borders. Known as the “Fabric of India”, Khadi has proven to be a culture in itself, one that truly emits the pride of our country's achievements.

With rapid industrialization and greedy consumerism, the world has been increasingly demanding for products that are green, sustainable and eco-friendly, which produces zero waste, zero carbon foot print and are bio-degradable. In this scenario, with us desperately looking for ways to undo the damage inflicted on the planet, Khadi is an idea that aptly fits and is becoming need of the hour in modern times.

Besides its eco friendly nature, due to its perfect and vivid fabric qualities and fall and drape Khadi has become a stylish narrative that is now popularly embraced by designers. Sweeping the traditional fabric to higher lever echelons, the fabric has elevated from the sought – after - genre to a more

# Khadi The Fabric of India

elite class. Hand-spun and hand woven on a charkha, the Khadi Mark authenticated fabric is manufactured in silk, wool, cotton and even the lesser known denim (1998).

Brands and labels like Anita Dongre Grass root, Nicobar, Eleven – Eleven, The Pot Plant, and many more are giving Khadi a new twist. Expanding the colour palette, westernizing the cuts, and creating new trends in itself, the Khadi fabric has

changed the face of minimalism. Catalysing this are India's leading designers Rohit Bal, Anju Modi, Payal Jain, Poonam Bhagat showcased their twists to Khadi ensembles at a show named Khadi Transcending Boundaries and Huts to High Street. Next gen designers Pallavi Shantam, Saloni Sakari, Jewellyn Alvares and Lars Anders son presented their Khadi collections at the #Khadi Goes Chic Sustainability Show at 2018's Lakme Fashion Week. Adding to this are celebrities like Sonam Kapoor, Amitabh Bachchan, Vidya Balan, Neha Dhupia, Shabana Azami and even the ultra-famous Jennifer Aniston and Michelle Obama who have been seen donning Khadi.

The foremost and only tool charkha, that produced this handspun and hand woven cloth embodied the dignity of labour, equality and unity. Regardless of



age, social class or gender, every individual was involved in either spinning or another process in cloth production. It was for this reason that spinning was seen as a means for employment and livelihood, for it generated jobs for millions. As of July 2018, khadi has generated employment for around 4, 63,171. Additionally, there is a continuous growth in the standard of living of these artisans. Their wage rate has increased upto Rs 7.50 per hank and has seen tremendous growth rate of 36%.

With the passing of time the charkha has gone through various constructive and affirmative changes. From a four spindle wooden charkha in 1964 to an e – charkha in 2007. The improvement in technology has, in turn, favoured production and sales in returns. Rolling an impressive Production

of around Rs 1624.50 Crores and sales of 2508.50 crores during 2017-18 under khadi.

And last but not the least, Khadi, the proud legacy of the Father of the Nation and potent tool of national freedom was always in the minds of People. KVIC took it ahead with its various Schemes and Programs like KRDP, SFURTI. Today its inputs have become part of all KVIC Schemes. More so, Hon'ble Prime Minister's call in "Maan ki Baat" asserted that khadi cloth is a movement to help the poor. His call to buy Khadi has left tremendous impact on the people's mind everywhere which has resulted in increase in Khadi sales in all the outlets in the Country. People have become more aware of Khadi and are purchasing Khadi including youth in large numbers.

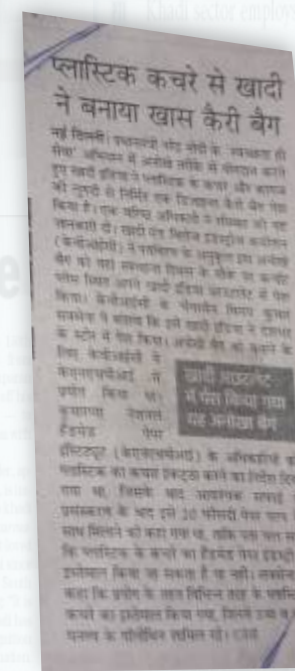
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Contd from pg. no...11

having abundant flora and fauna, bee-keeping would open many job avenues for the unemployed youths and aspiring young entrepreneurs. "Being the nodal agency of Prime Minister Employment Generation Programme (PMEGP), the KVIC would provide loans for setting up units of processing, packaging and labeling etc for the honey," he said, adding, "The development initiatives taken by KVIC in Valsad have given a ray of hope for tribal people here and they are willing to be the part of development. The bee-keeping will also enhance the rich flora and fauna of the Valsad area through cross-pollination." Saxena further said that that the Commission had decided to distribute at least 7000 bee-boxes among the farmers in Gujarat by the end of this year. "So far, we have distributed nearly 3000 bee-boxes among the SC/ST villagers of Valsad, Navsari, Tapi, Dahod

and Narmada districts, besides 1750 among general category villagers in Banaskantha, Patan and Bhuj/Kutch districts, under our 'Honey Mission' project in Gujarat," he said.

It may be noted that following Prime Minister Shri Narendra Modi's call for 'Sweet Revolution' on December 10, 2016 at a function of Banas Dairy, the KVIC came in an action mode with its enthusiastic 'Honey Mission' with a target of distributing 1,30,000 bee-boxes before November 2018 across the nation – right from Narmada valley area of Gujarat to Kaziranga forest in Assam and hilly Pampore area of Jammu and Kashmir to dense forests of Mysuru. So far KVIC has distributed 29000 Bee boxes to farmers and entrepreneurs in the country.



MILLENNIUM POST | Kolkata | Thursday, 20 September, 2018



## KVIC kicks off employment generation programme

OUR CORRESPONDENT

A FEW MONTHS AGO, none of the government or non-government organisations ever tried to take account of the innumerable flag-widows (tiger-widows in local parlance) - whose lives were torn in rags in tiger attacks (in the mangrove thickets of Ballu village of Sunderban).

For the first time after the independence, it was the novel mission of the Khadi and Village Industries Commission (KVIC) - who first studied the impact on the survivors in terms of health, both physical and psychosocial, disruptions of livelihoods and food insecurity, and opportunity and transaction costs of conflict and then provided a new lease of life in form of Kasabhan charkhas and bee-hives for many tiger widows, to end their lives' laments, under its ambitious 'Employment Generation Programme'.

KVIC Chairman Vinay Kumar Saxena, who inaugurated the spinning work-shed and distributed charkhas and Bee-Hives and live bee colonies recently, said that for the benefit of economically backward people of the rural India through Khadi and Village Industries Activities, KVIC has now stepped in the island of Sunderban with rural development activities to provide sustainable earnings to the SC/ST/OBC/Minority and other unemployed mass, besides



the 'Tiger victim widows' who are fighting the aftermath of the fatal incident including bereavement and coping, the cultural stigma related to being killed by a tiger and the consequent discrimination, deprivation and social rejection, and the impact on her mental health.

"Many inhabitants of this area, who used to go into the deep forest either for the collection of 'wild honey' or for fishing in the nearby canals and rivers, were often killed by the tigers or other animals, subsequently making their families helpless."

"Taking it as a prime task for KVIC's rehabilitation principles, we had given 50 charkhas to them on July 21 this year. And, now we are inaugurating our 'Tiger Victim Khadi Katal Kendra' by providing 50 high-yield eight-spindle New Model Charkhas (NMCs) and 500 bee-hives," he said, adding, "Khadi spinning training on NMCs to 75 women of the Ballu Village has already been imparted and bee-keeping training to 50

candidates of this village has also been given through our expert trainers. Through spinning activities, these women will start earning from Rs 150 to Rs 300 per day."

Saxena further said that it would be a significant stride by the KVIC to encourage the villagers to take up apiculture and Khadi activities right in their native villages and to stop villagers from collecting honey and fishing in deep waters of the Sunderban forest for doing out bread for their families - risking their lives.

"Our Khadi spinning, training cum production centre has been linked with the steady marketing of the products of the distressed families so that they can earn at least Rs 80000 per year initially," he said, adding, "We want to bring down human deaths due to tiger attacks to zero."

"Keeping this in mind, we will help villagers in taking up apiculture and weaving in all possible forms right in the villages so that they do not have to venture deep into the forests."

# 'Kashi will become hub of education, health services'

## PM Modi Lays Foundation Of Vedic Science Centre, ROC

Times News Network

VARANASI: Prime Minister Narendra Modi said that his government is committed to develop Varanasi Hindu University as 21st century's preceptor of knowledge.

After inaugurating Aalochan Centre (ACC) and laying foundation of Integral Orthopedics Centre (IOC) as well as Vedic Science Centre on BHU campus in Tuesday, Modi said that Kashi will become the hub of education and health services.

Highlighting the projects initiated by BHU, he said that in per the vision of the university's founder Pt Madan Mohan Malaviya, the university has been given ACC and Vedic Science Centre simultaneously to ensure that students get the new starting education with advanced information and medicines while the scientific study of ancient knowledge is also done.

"54 years back, former PM late Lal Bahadur Shastri had inaugurated the eye de-

partment in BHU. Today I get the opportunity to lay foundation of ROC, which will improve accessibility of the world class treatment and facilities for eye patients and also produce quality ophthalmologists," he said.

Modi said that BHU's IOC had been given AIIMS like status while the world class Trauma Centre, super specialty and cancer hospitals are being set up in the city. Old hospitals are being augmented while people players are being encouraged to establish their units here, he said adding, all these efforts are at least an daunting Varanasi as major hub of health services to facilitate people of its seven states and also Nepal to avail the best facilities.

PM Modi Lays Foundation Of Vedic Science Centre, ROC on Monday

PM Modi Lays Foundation Of Vedic Science Centre, ROC on Monday

PM Modi Lays Foundation Of Vedic Science Centre, ROC on Monday

### PM appeals to city: Make NRI meet memorable

Times News Network

VARANASI: Appealing to people of the city to play an active role in making the city more livable for the proposed NRI meet by ensuring decoration works and facilitating support activities at such and every locality of the city. He said as CM Jagan Adityan had held series of meeting with local officers in this regard with Modi had also interacted with party leaders through former Aajeevika Thromboreactive files.

"The PM said that he was confident about participation of locals in making the NRI meet a grand success as they had made the visits of Japanese PM and presidents of France and Germany memorable for them."

### HOLY CITY GETS A COLOURFUL...



### मुख्यमंत्री योगी आदिदत्तनाथ को स्मृति शिष्ट प्रदान करते प्रदेश अखिल ज. महादन्व पाठक

अपनी सरकार द्वारा किए गए कामों का उल्लेख किया जिसमें राष्ट्रीय का आर्थिक व व्यापक वृद्धि योजना का उल्लेख किया है।

को पूर्वीत के नेतृत्व के तौर पर किया जा रहा है। इस कार्यक्रम द्वारा भारत के विकास को इस जगहों को इस क्षेत्र पर काम और एकदम को भी मजबूत करेगा। और एक नए पूर्वीत संघर्षों इस योजना के तहत का लक्ष्य भी बढ़ा दिया है। विशेषकर इसे सिर्फ वर्धमान

श्री श्री पंच ग्रामेक्षीम आयोग द्वारा तयहो मया स्तः • जगतप

Sensex	Nifty	Gold	Silver	Crude
36552.06	106150	₹31,800	₹78,027	\$216

## Governor visits J&K KVIB's exhibition

**SRINAGAR, Sep 20:** Governor Satya Pal Malik visited the exhibition of the J&K Khadi and Village Industries Board organized at the Kashmiri Bast here today.

Participants from all over the country are showcasing their Khadi and village industries products in this month long exhibition.

R.B. Vyas, Advisor to Governor, Vinay Kumar Saxena, Chairman Khadi and Village Industries Commission, Dr. Himu Shafi, IAS, Chairperson, Khadi and Village Industries Commission (North Zone), Umang Narub, Principal Secretary to Governor and

Shalendra Kumar, Principal Secretary Industries and Commerce were present on the occasion.

Governor went around the stalls and showed keen interest in the exhibited products comprising clothes, furniture, home decor items, accessories, agricultural and horticultural products etc.

Appreciating the quality of products showcased in this exhibition, Governor observed that the items in this exhibition are an example of equitable craftsmanship of our artisans. He underlined the need for providing good markets and better remuneration for

craftsmen.

Recalling Mahatma Gandhi's ideology in promoting Khadi across the country, the Governor described Khadi as one of the prominent symbols of India's struggle for independence and appreciated its growth as a brand due to the consistent efforts of the KVIC to make it popular across all the sections of the society and among people of all ages.

Saxena, Chairman KVIC, highlighted the achievements of the KVIC in terms of production and sales, and recent innovations made in designing its products to make it popular and trendy.

Dir Tourism flags off Kashmir to Cow census to



**dailyworld(.)in**  
@DailyWorldChd

Khadi launches eco-friendly plastic-mixed paper bags at its stores on Swachhata Diwas - [dailyworld.in/khadi-launches...](http://dailyworld.in/khadi-launches...)



8:15 PM · 16 Sep 18



**The Tribune** @thetribunechd · 13m  
PM @narendramodi: I feel this is real patriotism and Kaaryanjali to Babu Buying #Khadi or handloom items will benefit weavers #MannKiBaat



**All India Radio News** @airn... · 10m  
Keeping this mantra of Gandhiji in mind while making any purchases during 150th Anniversary of Gandhiji, we must make it a point to see that our purchase must benefit one of our countrymen: #PMOnAIR #MannKiBaat



**Financial Express** @Financ... · 11m  
#MannKiBaat LIVE: "The real patriotism and Kaaryanjali to Babu Buying Khadi products will benefit weavers," says PM Modi.



**Money Bhaskar** @money\_bh... · 5h  
प्रधानमंत्री मोदी के जन्मदिन पर मोदी जैकेट और मोदी कुर्ता लांच  
#HappyBdayPMModi  
#HappyBdayPMModi @kvicindia



प्रधानमंत्री मोदी के जन्मदिन पर मोदी जैकेट और मोदी कुर्ता लांच  
[money.bhaskar.com](http://money.bhaskar.com)



**All India Radio News** @airne... · 9m  
This is the mantra of Gandhiji, this is the message of Gandhiji and I firmly believe that a small step of yours can surely bring about a very big benefit in the life of the poorest and the most underprivileged person: #PMOnAIR #MannKiBaat



**FX16 News** @fx16news · 11m  
Lal Bahadur Shastri Ji would keep his worn out and old Khadi clothes thinking about someone's hard work that went into making them. He would say, a lot of hard work is involved in making of these #Khadi clothes: PM @narendramodi



**TOI Business** @TOIBusiness · 3h  
KVIC develops carry bags made by mixing paper, plastic waste



KVIC develops carry bags made by mixing paper, plastic waste - Times ...  
timesofindia.indiatimes.com



**News24** @news24tvchannel · 1h  
#Khadi launches eco-friendly bags made from plastic waste #SwachhataHiSeva @narendramodi



Khadi launches eco-friendly bags made from plastic waste  
news24online.com



**Deccan Herald** @DeccanH... · 56m  
Khadi and Village Industries Commission Chairman Vinai Kumar Saxena said that the designer jackets and kurtas will also be available at all Khadi outlets in the country.

@ChairmanKvic @kvicindia  
#Modibirthday #KhadiIndia #ModiJacket



Khadi launches 'Modi jackets & kurtas' on PM's birthday  
deccanherald.com



होम मेड पेपर बैग बनाना हुआ सस्ता, सरकार ने दी प्लास्टिक मिक्स करने की सलाह...  
money.bhaskar.com

होम मेड पेपर बैग बनाना हुआ सस्ता, सरकार ने दी प्लास्टिक मिक्स करने की सलाह  
<https://money.bhaskar.com/news/MON-SME-OPP-UTLT-now-home-made-paper-bag-became-cheaper-5948943-NOR.html?ref=appshare>  
For more latest updates, download <http://goo.gl/vcCDBL>

4:30 PM

Forwarded

नालियों से मिले प्लास्टिक कचरे से खादी ने तैयार किए थैले-Navbharat Times  
Business News in Hindi : नयी दिल्ली, दो सितं...  
navbharattimes.indiatimes.com

<https://navbharattimes.indiatimes.com/business/business-news/khadi-made-of-plastic-waste-from-drains/articleshow/65646774.cms>

4:30 PM



KVIC develops carry bags made by mixing paper, plastic waste - Times of Ind...  
timesofindia.indiatimes.com

<https://timesofindia.indiatimes.com/business/india-business/kvic-develops-carry-bags-made-by-mixing-paper-plastic-waste/articleshow/65645109.cms>

4:30 PM

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KVIC develops carry bags made by mixing paper, plastic waste  
The KVIC has added another feather to it...  
www.financialexpress.com

<https://www.financialexpress.com/india-news/kvic-develops-carry-bags-made-by-mixing-paper-plastic-waste/1300204/>

4:30 PM

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KVIC adopts unique process to make eco-friendly handbags out of waste...  
www.devdiscourse.com

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**Khadi India in Leh to help in countering Chinese goods**  
Leh, a bustling tourist town i...  
risingkashmir.com

<http://www.risingkashmir.com/news/khadi-india-in-leh-to-help-in-countering-chinese-goods> 4:32 PM

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**Khadi India in Leh to help in countering Chinese goods - Jammu Links News**  
www.jammulinksnews.com

<http://www.jammulinksnews.com/mb/newsdet.aspx?q=169794> 4:32 PM

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**The Reinvention of Khadi**  
The weave of time  
www.openthemagazine.com

<http://www.openthemagazine.com/article/the-gandhi-issue/the-reinvention-of-khadi> 4:32 PM



गांधी जयंती से 'स्वीट क्रांति' की होगी शुरुआत, मिल सकती है 20 फीसदी से ज्यादा कूट - Amarujala...  
www.amarujala.com

<https://www.amarujala.com/india-news/khadi-village-industries-exhibition-on-mahatma-gandhi-150th-birth-anniversary> 4:32 PM

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**KVIC generates employment in villages of Leh**  
For the first time after Independence, Kha...  
www.millenniumpost.in

<http://www.millenniumpost.in/features/kvic-generates-employment-in-villages-of-leh-320764> 4:32 PM

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**Leh gets a helping hand from Khadi India to counter Chinese goods...**  
www.business-standard.com

<https://www.business-standard.com/article/current-affairs/leh>



**Khadi India in Leh to help in countering Chinese goods**  
www.outlookindia.com

<https://www.outlookindia.com/newscroll/khadi-india-in-leh-to-help-in-countering-chinese-goods/1393306> 4:32 PM

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**Khadi India in Leh to help in countering Chinese goods**  
www.theweek.in

<https://www.theweek.in/wire-updates/national/2018/09/29/des12-khadi-leh.html> 4:32 PM

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**Khadi India in Leh to help in countering Chinese goods**  
Leh, a bustling tourist town i...  
risingkashmir.com

<http://www.risingkashmir.com/news/khadi-india-in-leh-to-help-in-countering-chinese-goods> 4:32 PM

**Treat Hindu spiritual leaders the same way: Minister on Kerala rape case**  
www.outlookindia-com.cdn.ampproject...

[https://www.outlookindia-com.cdn.ampproject.org/v/s/www.outlookindia.com/newscroll/amp/treat-hindu-spiritual-leaders-the-same-way-minister-on-kerala-rape-case/1381934?amp\\_js\\_v=a2&amp\\_gsa=1&usqp=mq331AQCCAE%3D#referrer=https%3A%2F%2Fwww.google.com&amp\\_tf=From%20%251%24s&ampshare=https%3A%2F%2Fwww.outlookindia.com%2Fnewscroll%2Ftreat-hindu-spiritual-leaders-the-same-way-minister-on-kerala-rape-case%2F1381934](https://www.outlookindia-com.cdn.ampproject.org/v/s/www.outlookindia.com/newscroll/amp/treat-hindu-spiritual-leaders-the-same-way-minister-on-kerala-rape-case/1381934?amp_js_v=a2&amp_gsa=1&usqp=mq331AQCCAE%3D#referrer=https%3A%2F%2Fwww.google.com&amp_tf=From%20%251%24s&ampshare=https%3A%2F%2Fwww.outlookindia.com%2Fnewscroll%2Ftreat-hindu-spiritual-leaders-the-same-way-minister-on-kerala-rape-case%2F1381934) 4:31 PM

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**Chairman KVIC on Twitter**  
"Cow-dung would no more cause civic blues as KVIC's ...  
twitter.com

**Chairman KVIC (@ChairmanKvic) Tweeted:**



**Consistent efforts of KVIC made Khadi popular: Guv - The Kashmir Monitor...**  
www.thekashmirmonitor.net

<https://www.thekashmirmonitor.net/consistent-efforts-of-kvic-made-khadi-popular-guv/> 4:32 PM

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**Governor visits khadi expo**  
SRINAGAR: Governor Satya Pal Malik visited the e...  
www.tribuneindia.com

<https://www.tribuneindia.com/mobile/news/jammu-kashmir/governor-visits-khadi-expo/659015.html> 4:32 PM

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**3-day District Level Exhibition on PMEGP begins**  
STATE TIMES NEWS LEH: C...  
news.statetimes.in

<http://news.statetimes.in/3-day-district-level-exhibition-on-pmegp-begins/>



**CM Vijay Rupani inaugurates 'Khadi Sarita' Udhyan in Ahmedabad | News18 Gujar...**  
www.youtube.com

<https://youtu.be/RNecZgeWHG4> 4:32 PM

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**Loans up to Rs 1 crore to MSMEs in just 59 minutes: FM Jaitley launches credit portal; check key features here...**  
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<https://www.financialexpress.com/industry/banking-finance/loans-up-to-rs-1-crore-to-msmes-in-just-59-minutes-fm-jaitley-launches-portal-check-key-features-here/1327591/> 4:32 PM

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खादी ड्रेस में दो अक्टूबर से कूड़ा उठाएंगे सफाई मजदूर  
पटना नगर निगम के सफाई मजदूर ...  
www.jagran.com

<https://www.jagran.com/bihar/patna-city-nigam-will-distribute-khadi>

**BL** Khadi launches eco-friendly bags made from plastic waste...  
BusinessLine www.thehindubusinessline.com


<https://www.thehindubusinessline.com/news/national/khadi-launches-eco-friendly-bags-made-from-plastic-waste/article24961593.ece> 4:31 PM

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**Khadi launches eco-friendly bags made from plastic waste**  
Contributing to Prime Minister Narendra ...  
www.business-standard.com

[https://www.business-standard.com/article/pti-stories/khadi-launches-eco-friendly-bags-made-from-plastic-waste-118091600454\\_1.html](https://www.business-standard.com/article/pti-stories/khadi-launches-eco-friendly-bags-made-from-plastic-waste-118091600454_1.html) 4:31 PM

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**Khadi launches eco-friendly bags made from plastic waste...**  
news24online.com

<https://news24online.com/news/khadi-launches-eco-friendly-bags>

**KVIC distributes 'charkhas', bee-boxes to tiger-victims' widows in Sunderban**  
In a bid to provide sustainable earnings t...  
www.business-standard.com

[https://www.business-standard.com/article/pti-stories/kvic-distributes-charkhas-bee-boxes-to-tiger-victims-widows-in-sunderban-118092100734\\_1.html](https://www.business-standard.com/article/pti-stories/kvic-distributes-charkhas-bee-boxes-to-tiger-victims-widows-in-sunderban-118092100734_1.html) 4:32 PM

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**KVIC distributes 'charkhas' bee-boxes to tiger-victims' widows in Sunderban**  
www.theweek.in

<https://www.theweek.in/wire-updates/national/2018/09/21/des12-kvic-sunderban.html> 4:32 PM

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**KVIC distributes 'charkhas', and bee-boxes with live bee colonies among 125 familie...**  
www.devdiscourse.com

<https://www.devdiscourse.com/Article/headlines/189693-kvic>



प्रधानमंत्री के जन्मदिन पर खादी ने 'मोदी' जैकेट और कुर्ता बाजार में उतारा ...  
www.livehindustan.com

<https://www.livehindustan.com/national/story-khadi-introduced-the-modi-jacket-and-modi-kurta-in-the-market-on-the-birthday-of-the-prime-minister-2178468.html> 4:32 PM

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बिजनेस स्टैंडर्ड  
hindi.business-standard.com

[https://hindi.business-standard.com/storypage\\_hin.php?autono=1115671](https://hindi.business-standard.com/storypage_hin.php?autono=1115671) 4:32 PM

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प्रधानमंत्री नरेन्द्र मोदी ने फैशन इंडस्ट्री में एक नया ट्रेंड सेट किया !! | Indian Times News...  
indiantimes.info

<https://indiantimes.info/prime-minister-narendra-modi-4/> 4:32 PM

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Press Coverage

**Khadi launches 'Modi jackets and kurtas' on prime minister's birthday**  
Khadi launches Modi jackets and kurtas ...  
businessworld.in

<http://www.businessworld.in/article/Khadi-launches-Modi-jackets-and-kurtas-on-prime-minister-s-birthday/17-09-2018-160212/> 4:32 PM

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**Khadi launches 'Modi jackets and kurtas' on prime minister's birthday**  
www.theweek.in

<https://www.theweek.in/wire-updates/business/2018/09/17/des46-khadi.html> 4:32 PM

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**Khadi launches 'Modi jackets & kurtas' on PM's birthday**  
Khadi India celebrated the bi...  
www.deccanherald.com

<https://www.deccanherald.com/business/khadi-launches-modi-jackets-693118.html> 4:32 PM



खादी इंडिया ने लॉन्च किया प्लास्टिक कचरे से बना इको-फ्रेंडली बैग  
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