



कामधे इरुवन्मानम् ।
प्राणिनाम् अतिनिशनम् ॥

Jagruti

Vol.60 No.10 Mumbai September-2016



Exclusive Ritu Beri's Khadi Collection Launched

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



**Chairman KVIC, Vinai Kumar Saxena meets
Prime Minister Shri Narendra Modi on 4th August 2016
at Parliament House, New Delhi
to apprise new initiative taken by KVIC.**

Jagruti

on Rural Industrialisation

Vol.60 No.10 Mumbai September-2016

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KVIC LAUNCHES EXCLUSIVE RITU BERI'S KHADI COLLECTION



Khadi and Village Industries Commission (KVIC) launched exclusive Khadi Collection of Men's and Women's wear at KHADI INDIA Outlet, Regal Building Connaught Place, New Delhi.

Shri Kalraj Mishra, Union Minister, MSME inaugurated the Exclusive Ritu Beri's Khadi Collection on 7th August, 2016 in august presence of Shri Haribhai Parthibhai Chaudhary, Minister of State, MSME.

Shri Vinai Kumar Saxena, Chairman KVIC, said "we have more than 25 designers on our panel who are designing men's and women's wear dress for KVIC" which are of different ranges. However, with the support of Ritu Beri now the Khadi is entering into high end fashion. Ritu Beri's latest collection of Men & Women's wear consists of Indo-western silhouettes and reflects the Indian charm with a modern flavour.

Not restricting it to the image of yesteryears by using different forms of creativity, Beri has tried to give Khadi a global image. The silhouettes are a mix of rich tradition with a contemporary look- the clothes are easy to wear yet glamorous.

This collection is about voluptuous indulgence- essentially an eclectic blend of ghagras, salwars, choga like jackets and interesting easy to wear tops. Interesting details and mix of appliqué as well as unusual embroideries constitutes this versatile collection of Khadi for today's woman.

The color palette ranges from whites to blacks enabling the freedom to create one's own chromatic world of fantasy.



Right of freedom comes with the sense of responsibility

-Giriraj singh



"Khadi is not just a piece of cloth, but a means to light a lamp in the house of poor". PM's Clarion call to use Khadi will bring real economic freedom for all, said, Shri Giriraj Singh, MoS, MSME, speaking on the occasion of his visit to KVIC, HQ, Mumbai on 16th August 2016.

Speaking on right to freedom he said, freedom comes with the sense of responsibility.

Khadi has changed from the typical great grandfather's cloth to youth's icon said MoS, MSME. He also spoke on modern



product range of Khadi like Denim, the most preferred cloth by the youth. The MoS also reviewed Schemes and Programmes of KVIC, visited the newly launched Khadi Rakhi, designer wear



and the demonstration of Solar Charkha, agarbatti making, Pottery, beekeeping activity, handmade Paper displayed in premises of KVIC office.

Today USP of Khadi is traditional Khadi in its modern outlook, traditional earthen products with added modern technology, he added.

Shri Vinai Kumar Saxena, Chairman, KVIC addressing the gathering said "Khadi

is our national heritage; it played a pivotal role in economic freedom before Independence and continues to do so even today. It is best means of hand holding of the poor, he added.

Shri Arun Kumar Jha, CEO, KVIC, said "real & economic freedom will come through Khadi and Village Industries sector only. The need of the hour is to rise as a business model and come out of the rebate and aid, he added.





On this occasion, students of Gandhi Shiksha Sansthan performed a dance programme on a song “Charkha chala-chala-ke-lenge-swaraj.” The

students also interacted with MoS, MSME and expressed their views on right to freedom and took oath to wear Khadi.



Shri Narendra Modi
Hon'ble Prime Minister



Khadi India

This Rakshabandhan

Support TWO sisters

One is **KNOWN** to you and she is the darling of your family

The other one is **UNKNOWN** to you and earns life support for her family



Give both of them a gift this **RAKSHABANDHAN**.
Give your **KNOWN** sister a **KHADI GIFT COUPON**. That will sustain your **UNKNOWN** sister who weaves the fabric

Love for one, livelihood for another
एक को उपहार, दूसरी को सहाय

Shri Kalraj Mishra
Hon'ble Minister for MSME, Govt. of India

Shri Haribhai Parthibhai Chaudhary
Hon'ble Minister of State for MSME, Govt. of India

Shri Giriraj Singh
Hon'ble Minister of State for MSME, Govt. of India

Vinai Kumar Saxena
Chairman
Khadi and Village Industries Commission
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KVIC launches

Toll free helpline

*Khadi and Village Industries Commission
Chairman Shri Vinai Kumar Saxena inaugurated
a Toll free KVIC help line.*



Now with this launch one can access all KVIC programmes by dialing 1800 3000 0034 and the information can be had in Hindi or English. Currently the service will be available between 8AM to 8PM, 6 days a week and could be expanded further to other divisions of KVIC as well, with a centralised support centre for Prime Minister's Employment Generation Programme (PMEGP), Khadi Centres, Retail Purchases, etc, said KVIC Chairman Shri Vinai Kumar Saxena.

KVIC's call centre contract has been awarded to a company from Rajasthan, which is a social enterprise working with people from smaller towns and rural areas, with focus on women employment.

All inquiries about KVIC's Capacity Building training programmes across India will be managed by dialing this single toll free number.

The salient features of this Call Centre help line are:

- Single point of contact for enquiries under HRD training programmes.
- Facilitate feedbacks or complains with regard to any programme or training across India. Same will be used by KVIC to improve the programmes as per the need.
- Enquiries about entrepreneurship awareness and development programmes.

Major benefits from this toll free number will be:

- It will be a digital revolution for KVIC, giving a single point of contact for all activities under KVIC.
- It will bring lots of ownership and responsibility for training centres across India.
- It will improve response time to the prospect trainees thus giving awareness about various programmes being run under KVIC.

"The call centre will capture information about the people who call in, and same database will be utilised for outreach to more people about other programmes of KVIC as well. This will provide more opportunities for people to access benefits of various initiatives taken by KVIC," said KVIC Chairman.



Minister of State for Food Processing Industries, Sadhvi Niranjyoti visited Kamdhenu Khadi Bhavan, Ahmedabad in the month of August 2016. She appreciated the collection of Khadi in the Bhavan.



Rakshabandhan celebrated at Khadi India outlet. Meenakshi Lekhi tied Khadi Rakhi to MSME Minister, Shri Kalraj Mishra.



Shri Vinai Kumar Saxena, Chairman, KVIC along with Shri Deepak Kumar, Director General, Employee State Insurance Corporation (ESIC) and Shri B. H. Anil Kumar, Joint Secretary, Ministry of MSME greeting Shri Giriraj Singh, Minister of State, MSME. On the occasion MSME Minister talked about upliftment of Khadi after 70 years of Independence.

Chairman KVIC Participates in MSME Regional Conclave



MSME-DI organised MSME regional conclave on 19th August 2016 at Mahatma Mandir, Gandhinagar

The conclave was attended by Shri Vijay Rupani, Chief Minister Gujarat, Shri Kalraj Mishra, Minister MSME, Shri Haribhai Chaudhary, MoS, MSME, Shri K.K.Jalan, Secretary, MSME, Shri Anil Kumar, Jt. Secretary, MSME, NSIC and other senior officials from Gujarat, Maharashtra, Goa, Dadra and Nagar

Haveli, UT Daman and Deu etc. Shri Vinai Kumar Saxena, Chairman and Shri Arun Kumar Jha, CEO, KVIC also marked their presence on this occasion.

In the presence of all the dignitaries Bhumi Poojan ceremony of MSME tower was also performed here today.



Exploring opportunities to work together



To explore opportunities to work together Chairman, KVIC, Shri V.K. Saxena met high powered delegation of Singapore High Commission & ITE Education Services Singapore led by Mr. Tan Seng Hua , Chief Executive Officer on 11 August 2016.

Chairman visits Multi Disciplinary Training Centre, Panjokhera



Shri Vinai Kumar Saxena, Chairman KVIC visited Chaudhary Charan Singh, Multi Disciplinary Training Center, Panjokhera, U.P. on 9th August 2016. Shri Jai Prakash Tomar, Member (Central Zone), KVIC also accompanied him.

KVIC launched designer Khadi wedding collection



Manipur and Goa appeal to wear khadi once a week

Manipur Government has appealed to all its functionaries and employees to wear khadi voluntarily at least once a week say every friday.


This appeal follows after a sustained campaign by Khadi and Village Industries Commission (KVIC) in generating rural employment for weavers and artisans and in sustaining their livelihood at time when factory-spun contemporary casual clothing has taken over the imagination of all.

Following Manipur example the Govt. of Goa too has asked its employees to 'voluntarily' wear khadi once every week to encourage more people to wear a fabric that is cool answer to linen in all climates.

Use of khadi is rooted in history and linked to India's Freedom struggle which was led by Mahatma Gandhi and is a symbol of "self reliance." Having played a crucial role during the freedom movement khadi, even today, sustains a vast segment of rural weavers and artisans.

Unlike synthetic material khadi is hand woven and hand spun. It protects the skin and is cool in summer and warm in winter. The appeal of Manipur and Goa Govt. therefore recognized this fact of the wholesome nature of Khadi.

Both Manipur and Goa are encouraging khadi in a big way is linked to India's growing "village" economy, an economy which once had sustained this nation to be self-sufficient and self-contained. Rural reconstruction and development is now part of a major thrust of economic planning of the government led by Prime Minister Shri Narendra Modi which seeks rapid transformation of India's rural economic structure as seen never before.

KVIC views khadi as an instrument to augment income and employment generating potential of rural economy as part of India's overall growth story, said KVIC Chairman Shri V.K. Saxena. 



Smt. P.M. Joglekar, Director PMEGP, KVIC conveying her good wishes on Independence Day to all officials said, there is need to focus on internal income generation. She also asked to suggest names of villages and towns where people's education programme (PEP) can be organised. This will serve the purpose of providing more and more employment, she said.

Shri M.T. Wakode, Director ABFPI informed that this day is also celebrated as International Honey Bee Day all over the world. Other officials of the commission also expressed their views on the occasion. Shri Chandrashekar Kaiyore, Asst. Director, HMPI and President, KVIC Officers Union in his address said KVIC has vast history of serving the nation from last 60 years. No multinational company can create such avenues of employment generation.

The major attraction of the Day was Skit on Prime Ministers' Employment Generation Programme by Rajiv Gandhi college students. In addition to this demonstration of Khadi and Village industries activities like live pottery demo, beekeeping activities and spinning on solar Charkha was also demonstrated. The customers visiting 'Khadi India' Sales outlet on 15th August were

welcomed with garland(Gundi) made of hand-spun Khadi yarn. The Bhavan is offering upto 20% discount on sale of Khadi clothes introduced on Independence Day in the flagship 'Khadi India' sales outlet Mumbai.

The employees of KVIC wore Khadi clothes and displayed the stickers written with "I Love Khadi" and in Hindi "मैं खादी प्रेमी हूँ".



KVIC signs MoU with Corporation Bank for PMEGP



Shri Arun Kumar Jha, CEO, KVIC signed MoU with Corporation Bank represented by Purnchandra Rao CGM, Corporation Bank in the august presence of Shri Vinai Kumar, Saxena, Chairman, KVIC and other Commission members on 29th August at Bhuvaneshwar.

The MoU is for convergence in operation in operation of PMEGP online system. The Corporation Bank will be the single nodal Bank at National level for disbursing margin money subsidy online directly to

beneficiaries account in the financing bank This MoU will enable to bring in quality intervention transparency and increase the pace of PMEGP implementation.

State Office Ahmedabad conducts smart village tour



State Office, Ahmedabad officials visited Jaloti and Vanaj village of sabarkantha/Aravalli Dist. of Gujarat on 10th August 2016 for observing activities like cleanliness, medical camp, charkha, tree plantation, gram sabha etc. work done. The event was named as smart village tour.

Foreign Delegates visit S.O. Ahmedabad



Under International Programme – Rural Enterprise Planning and Promotion and International Marketing and Global, 15 representatives of 08 countries viz: Afghanistan, Ghana, Mauritius, Nepal, Nyzeria, Srilanka, Tazakistan, and Vietnam visited State Office Ahmedabad on 1st September 2016. The representatives were on study tour of entrepreneurship and Small Scale Development Programme.

KVIC celebrated 70th Independence Day with fervour

15th August 2016, Gramodaya, Mumbai: 70th Independence Day was celebrated in KVIC, H.Q., Mumbai with full vigour and fervour announcing developments, initiatives, flagging the challenges ahead and pledging to take KVIC programmes and schemes forward on the path of peace and progress.



Shri Arun Kumar Jha, CEO, KVIC unfurled the tricolour. Soaked in patriotic fervour, KVIC officials took part in the programme organised on the occasion to mark 70th Independence Day.

CEO, KVIC in his Independence Day speech made a strong pitch for KVI programmes, schemes and products. Addressing the occasion the Chief Executive Officer reiterates to reach to the last man of the sector, and the spinners and weavers. Khadi and Village Industries is the only sector which can make possible economic freedom to our nationals, he added. He said KVIC has potent tool for creation of employment at artisan's doorstep. The role of KVIC is changing in present scenario of national development and KVI products are capable of meeting present demand both in terms of price as well as aesthetic sense.

Shri Parag Alwani, MLA, Vile Parle Constituency, on this event launched the tri-colour Rakhi and the Designer's collection of Khadi, in the presence of Shri Arun Kumar Jha, CEO, Shri Mohit Jain,

CVO, Dy. CEO KVIC in addition to the loyal customers and staff of KVIC.

Shri K.S. Rao, Dy. CEO KVIC in his address said Khadi the freedom cloth of India is very much associated with freedom struggle of the nation. Highlighting over the achievements of KVIC in past years he said working for KVI sector is the real tribute to the nation.





Shri Kalraj Mishra,
Minister, MSME flags off
the Khadi Sale van on
15th August at New Delhi.



Flag Hoisting by Chairman, KVIC on
Independence Day at **Khadi India**
(Gramodyog Bhavan), New Delhi. He
also inaugurated the Khadi Sale and
planted a sapling in the premises of
KVIC, New Delhi office.



Flag hosting at

S.O. Chandigarh



MDTC Trissur



S.O. Arunachal Pradesh



D.O.VISAKHAPATNAM



KVIC Officials take *Sadbhavana* Oath



Smt. Usha Suresh, FA/CEO, Khadi and Village Industries Commission administered the Sadbhavana Divas pledge at Central Office, Mumbai on 20th August. Shri K.S.Rao and Shri Y.K. Baramatikar, Dy. CEO, KVIC were also present on the occasion.

SADBHAVANA DAY PLEDGE

"I take this solemn pledge that I will work for the emotional oneness and harmony of all the people of India regardless of caste, region, religion or language. I further pledge that I shall resolve all differences among us through dialogue and constitutional means without resorting to violence.

Officers and staff of KVIC, New Delhi taking pledge on Sadhbhavna Divas at Gandhi Darshan, Rajghat, New Delhi.



Sadbhavana Divas, Mumbai

Hindi Workshop at Central Office

Khadi and Village industries Commission organized a one day Hindi Workshop for Jr. Executives and Sr. Executives of FBAA and Administration at Dhebarbhai hall in Central Office, Mumbai on 1st September, 2016. The workshop aimed to inform about noting and drafting in official language.



Shri S.K. Sinha, Dy. Chief Executive Officer and officer for official language, KVIC presided over the inaugural programme in first session of the workshop. Shri Harsh Mohan Krishnatre, Retired Professor, official language was the guest invitee on this occasion.

In his address, Shri S. K Sinha

motivated the participants to work in Hindi. Hindi is our language of Communication and we must try our level best to use official language in day to day work.

Guest invitee Shri Harsh Mohan Krishnatre emphasized to use general Hindi in government functioning. Every nation has its own language and if our nation has to develop, there is need to come out of English mentality, he said.

Earlier, Shri Krishnpal Singh, Asst. Director I/C, Hindi Cell welcomed dignitaries . The workshop concluded with the vote of thanks.



Highlight of 635th Commission Meeting held at Bengaluru



The 635th meeting of the Khadi and Village Industries Commission was held on 27th July, 2016, at Nandy Hills, Bengaluru 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.

The meeting commenced with homage to the departed soul of former President Late Dr. A.P.J. Abdul Kalam on the occasion of his first death anniversary on 27th July 2016.

1. To conduct 'Zonal Level Sensitizing Workshops' for all Khadi Institutions.
2. Commission approved enhancement of "Enlistment Fees" for NGOs and V.I. Organizations from Rs.1000/- to Rs.10,000/- for Non N.E areas and Rs. 2000/- as "Enlistment Fees" for registering units in N.E. areas subject to conditions mentioned in communication of Joint Secretary(MSME). The registration with KVIC entitles these institutions for exemption / concessional fiscal benefits under VAT, Sales Tax, Income Tax etc.
3. Village Industry Units registered

with KVIC should provide details of any type of Certification / License (BIS, FPO, FSSI, Agmark, Drug License, Ayush License or any other) obtained by the institution for manufacturing V.I products within a period of 30 days. In case the V.I. manufacturing units are not in possession of mandatory licenses prescribed for the trade, the recognition of the units will be revoked with immediate effect and debarred from mentioning "Recognized by KVIC" on product labels.

4. Legal "Letter of Warning" to be served to institutions that fail to adhere to KVIC norms and guidelines warning them of consequences like cancellation of recognition / registration of the units with KVIC including legal course of action within a period of 30 days.

5. Legal "Letter of Warning" to be served to all PMEGP Units and institutions against unauthorized use of "Khadi India Logo" warning them of consequences like cancellation of recognition/ registration of the units with KVIC, including legal course of action within a period of 30 days. Commission also decided to insert disclaimer advertisement in all leading news papers in English and Hindi that unauthorized use of "Khadi India Logo.

6. Regarding the proposal of Directorate of Village Industries co-ordination (vic) for approval of revival plan / scheme for strengthening village industries institutions Commission decided that instead of enmass revival of all closed V.I Units involving huge funds, firstly institutions having both khadi as well as V.I. activities should be segregated with the purpose of studying the reasons for poor performance / closure of the V.I. Units, conduct fresh feasibility study of the

units and then take a conscious decision for supporting revival of these units.

Commission also recommended considering feasibility study including study of structural deficiency, liquidity problem of all the eighty three 19-B institutions for consideration of revival as "Special Project".

7. Commission accorded In-Principle administrative approval for implementation of Khadi Programme under "Entrepreneurship Mode" where individuals and entrepreneurs will be encouraged to take up Khadi Programme for invigorating khadi activities across the country in a big way.

8. It was also suggested in the meeting that KVIC should come out with an on-line system with time bound approvals for issue of khadi certificate so as to enable entrepreneurs to set up khadi units. While it may be feasible to support such enterprises under PMEGP, extending ISEC to such enterprises would not be feasible as such enterprises are supposed to function as commercially viable units, by availing working capital at commercial lending rates from financial institutions.

9. It was also decided that good performing institutions should be given an opportunity to diversify its activities in other States as well which will create an atmosphere of competition amongst the institutions, eliminate monopoly and will induce competitive wages for spinners, weavers, stake holders and this competition will also bring in better quality innovative khadi products in the market.

10. Commission decided that whenever retired officials of the Commission are to be engaged as consultants on contract basis

applications should be called through public advertisements for engaging suitable persons on contract basis under PMEGP Programme and for other programmes where retired officials of KVIC would also be eligible to apply.

11. Commission deliberated and appreciated the proposal of Directorate of Marketing and accorded In-Principle Administrative Approval for launching of "Scheme for Internship Sales Training Programme for Departmental Showrooms". Commission further decided to extend the "Apprenticeship Programme" to CSP Plants also.

12. Commission also decided to "Enhance the wages of spinners from Rs.4/- to Rs.5.50 per hank, which has not been increased since 01.04.2014. This increase will be applicable w.e.f. 01.04.2016". The Commission further deliberated regarding supplementing income of the artisans, and concluded that an amount should be levied on certain high value products and decided as under;

"To the extent it is feasible and acceptable to the market, the sale price on certain high value products such as muslin, silk and Pashmina etc, sold from Departmental Sales Outlets (DSO's) of KVIC will be enhanced and the enhanced amount so collected will be remitted to the artisans directly in their account of the respective institutions on monthly basis by the DSOs."

13. Commission appreciated and accorded an in-principle administrative approval to the proposal of Directorate of

Khadi for creation of "Charkha Bank" through Public Participation / donations by individual / institutions / organizations that would enable KVIC to create a pool of around 10,000 NMC Charkhas and provide the same to identified needy and trained individual spinners and households either at their door steps or through institutions that would provide them with an opportunity to earn around Rs. 100/- to Rs.125/- per day which would help them to sustain their livelihood with dignity.

14. Commission took note of observations of Economic Advisor (MSME) that Order has been received from the Government of India which is being directly monitored by Hon'ble Prime Minister of India stating that all the Ministries of the Government of India in future pass on all funds for Central Sector Schemes through the PFMS system (Public Financial Management System) through the affiliated banks of each Ministry of the GOI (in this case the State Bank of India) to the granting institution that is KVIC. KVIC in turn will ensure to pass on the funds to the beneficiaries by registering on the PFMS by 31st March 2017 for DBT (Direct bank transfer). In such case the funds may not come to KVIC and the funds are most likely to be transferred directly to the beneficiaries through DBT system.

15. Commission also took note of observations of Chairman that while discussing the issue of operating On-Line System of PMEGP in the 634th Meeting of the Commission, it was made clear that Commission was opposed to the idea of

engaging one single bank for transferring Margin Money directly to financing bank branches.

16. Commission also appreciated On-Line registration system of PMEGP scheme

17. Commission took note of observations of Chairman that a very innovative and challenging proposal for financial assistance to the tune of Rs. 100 Crore was being submitted to the Government. This scheme would provide employment to 41,662 khadi artisans within a period of 4 months at Rs. 13,851/- per capita investment and the scheme would also be able to meet the market demand for khadi products. In addition to above, employment to Khadi artisans, it will also provide one time employment to 788 persons in manufacturing of implements.

18 Commission also noted that 100% recovery of funds would be initiated from the 500 A Grade Khadi Institutions that would implement the scheme where the MDA on sale would amount to Rs.6,00,000 per unit where after passing on the MDA component to artisans an amount of Rs. 4,50,000 MDA would be recovered from the institutions in 5 years with 10% interest and as such the scheme would not envisage any loss of funds.

19 Commission also agreed to the observation of Expert Member(RD) to

identify specialized villages where every household would be provided charkha for spinning activities which would not only promote production of Khadi but would also promote a new generation of spinners and this scheme may be implemented under cluster approach.

20. Chairman, briefed the Commission on the discussion had in the Ministry on the concept of Convergence Programme for setting up of Khadi Model Villages / Khadi Smart Village in the presence of Hon'ble Minister, MSME where decision regarding naming the project as "**Smart Khadi Village**" or "**Smart Village**" etc., was under consideration.

21. Commission also took note of observations of Member(CZ) that such noble proposals which do not require any additional budgetary support from the Government should be encouraged in the interest of the poor beneficiaries who hail from the remotest parts of the country where many of the houses are already involved in 80% of KVI activities and KVIC has only to make efforts with the involvement of local machinery like Gram Panchayat, MLA, MP, NGOs etc., for linking the balance 20% with the main stream activities prevailing in the villages to visualize the concept of a 100% Khadi Village Project to be evolved from available resources, which could be named as "**Adarsh Gaon**" etc.

22. Expert Member (RD) proposed the name of "**Suraji Gaon**"(Beautiful Village) or "**Gram Suraji**" which could be adopted for "Smart Khadi Villages". He also

proposed to have tie up arrangement with Gram Panchayats for having 'Single Window System for Khadi' for addressing all issues related to Khadi activities in the concerned villages across the country. Commission also agreed to his suggestion for placing a detailed concept note on "Khadi Model Village/Suraji Gaon" with all its intricacies and working methodology in line with 'Gandhi an Ideology' in the next meeting of the Commission.

23. Commission also appreciated the proposal of Member (CZ) where every Member of the Commission including every employee of KVIC would be encouraged to adopt their home town villages for implementing various artisan centric schemes of the Commission that would go a long way in invigorating the socio economic status of these villages thus setting an unique example to the whole country to emulate such innovative projects and partner in the 'Nation

Building Process'.

24. Commission also took note of observations of Chairman that there are hundreds of villages where 100% of the population are inherent spinners and weavers but they lack the resources of modern charkha and looms. KVIC should make efforts to identify and adopt such villages and provide the traditional artisans with requisite infrastructure from sources like Charkha Bank etc., and bring these villages within the fold of "Khadi Adarsh Villages" of "Suraji Gaon".

25. Commission also noted the concern of Member(CZ) that PMEGP proposals in the State of U.P were being restricted to SC & ST category only in order to fill up the backlog quota of SC /ST proposals and Commission agreed to take up the matter with the Ministry of MSME for extending the benefits of PMEGP scheme to all sections of the society in the State of Uttar Pradesh.

खादी अब सिर्फ नेशन के लिए ही नहीं बल्कि फैशन के लिए भी



ख़ादी अब सिर्फ़ नेशन के लिए ही नहीं बल्कि फैशन के लिए भी... (The text continues with details about the fashion collection and the event.)

4 अगस्त, 2016 ▶ रविवार राजस्थान तीन

न्यूज़ इन बीफ

खादी ने लॉन्च किए नए स्टीकर

जयपुर, (कांस) : राजस्थान खादी और ग्रामोद्योग आयोग की ओर से शनिवार को एमआई रोड और जौहरी बाजार स्थित खादी इंडिया भंडार पर तीन रंगों के नवीन स्टीकर लॉन्च किए गए। इस मौके पर राजस्थान खादी संघ चीफ़ के अध्यक्ष लक्ष्मीचंद भंडारी एवं आयोग के पूर्व सदस्य रामदास शर्मा और आयोग के निदेशक बलधारी सिंह उपस्थित रहे। आजादी के वर्षगांठ पर 9 अगस्त से पखवाड़ा दिवस मनाया जा रहा है।



Exclusive khadi collection launched at CP outlet

NEW DELHI: Khadi and Village Industries Commission (KVIC) launched exclusive Khadi collection of Men's and Women's wear on Sunday in its showroom designed by fashion icon Ritu Beri at Khadi India outlet at Regal Building Connaught Place in New Delhi. Kalraj Mishra, Minister, MSME inaugurated the collection by lighting the traditional lamp and cutting the ribbon. Speaking on the occasion Mishra said that Khadi is now for each and every one. He said Khadi sales growth has increased three folds and added that Prime Minister Narendra Modi is the Brand Ambassador of Khadi. Haribhai Parthibhai Chaudhary, Minister of State said Prime Minister always promotes Khadi even on his every foreign tours. Speaking on this occasion Ritu Beri said that she started her profession 25 years back by designing Khadi cloths.



Kalraj Mishra (C), Meenakshi Lekhi (L) and KVIC officials during inauguration of Khadi collection

Vinai Kumar Saxena, Chairman KVIC, said, "Khadi which has always created history is again creating history by introducing internationally acclaimed fashion designer Ritu Beri who is now designing trending designs in Khadi." Arun Kumar Jha, Chief Executive officer KVIC welcome the dignitaries on the occasion told about KVIC programme. The collection consists of Indo-western silhouettes and reflects the Indian charm with a modern flavour.

मिथ्य ग्राहक, समझदारी से काम लो, उड़द और अरहर का उपचित दाम दो। (Advertisement for a Khadi collection launch event.)

खादी से बदलेगा फैशन का ट्रेंड

दिल्ली भाजपा का पूर्वोच्चल युवा सम्मेलन... (The text discusses the impact of Khadi on fashion trends and mentions the BJP youth conference.)



ख़ादी के किताबत से युवा किताबत का करियर - रितु बेरी

KVIC launches Ritu Beri's exclusive Khadi collection

Khadi and Village Industries Commission (KVIC) on Sunday launched an exclusive collection of Men's and Women's wear designed by fashion icon Ritu Beri at its showroom Connaught Place here on Sunday. Union Minister of MSME Kalraj Mishra inaugurated the Exclusive Khadi Collection by lighting the traditional lamp and cutting the ribbon. Speaking on the occasion, Mishra said that Khadi sales growth has increased three folds and added that Prime Minister Narendra Modi is the Brand Ambassador of Khadi. Minister of State of MSME, Haribhai Parthibhai Chaudhary said Prime Minister promoted Khadi even on his every foreign tours. Speaking on this occasion Ritu Beri said that she started her profession 25 years back by designing Khadi cloths.



Union Minister of MSME Kalraj Mishra inaugurates Ritu Beri Khadi Collection by cutting the ribbon. Minister of State for MSME Haribhai Parthibhai Chaudhary and Chairman Vinai Kumar Saxena are also seen. Pioneer photo

Chairman KVIC Vinai Kumar Saxena said that Khadi which has always created history is again creating history by introducing internationally acclaimed fashion designer Ritu Beri. The collection consists of Indo-western silhouettes and reflect the Indian charm with a modern flavour.



खादी की ड्रेस : नई दिल्ली में सोमवार को भाजपा सांसद मीनाक्षी लेखी मशहूर फैशन डिजाइनर रितु बेरी द्वारा डिजाइन की गई खादी की ड्रेस पहनकर संसद भवन पहुंची। लेखी ने कहा कि युवाओं की पसंद के अनुसार खादी को डिजाइन करने की जरूरत है। खादी केवल नेताओं के कपड़े तक ही सीमित नहीं रहनी चाहिए बल्कि युवाओं के फैशन के अनुरूप तैयार हो। खादी और ग्रामोद्योग आयोग (केवीआइसी) ने रविवार को रितु बेरी के खादी संग्रह को लांच किया गया था। प्रे

Khadi and Village Industries Commission launches Ritu Beri designed outfit

New Delhi: Khadi and Village Industries Commission is the Brand Ambassador of



(KVIC) has today launched exclusive Khadi collection of Men's and Women's wear in its showroom designed by fashion icon Ritu Beri at KHADI INDIA Outlet, Regal Building Connaught Place, New Delhi. Shri Kalraj Mishra, Hon'ble Union Minister, MSME inaugurated the Exclusive Khadi Collection by lighting the traditional lamp and cutting the ribbon. Speaking on the occasion Shri Mishra said that Khadi is now for each and every one. He said Khadi sales growth has increased three folds and added that Prime

Minister Shri Narendra Modi has always created history by again creating history by introducing internationally acclaimed fashion designer Ritu Beri who is now designing trending designs in Khadi. Shri Arun Kumar Jha, Chief Executive officer KVIC welcome the dignitaries on the occasion told about KVIC programme. The collection consists of Indo-western silhouettes and reflects the Indian charm with a modern flavour. Beri tried to give Khadi a global image, to adopt it to different forms of creativity, instead of restricting it to the image of yester years. The silhouettes are a mix of our rich

Khadi. Shri Haribhai Parthibhai Chaudhary, Hon'ble Minister of State said Prime Minister always promotes Khadi even on his every foreign tour. Speaking on this occasion Ritu Beri said that she started her profession 25 years back by designing Khadi cloths. Shri Vinai Kumar Saxena, Chairman KVIC, said "that Khadi which



tradition with a contemporary look- the clothes are easy to wear yet glamorous.

سیاسی تقدیر

SIYASI TAQDEER



نیو دہلی: کھادی اینڈ ویاژ انڈیا آؤٹ لٹ کے افتتاحی تقریب میں شری کالراج میشر نے آج عورتوں اور مردوں کے پہننے کے لئے کھادی کے خاص قسم کے کپڑوں کو لاंच کیا اس موقع پر مرکزی وزیر گرام و شہرستانہ فیڈریشن کے پرنسپل سیکریٹری نے بھی شرکت کی

विराट वैभव

नई दिल्ली, सुक्रवार, 29 जुलाई 2016

दिल्ली वैभव

खादी } नई दिल्ली में बृहस्पतिवार को सांसदों की सहूलियत को देखते हुए खादी ग्रामउद्योग भवन ने संसद परिसर में अपना आउटलेट खोला, खादी को उम्मीद है कि इससे उसकी बिक्री में भारी इजाफा होगा। छाया: वैभव



नई दिल्ली स्थित संसद भवन के गलियारे में खादी बिक्री केंद्र का उद्घाटन करते हुए मध्यम, लघु व सुक्ष्म उद्योग मंत्री कलराज मिश्रा।

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AZADI 70 SAAL... YAAD KARO QURBANI

KHADI: FROM FREEDOM FABRIC TO FASHION FABRIC

Pratibha Mishra
 and do not have enough work to earn their living. Spinning is a good as it is easy to learn, readily available occupation, requiring very little capital or outlay. During the freedom movement, Gandhi noticed that all raw materials exported from India to England, and were being imported as expensive finished cloth. The local population was getting deprived of work opportunities, and the profits they could have earned from it. Increasing domestic consumption of Khadi is one of the best ways to boost the economy of rural India, and generate ready employment. The entire cycle of producing Khadi and wearing it work to low-skilled people. Farmers get money by producing and selling cotton. They weave, spin, weave, and dye fabrics, and at the last end are farmers who cut and sew clothes from the fabric. **Establishing the Dignity of Manual Labour** Indian society has always looked down upon manual labour. Gandhi asked every peasant to spin for at least an hour every day, as his or her duty towards the country and the poor. He tried to establish it as a way of life for the Indian people. In the Mahatma's own words recorded in the Young India dated 22nd September 1927: "If we have the 'khadi spirit' in us, we would surround ourselves with simplicity in every walk of life. The 'khadi spirit' means honorable patience. For those who know anything about the production of khadi know how patiently the spinners and the weavers have to toil at their trade, and even so must we have patience while we are spinning the thread of Swaraj. The 'khadi spirit' means also an equally honorable faith. Even as the spinner looting away at the yarn he spins by itself small enough, put in the aggregate, would be enough to clothe every human being in India, so must we have stubborn faith in truth and non-violence ultimately conquering every obstacle in our way." **Continued on page 35**

दिल्ली, गुरुवार 11 अगस्त, 2016

3

स्वतंत्रता दिवस पर खादी देगा 70 प्रतिशत की छूट

रजनी पवार

नई दिल्ली: 15 अगस्त, 2016 को जब पूरा देश 70 वां स्वतंत्रता दिवस मनाने जा रहा है, वहीं खादी और ग्रामोद्योगी क्षेत्र भी इस अवसर को पूरी आभिव्यक्ति और हार्दिकता के साथ मनाने व स्वतंत्रता दिवस को खादीमय बनाने के लिए पूरी तरह से तैयार है। इस अवसर पर खादी और ग्रामोद्योग आयोग के अंतर्गत विभागीय एवं गैर-विभागीय 7050 'खादी इंडिया' बिक्री केंद्रों में स्वतंत्रता दिवस को मनाने के लिए विविध समारोहों के मनाये जायेंगे जिन्हें लोकार्पण के अनुरूप पूरी तरह से सुसज्जित किया जायेगा और 'खादी इंडिया' की ओर से जन साधारण को स्वतंत्रता दिवस की शुभकामनाओं के साथ ही मुख्य द्वार पर तिरंगा प्रदर्शित किया जायेगा। बिक्री केंद्रों के अंदर एक कोना / शेल्फ स्वतंत्रता दिवस सम्बन्धी सामग्रियों जैसे राष्ट्र ध्वज, तिरंगा कलाई पट्टी, कमीज पर लगाये जाने वाले झंडे हत्यादि को प्रदर्शित करेगा। स्वतंत्रता दिवस की विशेष श्रृंखला के अंतर्गत तिरंगे साबुन का गिफ्ट पैक, आगरवती पैक तथा स्वतंत्रता दिवस के सन्देश व चित्रण वाले तिरंगे रेडियोमैड वस्त्रों के सीमित श्रृंखला बिक्री के लिए प्रदर्शित किये

जायेंगे जिन्हें खरीदने का सौभाग्य ग्राहकों को मिलेगा। स्वतंत्रता दिवस के अवसर पर रीगल बिल्लिंग, बर्नोट प्लेस, नई दिल्ली स्थित 'खादी इंडिया' बिक्री केंद्र पर खादी के वस्त्रों पर क्लियरेंस सेल के अंतर्गत 70% तक छूट दी जाएगी। खादी इंडिया बिक्री केंद्रों की बाहरी दीवारों पर एक डिप्लेन बोर्ड लगाया जाएगा जो 15 अगस्त के उत्सव को दर्शाएगा। वहाँ पर प्रमुख रूप से खादी राष्ट्रीय ध्वज का प्रदर्शन और बिक्री की जाएगी। 'खादी इंडिया' बिक्री केंद्रों पर आने वाले सभी ग्राहकों का स्वागत हाथ से कांटे गए 'खादी सूत की माला (गुडी)' से किया जायेगा। स्वतंत्रता दिवस पर खादी और ग्रामोद्योगी उद्योगों की खरीदी करने वाले ग्राहकों को तिरंगा कानि:शुल्क उपहार दिया जायेगा। इस उपलक्ष्य पर तिरंगी 'खादी राखी' की भी शुरुवात की जा रही है। इसके अलावा सभी खादी और ग्रामोद्योग आयोग के कार्यालयों के प्रवेश द्वार पर स्वतंत्रता दिवस की शुभकामना सन्देश व नार्स का प्रदर्शन किया जायेगा। खादी और ग्रामोद्योग आयोग के सभी कर्मचारी खादी वस्त्र पहनेंगे तथा जिस पर "I Love Khadi" और हिंदी में 'मे खादी प्रेमी हूँ' का स्टिकर लगा होगा।

26-08-2016 Corporation Bank signs MoU with KVIG - KARNATAKA - The Hindu

THE HINDU

» TODAY'S PAPER » KARNATAKA
Mangaluru, August 30, 2016

Corporation Bank signs MoU with KVIG

• Special Correspondent

The Corporation Bank and the Khadi and Village Industries Commission (KVIG) on Monday entered into a memorandum of understanding for online disbursement of Margin Money to all financing banks across India under the Prime Minister's Employment Generation Programme (PMEGP) application process. A release here said KVIG has designated Corporation Bank as single nodal Bank to handle margin money disbursement.

The process of Margin Money disbursement has been reduced to one day from the existing period of more than one month.

Similarly, Corporation Bank has implemented notification and MIS flow for all stakeholders.

पर हस्ताक्षर किए जायेंगे कि अर्जीकर्ता को उसका ताजा एक्सरे नहीं लिया और कर्मीनकल नोट नहीं बनाये। उन्होंने कहा कि ऐसा लगता है कि प्रमाणपत्र अर्जीकर्ता के कहने पर दिया गया जिस पर विश्वास नहीं किया जा सकता। वह मुआवजे का हकदार नहीं है।

खादी और ग्रामोद्योग आयोग और कारपोरेशन बैंक में समझौता

मुंबई: खादी और ग्रामोद्योग आयोग के मुख्य कार्यकारी अधिकारी अरुण कुमार झा ने आयोग के अध्यक्ष विनय कुमार सक्सेना एवं आयोग के अन्य सदस्यों की उपस्थिति में कारपोरेशन बैंक के प्रतिनिधियों व मुंबई महानगरपालिका के साथ एक समझौता ज्ञापन पर हस्ताक्षर किया। यह समझौता प्रधानमंत्री रोजगार सृजन कार्यक्रम की आनल प्रणाली के संचालन को साथ मिलकर करने के लिए किया गया। कारपोरेशन बैंक मार्जिन मनी सक्सेडी की राशि सीधे लाभार्थियों हेतु त्रि उपलब्ध करने वाले बैंक खाते में आनलाइन संचालन प्रदानमंत्री रोजगार सृजन कार्यक्रम के कार्यान्वयन को गति देने लाने व इसमें गुणवत्ता व पारदर्शिता लाने के लिए सक्षम होगा।

117 ना कोन्वोकेशननां पादीनां वस्त्रोनी जमावट

खादीनी व्याप वधारवा माटे ढाथ परायेली सुभेशने पगले आठआठटी मुंभठभां पक्ष ढवे कोन्वोकेशन समये पादीनी स्कार्फ पधेरवानी रहेरी, आ माटे आठआठटीने पादी आभोद्योग कर्मिशनने 3500 स्कार्फ बनाववा ज्श्याव्युं 3500मांथी लुरा रंगना 1500 स्कार्फ अम. टेड्. स्नातकने अपाशे. 1250 लीला रंगना ढशे ते बी.टेड्. ग्रेज्युअेटने अपाशे ज्यारे 350 लाल रंगना ढशे जे रिसर्च डिग्री ढोदरने अपाशे. 200 लगवा कलरना ढशे जे शिक्षकोने अपाशे. गुजरात युनि.अे पक्ष 4 मडिना अगाठ आवा जे अेक ओर्डर पादी कर्मिशनने आयो ढतो. कोन्वोकेशननां आ रीते पादीनी बोबलावा सतत वधी रही ढे.



Railways' designer line for staff uniforms

Ritu Beri has submitted four sets, and the public can soon give their opinion online

NEW DELHI: Five lakh railway employees — front office staff, ticket examiners, guards, drivers and catering personnel — will soon don new uniforms created by fashion designer Ritu Beri woven around the theme of Indian culture.

Ms. Beri submitted four sets of uniform, each with a distinct theme, to the Railway Ministry five days ago, and the public transporter will soon launch an initiative on its website and Twitter and Facebook seeking the views of people to help it select the attire.

The new uniform will cost about Rs. 50 crore in the first phase covering five lakh of the 13 lakh staff. Ms. Beri said the look of the uniform would be an ode to India and its ethos. "The focus is to reflect modern India while respecting our deep-rooted tradition and culture, thus reflecting the glory of India. The uniforms will be Indo-western in cut and silhouette with comfort being the most important factor," she said.

Ms. Beri's new collection includes saris and T-shirts. The uniform is expected to be ready by the year-end, the official said.

One of the designs Ms. Beri has submitted is based on tribal art, while another is inspired by rustic coins and currency of the "golden age" of India. The third is based on the legacy of nawabs and the fourth is inspired by pop art.

The fourth option, classified as the vibrant soul of India, reflects elements of culture, business, music and entertainment.

Modern twist to khadi

"The work is in progress. For now, we have made the first presentation. We will work with khadi... I wish to retain our traditional look but give it a modern twist in keeping with the times," Ms. Beri said. — PTI

TRENDY AND TRADITIONAL: Themes prepared by fashion designer Ritu Beri for railway uniforms. — (PTI)

जरूरत पडते ढब क्रि

who were in service earlier were covered under the Central Service (Pension) Rules, 1972. According to a

Khadi gowns at Nalanda varsity's first convocation ceremony

AMARNATH TANGRAY

PRINA: The first convocation ceremony of Nalanda University will be heading away from tradition on Saturday when not only students but also President Pranab Mukherjee, who is the chief attending the function, will wear khadi gowns to wear in heavy, velvet convocation gowns which were originally designed to keep the cold away in Western countries.

Moreover, the academic procession will also walk to the orchestral composition "Swagatam" by legendary veena maestro and composer Emani Sankara Sastry.

President Pranab Mukherjee will confer degrees to the 12 students of the first batch and also lay the foundation stone of a part of the upcoming new campus at Raigar on Saturday.

The president reached Patna late on Friday evening, from where he would leave for Raigar for the convocation ceremony on Saturday morning. External Affairs Minister Sushma Swara) too will be present on the occasion.

Students will wear a royal blue khadi gown with a white stole and the Nalanda University logo embossed on it, whereas the president will wear a deep purple khadi gown with three blue trimmings, gold edging on the front panel, and four chevrons with gold edging on the sleeves. Similarly, the Bihar Chief Minister Nitish Kumar and Governor Ram Nath Ko-

wind, who will be guests of honour, will be wearing royal blue khadi gowns, while Chancellor George Yeo and Vice-Chancellor Gopa Sabharwal will be in brown khadi gowns.

Earlier, the Indian Institute of Technology in Mumbai had also announced the use of khadi in its convocation ceremonies.

Appropriate fabric

"Khadi is climatically a more appropriate fabric for Indian weather conditions," Lord Meghnad Desai, governing board member of Nalanda University told local journalists in Raigar. He further said that the university experimented with fabrics woven in and around Nalanda, and in Bihar, and made the choice of trying to innovate with regalia made of khadi, the fabric at the heart of Indian identity with multiple symbolisms.

In exercise of AICTE Act, has frame (Addressal) P.No. 37-3/ the AICTE Regulation These Re Commtty Appointr redressa Accordir with the name, Commtt prospe All ag: Grievs they a to the heart appe Adv

अजब दुनिया

खादी करणार नमस्ते लंडन

लंडन - जपान आणि लंडनच्या फॅशन शोमध्ये भारतीय खादी इच्छाकार आते. दीर्घ स्वातंत्र्यलढ्याचे हत्यार आणि भारतीयोत्साही



अभिमान असलेली खादी देशभक्त व्यक्त करणारी पहिली पाठ्य आहे. सामान्यांच्या अर्थकारणाला चालना देणारी खादीची डिझायनर बनने आता लंडन आणि जपानमधील फॅशन शोमध्ये इच्छाकार आहेत. ती तयार केली आहेत, ती भारतीय डिझायनर रचिलेले आहेत. जपानमध्ये याबाबत ७ ते ९ टोक्यो स्ट्रिटमध्ये टोक्योमध्ये टोक्योच्या अपान कॅम्पस एडिफिकेशन आणि 'ट्रेड शो'मध्ये रचिलेले पाहिले जायचे 'साय इन्व्हेंट खादी' (मिनाटी) अस्मृत भारतीय मातीतील खादीची फॅशन आंतरराष्ट्रीय स्तरावरील नामांकित मेलेक मिरवणार अत्युत्तमते मत्ता प्रवृद्ध आनंद झाला आहे. जपान आणि लंडनच्या फॅशन शोसाठी आलेले मिमिंग खादीच्या जागतिक प्रसारसाठी महत्त्वाचे ठरेल. या देशांमध्ये खादीसाठीची पुरक बाजारपेठ तयार करत आणि जागतिक बाजारपेठेत खादीची मागणी वाढवत, यासाठीचे प्रयत्न या शोमिनिशनने ही करणार आहे.

Protests in Gorai-Manori

Villagers from the Gorai-Manori belt held a demonstration on Thursday against the proposed development of 190 acres as a tourism zone. The villagers prevented government surveyors from undertaking a survey of the area.

Khadi artisan wages hiked

The daily wages of khadi artisans have been raised from Rs 90 to Rs 190 with the Khadi & Village Industries Commission (KVIC) approving a wage hike as well as market development assistance.

खादी ने लॉन्च की परिधानों की नई रेंज



खादी और ग्रामीणो अर्थीय (कमीज/सर्वाई) ने रंगत बिरंगे कन्वर्ट जेबे विला खादी इन्वेंट आउटडोर में हिंदू भेषी हस्त पुष्पी और महिलाओं के हिंदू विनायक विद्युत पत्नीपुष्प को केंद्रित करी कलात्मक विद्युत ने लंच किया। इस दौरान उन्होंने विनय वादकर ने शोधक जगत का विशेष खादी संस्कार का उद्घाटन किया गया। इस मौके पर सभी को सम्मोहित करने हुए कलात्मक विनय ने कहा कि खादी सभी के लिए है। पिछले कुछ वर्षों में खादी को विदेशी

Number of Patents Filed Doubled in 5 Yrs

Year	Candidates	Patents
2013-16	325	128
2014-15	266	72
2013-14	181	61
2012-13	180	70
2011-12	173	61

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Centre extends retirement benefits to all Central staff

NEW DELHI: In a measure that would benefit thousands of Central government employees, the Modi government on Friday extended the benefit of retirement and death gratuity to all, irrespective of the date on which they had entered government service. Under the existing system the pension of the Government servants appointed on or after January 1, 2004 is regulated by the new Defined Contribution Pension System (known as National Pension System) whereas those who were in service earlier were covered under the Central Service Pension (Pension) Act, 1972. It said these orders will be applicable to those notification by the Department of Personnel, the issue of grant of gratuity in respect of government employees covered by the National Pension System has been under consideration and it has now been decided that they shall be eligible for benefit of Retirement gratuity and Death gratuity on the same terms and conditions, as are applicable to other employees covered by the Central Service Pension (Pension) Act, 1972. It said these orders will be applicable to those

old loses 2 Seven held for robbing duo of 3 mobiles

राजधानी-दो

भाई-बहन के साथ जुड़ा स्वदेशी का धागा

आपकी पहिली पढ़ाई की पूरी तरह से भारतीय भाषाओं को पढ़ा है।

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अब ऑनलाइन भी मिल जाएगी खादी



वित्तीय विभाग मुंबई, 17 अगस्त

वित्तीय विभाग मुंबई, 17 अगस्त

विस्तार की पहल

विस्तार की पहल

Would you wear khadi? City youngsters speak

As handloom and handwoven textiles get an expert revival, Capital youngsters are happy taking up the humble fabric



CULTURE

Snigdha Ahuja

It's the season of celebrating traditional Indian craftsmanship, as weavers take centerstage, and age-old handloom and handcrafted designs take on a more contemporary vibe. And this is not only on the runway, but off it too. Khadi, in this context, has gained a new lease of life. Take for example, designer Ritu Beri, who recently launched a khadi collection at the Khadi India outlet in Connaught Place.

"It was a fabric I used greatly when I started out 25 years ago. I have tried to give khadi a global image and present its versatility in different ways. The effort is to reach out to the youth of India instead of restricting it to the image of yesteryears," says Beri about the collection that includes ghagras, salwars, jackets and more in khadi, for both men and women.

Delhi youngsters are also up for tapping into the indigenous fabric. "I had never thought of giving up my synthetics for khadi. But now, I don't mind picking up the fabric, especially because it's no longer something you don't find across brands. For



The effort is to reach out to the youth of India with khadi, instead of restricting it to the image of yesteryears

RITU BERI, DESIGNER

me, the rustic feel of it adds to its appeal," says 27-year-old Shashwat Gupta. Aakrithi Mehta agrees. She says, "I love getting my own easy-fit khadi dresses stitched. They are stylish and a little 'hatke'." Neil Suri, 19, who believes that reviving this handspun fabric is a family thing, says, "My mother loves to experiment with khadi and that's how I got interested in it. Plus it has a historic value."

snigdha.ahuja@indiatimes.com



खादी और ग्रामोद्योग आयोग

Khadi & Village Industries Commission
Ministry of Micro, Small & Medium Enterprises, Govt. of India

Press Release

On 70th Independence KVIC Reiterates to Endow Economic freedom to the spinners and weavers of the Sector



Khadi and Village Industries Commission, Mumbai celebrated the 70th Independence with full vigour and fervor on 15th August, 2016. Shri Arun Kumar Jha, CEO, KVIC hoisted the National flag in the premises of KVIC, H.Q. Mumbai. Addressing on this occasion the Chief Executive Officer reiterates to reach to the last man of the sector, and the spinners and weavers. Khadi and Village Industries is the only sector which can make possible economic freedom to our nationals, he added.

Shri Parag Alwani, MLA, Vile Parle Constituency, on this event launched the tri-colour Rakhi and the Designer's collection of Khadi, in the august presence of Shri Arun Kumar Jha, CEO, Shri Mohit Jain, CVO, Dy. CEO's KVIC in addition to the loyal customers and staff of KVIC.

The major attraction of the Day was Skit on Prime Ministers' Employment Generation Programme by Rajiv Gandhi college students, in addition to demonstration of Khadi and Village industries activities like live pottery demo, beekeeping activities and spinning on solar Charkha. The customers visiting 'Khadi India' Sales outlet on 15th August were welcomed with garland(Gundi) made of hand-spun Khadi yarn. The Bhavan is offering upto 20% discount on sale of Khadi clothes introduced on Independence Day in the flagship 'Khadi India' sales outlet Mumbai.

The employees of KVIC wore Khadi clothes and displayed the stickers written with "I Love Khadi" and in Hindi 'Mein Khadi Premi Hoon'.

Sd/-

Chief Executive Officer

Khadi and Village Industries Commission

KVIC REITERATES TO ENDOW ECONOMIC FREEDOM TO THE SPINNERS

Mumbai Jagriti

Khadi and Village Industries Commission, Minister (Industrial) Independence with Jugal Kishore, and former Arun Kumar Jha, CEO, KVIC, visited the National flag in the presence of KVIC, HQ, Mumbai, Maharashtra on the occasion the Chief Executive Officer reiterated to much to the last years of the sector, and the spinners and weavers. Khadi and Village Industries is the only sector which can make possible economic freedom to our nation, he added.

Paing Khadi, MGA, Village Constituency, an able member Khadi and the weaver's collection of Khadi, in the presence of Arun Kumar Jha, CEO, KVIC, and Dr. CEO's presence in addition to the presence of customers and staff KVIC.

He major attraction of Day was Skill on Prime Minister's Employment Generation Programme by Gandhi college station in addition to demonstration of Khadi and Village Industries activities like Ispat pottery, handloom, spinning, and weaving on solar Charkha. The spinners wearing Khadi Indian Shilpi outfit on 15th August were welcomed with garlands Khadi yarn. The Khadi and Village Industries is offering opportunities to the spinners and weavers.

इंडिपेंडेंस डे पर सजा खादी बाजार

खदी, भारतीय सजा खादी की पहचान के रूप में... (Text describing the Independence Day celebration at the Khadi Market, highlighting the traditional attire and the significance of the day for the Khadi sector.)

खदी बाजार में सजा खादी की पहचान के रूप में... (Text describing the Khadi Market and the traditional attire.)

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मेरी जान है तिरंगा

हर भारतीय कुर्मान होने रहता है तिरहार

खदी और सजा खादी की पहचान के रूप में... (Text describing the Khadi and Village Industries Commission's efforts to promote Khadi and the significance of the Independence Day.)

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कर्नाटक से आता है तिरंगा

22 जुलाई 1947 को अपनाया गया तिरंगा

खदी और सजा खादी की पहचान के रूप में... (Text describing the Khadi and Village Industries Commission's efforts to promote Khadi and the significance of the Independence Day.)

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इस बार स्वतंत्रता दिवस होगा खादीमय

खदी और सजा खादी की पहचान के रूप में... (Text describing the Khadi and Village Industries Commission's efforts to promote Khadi and the significance of the Independence Day.)

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लाल किले पर सलामी से पहले हर जगह तिरंगा

खदी और सजा खादी की पहचान के रूप में... (Text describing the Khadi and Village Industries Commission's efforts to promote Khadi and the significance of the Independence Day.)

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Centre, state govt staff may soon have to wear khadi once a week to office

Khadi and Village Industries Commission (KVIC) has requested all chief ministers to appeal to their employees to wear khadi once a week, say, every Friday. It earlier made a similar request to the Centre.

NEW DELHI: Khadi for nation, khadi for fashion: Prime Minister Narendra Modi's call to promote the signature fabric of India has caught on.

Central and state employees may soon have to sport khadi once a week at least. The Khadi and Village Industries Commission (KVIC), which promotes use of the cotton fabric, has requested all chief ministers to appeal to their employees to wear khadi once a week, say, every Friday. It earlier made a similar request to the Centre.

States such as Maharashtra, Uttar Pradesh and Gujarat have already decided that government employees should wear khadi one day a week, although it has not been made mandatory.

With the Modi government's push for using khadi - associated with India's freedom struggle - in daily life, the KVIC is on an overdrive to promote its products. The last seven months have seen a deluge of orders for KVIC products.

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