



कर्मो दुर्लभमसुखं  
मार्गिणम् आतिथिभक्षणम्।

# Jagruti

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## **KVIC presents: Khadi goes chic on Lakme Fashion Week 2018 W/F**



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



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not necessarily reflect the views of the  
KVIC or of the Editor.

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# KVIC launches its Exclusive Western and Ethnic Designer Collections



**New Delhi: Amid much fervor and gaiety, Union Minister of State (I/C) for Micro, Small and Medium Enterprises (MSME) Giriraj Singh launched western and ethnic designer wear collections at Khadi Bhawan at Cannaught Place .**

In his inaugural address, the minister said that from the proverbial 'Dadaji-Netaji fabric', Khadi had come a long way in the recent past, after Prime Minister's clarion call to make this signature fabric of India a mode to have 'economic transformation' in the country. "To me, the launch of exclusive western and ethnic wear collections is like Indianness fusing with different fashion trends across the globe. No wonder, in the coming days Khadi will become the global fabric," he said.

Praising Khadi and Village Industries

Commission (KVIC) for its rocketing growth in sales as well as annual turnover in the last four years, Singh further said that the growth of Khadi had become a matter of surprise for many business majors across the nation. "KVIC is really giving a real shape to the dreams



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# Khadi *thrills the crowd at* Lakme Fashion Week



## KVIC Chairman appeals to make India 'Golden Bird' again.

New Delhi: “Khadi is not a mere coarse fabric; rather it was this versatile signature fabric – for which the foreign traders used to give equal weight of gold to purchase it once upon a time and India was better known as '**Sone ki chidiya** (The Golden Bird).” It was said by the Khadi and Village Industries Commission (KVIC) Chairman Vinai Kumar Saxena, while delivering a key note address on 'Khadi and Sustainable Development' in the inaugural session of the 14th edition of the Sustainable Fashion Day at Lakme Fashion Week on 23rd August 2018 in St. Regis Hotel, Mumbai. Incidentally, it was also the first occasion that the KVIC had collaborated with Lakme Fashion Week, in which collections made by four designer labels with hand-spun and hand-woven Khadi fabric – hand-spun in sleepy cluster areas of Elgandal (Telangana), Kanjarpur (Madhya Pradesh), Bastar

(Chhattisgarh), Hoshiarpur (Punjab), Malda, Burdwan and Murshidabad (West Bengal). Saxena further said that showcasing Khadi on this ramp would definitely change the common man's perception about Khadi being a stereotype fabric made for a particular class. “As Khadi signifies honesty, dedication, sincerity, purity, only Human Resource, hand-spun and hand-woven, empowering

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# A proud walk with Khadi on Lakme Fashion Week

Fashion Week Winter/Festive 2018

*Khadi and Village Industries Commission's magnificent Khadi showcase exhibiting the stunning work of four designers opened the sustainable fashion day at Lakmé.*



Mumbai, 23 rd August 2018: Bringing the beauty and glory of India's Fabric of Freedom to centre stage at Lakmé Fashion Week Winter/Festive 2018, the grand Khadi showcase by the Khadi and Village Industries Commission opened the Sustainable Fashion Day with four stunning designers'



collections. “Through the prism of pride, and the conscious effort to a better & sustainable future, we spin Employment and weave prosperity in India”.

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the poorest of the poor and Swadeshi, it is the only product in the modern history that has stood the test of time as a vehicle of sustainable development self reliance. In Khadi, we spin employment and weave prosperity in India. Charkha is not a symbol of commercial war, but of commercial peace,” he said. Expressing his gratitude to Prime Minister Shri Narendra Modi for catching Khadi's latent potential, Saxena said that the Prime Minister had often called this phase as 'Khadi for fashion' and 'Khadi for Economic Transformation'. “Even in the changing times, although the models of development have changed to some extent, sustainability has always been at the core for Khadi. With its diversified canvass, Khadi's principles of sustainable development reverberate from all directions: from helping terrorism affected families to find life support to giving economic freedom to

tiger attack victim families and from rehabilitating poaching affected communities to self employing displaced people the Narmada valley,” he said. The season's most coveted designers were seen under one roof and work their magic with styles and trends that make the fashion and beauty nothing less than grandeur and unlimited facets of Khadi were showcased by renowned fashion designer at the LFW. While Lars Anderson showcased Khadi Matka Love Story, the Third floor clothing by Saloni Sakaria, Jamdaani fabric of Pallavi Shantam, Murshidabad Khadi by Jewellyn Nalvares and Buna's Collection were majestic in exploring immense potential of India's heritage fabric. The four sequence events, with one sequence of each designer and 26 models rocking on ramp in Khadi designer fabric virtually thrilled the spectators.

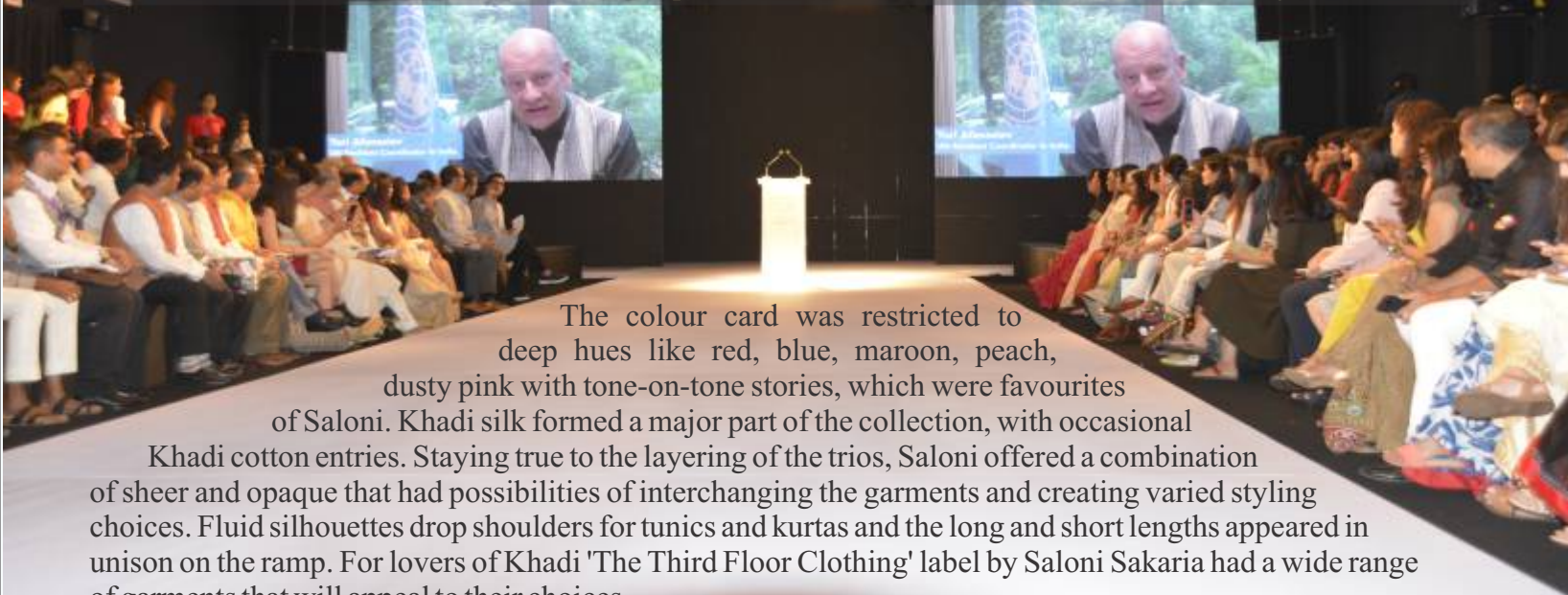
# Buna – A Japanese Flavour For Khadi

Buna', the brand started by Pallavi Shantam in 2017, gave an innovative fashion direction to traditional Khadi. Calling her collection as the "Time Whisperer" that was heavily rooted in the Japanese Wabi-Sabi concept, the designer brought imperfections to the forefront in a stylish form. Pallavi developed the collection with Jamdaani, woven stripes Khadi with Zari made by weavers from Burdwan West Bengal. While some of the striking creations were in Khadi Silks, a jacket in wool and 200 count Khadi was the arresting piece. Aiming to bring Khadi to the global platform, Pallavi gave a luxe image to the fabric, thus making it apt for a more sophisticated and stylish audience. With Khadi's hand spun and woven history in the limelight; the 'Buna' label highlighted the imperfections of the fabric by adding patchwork to create new textures. Additionally, there were block prints of nature in the form of flora that were placed in shadowy forms to create an air of mystery. Shades of pale pink, black, white and yellow were the main hues for the fabrics. Delicate flowers, buds, leaves, berries and hedgerow appeared periodically on sheer Khadi silks and muslin. The almost rural, bucolic, pastoral, setting with faded blooms gave a vintage feel. The applique embroidery had a marked home grown feel that exuded a certain sense of calm. The ilhouettes were softly flowing as the midis; bias cut minis, fluid maxis and languid creations moved in perfect harmony on the serene models. The "Time Whisperer" collection in Khadi, by Pallavi Shantam's 'Buna', not only created a serene, bohemian, mood for the wearer, but also offered a Zen like quality.

*Indian models showcase creations by designer Lars Andersson in collaboration with Khadi and Village Industries Commission (KVIC) at the Lakme Fashion Week (LFW) Winter/Festive 2018 in Mumbai, on August 23, 2018.*

## The Third Floor Clothing— Androgynous Khadi Options

Saloni Sakaria's 'The Third Floor Clothing', had a definite idea of how Khadi should be showcased. Maintaining the brand's characteristic design elements intact that included layering and androgynous silhouettes pants and jackets gave a new style dimension to the fabric. - the collection presented in trios of There was a hint of modesty and decorum in the ensembles with the addition of experimental embroidery and surface techniques. ong/short tunics.



The colour card was restricted to deep hues like red, blue, maroon, peach, dusty pink with tone-on-tone stories, which were favourites of Saloni. Khadi silk formed a major part of the collection, with occasional

Khadi cotton entries. Staying true to the layering of the trios, Saloni offered a combination of sheer and opaque that had possibilities of interchanging the garments and creating varied styling choices. Fluid silhouettes drop shoulders for tunics and kurtas and the long and short lengths appeared in unison on the ramp. For lovers of Khadi 'The Third Floor Clothing' label by Saloni Sakaria had a wide range of garments that will appeal to their choices.

**Lars Andersson** – A Khadi Matka Love Story Designer Lars Andersson is no stranger to the Indian fashion scene. Swedish by origin, and a resident of London, the designer launched his line in Brooklyn, New York. The inspiration to his collections has always been several cultures, religions, tribes and global citizens. He has held several knitwear shows in India that have earned him numerous accolades for their unisex appeal.

Lars Andersson's look has always been termed as totally minimal, timeless, urban and bohemian that infuses craftsmanship with modern classics, ethnic tribes and even religion.

Creating his knitwear in Nepal and wovens in Kolkata, the Khadi and Matka collection by Lars was termed a fabric love story between these two textiles. The designer had developed the collection with 300-400-500 count Khadi and matka silk, which gave an interesting dimension to the fabric.

It was fabrics in their purest forms with an inspiration that swayed between the East and West as well as masculine and feminine.

Offering a line of gender-neutral garments, Lars remained true to his style sensibilities and displayed easy relaxed silhouettes that would appeal to buyers of all shapes, sizes and sexes. Drapes and bias fluid shapes ensured the timeless quality of the creations. The tiered skirts with shirts, strappy summer dress, tie-up jacket and belted soft coats with



## *Jewellyn Alvares – Fusion Men's Wear*

kimono silhouettes were the staples of the collection.

Jewellyn Alvares one of the leading bridal wear designers known for his “Jule Bridal” label turned his gaze for the first time onto men's wear for his Khadi collection called “Converge”. Working with pure rustic traditional Khadi with the inherent slub weave, Jewellyn used his women's wear pattern making skills for men's wear. Inspired by the poem “I Love a Lonely Winding Road” by Alora M Knight; Jewellyn used the words to guide him on the design path for his first men's ready-to-wear collection. There were spirals, asymmetry, layering some controlled volumes that pushed his creativity to explore new avenues. Working with shades of beige, off-white, green, purple and mustard, Jewellyn worked on construction techniques instead of embellishments. The bias cuts merged into stripes, while asymmetric lengths gave the tunics, pants, shirts, jackets and coats an interesting angle in specially developed Khadi cotton that stayed true to the title of the

collection. Different textures counts and weights of Khadi were the mainstay of the collection. Blurred stripe formations converged into slopes and were aligned into patterns and volumes. Playing with collars, Jewellyn brought the mandarin and shirt versions, but extended them or reduced the look to half the style. The round and 'V' necklines were prominent, while the coordinated sets were ideal men's wear. Although the trousers were classic and narrow, the lengths were flexible but the fusion, contemporised, versions of the trench coat merged with the sherwani or bundgala, offered experimental options.

## *Featured fabrics by cluster artisans*

Beldanga Khadi Gramodyog Samiti, Murshidabad, Goraipur Khadi & Shilp Sanstha, Murshidabad, Natraj Khadi Shilp Sansthan, Burdwan, Manav Seva Samiti, Kanjarpur, Chandrakanta Khadi Gram Seva Kendra, Murshidabad Gramin Vikas Seva Sansthan, Chhattisgarh Kantian Gram Udyog Samity, Punjab Palli Unnayan Khadi Kendra, Malda.



# KVIC CELEBRATES 72nd INDEPENDENCE DAY



C O.Mumbai



**Celebrating 72nd Independence Day of the country, Smt. Preeta Verma, Chief Executive Officer hoisted the National Flag in Central office of Khadi and Village Industries Commission in Mumbai.**

Speaking on this occasion, Chief Executive Officer said that the honorable Prime Minister Shri Narendra Modi has repeatedly mentioned in his radio talk Mann ki baata about the encouragement of khadi. She also mentioned about Khadi exhibition in Indian Embassies of 10 countries organized by Khadi and Village Industries Commission which would encourage the sale of Khadi at international level.

Emphasizing the importance of Khadi, Mahatma Gandhi had conveyed the message to the world that freedom movement is connected to the social, cultural and economic independence of a person who lives in the village and whose livelihood is related to hand spun and hand woven cloth that is Khadi, she added.

The National Anthem spread out the zeal and fervor in the premises of Khadi and Village Industries Commission on this occasion.

Smt. Usha Suresh, F.A., KVIC; Shri Y.K.

Baramatkar, Dy. CEO, Shri M. Rajan Babu, Dy CEO and other officials of KVIC were present on this occasion.



At Meerut

At Bhopal





# KGB, Madgaon inaugurated



*Recently renovated and renamed as Khadi Lounge, the Khadi Gramodyog Bhavan, Madgaon was inaugurated on 14<sup>th</sup> August 2018 by Dr. Mridula Sinha, Hon'ble Governor of Goa in the august presence of Shri Vinai Kumar Saxena, Chairman KVIC; Advocate Shri Narendra Sawaiakar, Member of Parliament and distinguished guests Shri. Narayan Sawant, Chairman Khadi and V.I. Board, Goa.*

To promote Khadi and Village Industries products produced by the micro institutions and units, Khadi and Village Industries Commission had set up Khadi Gramodyog Bhavan at Panaji and Madgaon in the year 1963 and 1976 respectively. The lounge has premium products of Khadi material and readymade designed by top designers and best export quality village industry products.

Khadi and Village Industries Commission has its State office at Panaji wherein various Programmes of KVIC are implemented through Goa Khadi and Village Industries Board with support from KVIC so as to reach deep into the rural areas where unemployed youth can be given training and help them get employment

## Chairman, KVIC inaugurated Gramalaxmi showroom- a Khadi India outlet at Ahmedabad



## Backward forward linkages online portal launched

CEO, KVIC, Smt. Preeta Verma launched online portal for Backward forward linkages. This portal is developed by directorate of information technology. Smt. Usha Suresh, Financial Adviser,

KVIC; Jt. CEO Shri K.S.Rao , Dy CEO Shri Y.K. Baramatikar and all programme Directors were present on this occasion.

## Khadi goes Global- exports articles to Trinidad and Tobago

**New Delhi:** When on 15th August this year, India would be celebrating its 71st Independence Day, a small twin country in North Atlantic would also have all the reasons to cheer up for boasting its association with India – often called 'The Grandmother Nation' by the people there.

Yes, the articles of Khadi, the Gandhian mega symbol of self reliance, is all set to touch the shore of Trinidad and Tobago this month as Khadi and Village Industries Commission (KVIC) has despatched its consignment of Khadi products to the High Commission of Trinidad and Tobago on 2nd August 2018.

On 5th of July this year, Bishwadip Dey, Indian High Commissioner to Trinidad and Tobago met KVIC Chairman Vinai Kumar Saxena at his New Delhi office and informed him that there is a considerable population of Indian origin there and 110 people are of the age of 90 to 110 years who have seen four generations. As the Indian High Commission had decided to provide Khadi Gift hampers to some dignitaries on Independence Day this year, it ordered for supply of 200 boxes of Khadi napkins in paper board packing and 150 boxes of Khadi Napkins in wooden box packing, which was dispatched to Port of Spain today . Not only that, the

Indian High Commission had also expressed its desire to purchase Khadi Yoga Kit, Khadi Yoga Mat, Diary made out of Handmade paper with quotes of Gandhiji and garland made out of Sandal wood bark from KVIC.

With this supply order, KVIC Chairman appears very enthusiastic. “I was happy to know that there is also a Gandhi village there and large number of population celebrates Diwali festival every year for nine days. Keeping in view the large number of population of Indian origin and initiative of prime minister Modi to popularize Khadi globally , we decided to facilitate as many as 110 elderly Indians aged 90 to 110 years – all nonagenarians – on 8th September by offering them Khadi angvastram ,” he said, adding, “As the High Commissioner requested KVIC to gift 110 pieces of shawls / Angvastram along with same number of Tri colour Khadi gundi mala of one hank length, we dispatched those items also to the High Commission as a goodwill gesture on today .”

Saxena further said that keeping in view of future prospects of Khadi marketing, KVIC had also decided to participate in the nine days' Diwali festival fair during November 2018 in Trinidad and Tobago. It will create awareness about Khadi among the people and also helpful in identifying potential buyers.



# KVIC's Mission exhibitions at 10 countries on 15th August

**New Delhi: The signature fabric of India, i.e. Khadi, is all set to rock the exclusive exhibitions across the globe as the Ambassadors/ High Commissioners to 10 countries have decided to organise exclusive week long exhibitions at different places in their respective countries during India's Independence Day Celebrations there – to display some of the niche products supplied by the Khadi and Village Industries Commission (KVIC). The products for these exhibitions had been shipped for abroad on 7th August.**

And, it all happened when KVIC Chairman Vinai Kumar Saxena wrote to Indian Embassies to 42 countries last month, seeking their support in promoting Khadi in their respective consulates during the 15th August Celebrations this year. "In what comes as the increasing popularity of Khadi across the globe, 26 Embassies/High Commissions responded positively and shown their interest in promoting the signature fabric of India," he informed.

It may be mentioned here that during the

MSME Conclave this year, the Union Minister of State for MSME Shri Giriraj Singh had expressed his desire to take Khadi on international platform by holding exhibitions on foreign soil on 15th August. Later, the KVIC Chairman, in consultation with Secretary, MSME, A K Panda, finally decided 10 places namely Bahrain, Tehran, London, Singapore, Jordan, Perth, Ottawa, Portugal, Jeddah and Rome for displaying Khadi and village industries products, which include 20 types of fabric – from muslin to silk and from cotton to wool – along with selected high-quality readymade garments like Modi Jacket, shirts, tops, designer kurtas, western wear and niche village industries products like shops, shampoos, sanitizers, herbal tea/coffee, leather wallets etc.

Fashion Diva Ritu Beri provided inputs for preparation of product catalogues and samples professionally – with complete product description of the respective products.

"Incidentally, it is the first move of taking Khadi – from local to global – in the history of KVIC. Based on Khadi's multiplying USP abroad, KVIC would organise similar exhibitions in 50 other countries on October 2, which incidentally coincides with 150th Birth Anniversary of Mahatma Gandhi," Saxena further said, adding, "It will also work on the wish-line of Prime Minister Shri Narendra Modi – who always wanted to take Khadi on global level."

Earlier this month, the KVIC had dispatched its consignment of Khadi products to the High Commission of Trinidad and Tobago on 2nd August. As the Indian High Commission had decided to provide Khadi Gift hampers to some dignitaries on Independence Day this year, it ordered for supply of 200 boxes of Khadi napkins in paper board packing and 150 boxes of Khadi Napkins in wooden box

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# KVIC launched unique Hand made paper carry bags made from mixing plastic waste



*In its commitment to be an active participant in Swachh Bharat Abhiyaan, the Khadi and Village Industries Commission (KVIC) has derived a proportional yet novel way to reduce one of the biggest problems of contemporary world, i.e. plastic menace, under its unique project named REPLAN (reducing plastic in nature).*

Keeping in mind, the present theme for the year 2018, taken globally on the World Environment Day as 'Beat Plastic Pollution', the KVIC Chairman Vinai Kumar Saxena launched freshly made rag picked, degraded and processed plastic waste mixed carry bags yesterday 30<sup>th</sup> August at Kumarappa Handmade Paper Institute (KNHPI) Jaipur.

Saxena visited KNHPI in Sanganer, Jaipur, a KVIC unit, on 2<sup>nd</sup> August this year. Faced with the piles of polythene waste in the suburb areas of Jaipur, he thought its utilization in handmade paper making. "He asked the KNHPI officials to collect

plastic garbage from the nearby drainage and after necessary cleaning and processing, mix the plastic waste in the paper pulp up to 20 percent to ascertain whether plastic waste can be utilized in handmade paper industries or not," says Saxena.

Accordingly, plastic waste was collected and the experiment was done by KNHPI scientists 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 very successful. The preliminary studies showed potential of utilization of polyethylene waste in handmade paper making to make the cost effective paper carry bags etc. It may become a great revolutionary step towards maintaining environment and green earth. The project has been coined as REPLAN (REmoving PLAstic from Nature).

From experiment to launch of commercial production of hand made paper bags with mixed plastic waste has been completed in a record time of 28 days.

Serving the cause of swachh Bharat, giving better remuneration to rag pickers and creating a transitional phase in plastic removal from our lives, in the project REPLAN, the waste plastic from nature is collected, followed by the process of cleaning, chopping, beating and chemical treatment for softness. After that, it is mixed with the paper raw

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# Sadbhavana Diwas observed in KVIC

Khadi and Village Industries Commission observed sadbhava diwas at Central Office, Mumbai. On this occasion all the officials of KVIC took pledge to work for emotional oneness and harmony of all the people of India regardless of caste, region, religion or language. The pledge was administered by Shri K.S.Rao, Joint Chief Executive Officer, KVIC.



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material i.e cotton rags pulp in a ratio of 80 % (pulp) and 20% (plastic waste) and finally sheet making.

Earlier the cost of production of handmade paper made of white cotton rags was Rs.100 per kg. However after mixing polythene waste it has come down to Rs.66 per kg. i.e reduction of 34% in the cost of production. Earlier the cost of production of handmade paper carry bag made of white cotton rags was Rs. 15.50 per bag, now it has come down to Rs.12.10 per bag. For manufacturing of 1 lakh carry bags 10 metric tons pulp is required. Now with this experiment of 20 % mixing of plastic waste, 2 metric ton plastic waste will be utilized in the manufacturing of 1 lakh carry bags, which will remove plastic waste from the environment considerably. KNHPI has already got supply orders of 75,000 carry bags so far worth Rs 78 lack which is likely to grow due its cost effectiveness and durability.

Interestingly with the mixing of 20% plastic waste, the strength of bags have increased by 7%.

It may be noted that KNHPI, an institution established by KVIC some 26 years back with

UNDP assistance was lying in bad shape almost with no substantial work in hand. KVIC was meeting all its expenditure from its budgetary support. Now with this initiative not only plant and machinery will be utilised at the optimum level but the profits earned will make the institution self-reliant.

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packing, which was dispatched to Port of Spain. Keeping in view the large number of population of Indian origin, KVIC also decided to facilitate as many as 110 elderly Indians aged 90 to 110 years – all nonagenarians – on 8th September by offering them Khadi angvastram and tricolour Khadi gundi mala.

Saxena further said that these gifts would certainly connect those aging people from their roots in India. Keeping in view of future prospects of Khadi marketing, KVIC had also decided to participate in the nine days' Diwali festival fair during November 2018 in Trinidad and Tobago. "It will create awareness about Khadi among the people and also helpful in identifying potential buyers," he added.

# Bee Keeping Training at Bali Island



Tigers are recovering due to the Loyal Bees. Tiger attack affected families have pursued this new profession with a passion to rebuild lives. Beekeeping workshop is in progress.



KVIC's Honey mission has never looked as sweet as it is looking now in Bali Island. Lives destroyed by

## Kerala flood relief by Khadi Institutions of Tamilnadu



Never requested for never asked for...but KIs in Tamilnadu rose to the occasion realizing the need...that is spirit....my wholehearted gratitude to TN KIs....TN always. ..like that...keeping one part thier heart for kerala

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of Prime Minister as it is the biggest job-provider in the nation,” he said.

Earlier, KVIC Chairman Vinai Kumar Saxena, in his welcome address, said that Khadi had created some sort of ethical competition in the apparel and fabric world. “As made of natural fiber, Khadi has zero-carbon footprint and is hand-spun and hand-woven – it always catches the eyes of both designers and customers. In the last four years, the craze of Khadi – especially among youths - has multiplied. And, to cater the need of such a large fanfare of Khadi, we are always trying to make it trendy,” he said.

Among others, who were present on this occasion, were MSME Secretary Arun Kumar Panda and KVIC members Dr Hina Shafi Bhat and J P Tomar.

### खादी ने पेश किया इंडियन और वेस्टर्न कलेक्शन



समर्पण संवाददाता, नई दिल्ली : दादाजी-नेताजी की प्रिय खादी लंबा स्फुरत रूप कर चुकी है। खादी के पारंपरिक और पश्चिमी परिधान के रूप में डिजाइन किए जाने के बाद अब इसे दुनिया भर में पसंद किया जाएगा और इसमें कोई आश्चर्य नहीं है कि भारत का यह सिग्नेचर फैब्रिक आने वाले समय में वैश्विक ब्रांड बन जाएगा। यह बात माइक्रो, लघु और मध्यम उद्यम (एमएसएमई) मंत्री गिरिराज सिंह ने कर्नाट प्लेस के खादी भवन में इंडियन केम्टन डिजाइनर विवर के लांच के मौके पर कही। मंत्री ने कहा कि खादी और ग्रामोद्योग आयोग (केबीआईसी) की धिक्की में तेजी से बढ़ती रहे साथ-साथ पिछले चार सालों में अर्थिक क्रॉइओर में काफी वृद्धि हुई है जो कई व्यापारिक कंपनियों के लिए आश्चर्य की बात बन गई है। केबीआईसी प्रधानमंत्री के सपने को वास्तविक आकार दे रहा है, क्योंकि यह देश में सबसे बड़ा नौकरा प्रदाता है। केबीआईसी के चेयरमैन विनय कुमार सक्सेना ने कहा कि खादी और ग्रामोद्योग आयोग की पहल पर वर्ष 2004 से 2014 के बीच खादी के उत्पादों की बढ़ती जो 6.6 थी, वह 2014 से 2018 के बीच बढ़कर 133 फीसद हो गई है। खादी को हर वर्ग के लोग पसंद कर रहे हैं और पिछले चार वर्षों में खादी की लोकप्रियता खास कर युवकों में बढ़ी है।

### राष्ट्रीय-राजधानी-समाचार: बुधवार 21 जून 2018 3



### लकमे फैशन वीक' में थीम लाइन होगी- "खादी"

#### खादी आत्मनिर्मरता के एक नए मॉडल का प्रतिनिधित्व करती है

राष्ट्रीय संवाददाता मुंबई: मुंबई में पहली बार भारत के संस्कृतिक वारस का पूरा डिजाइन "खादी-साल विकसम"- 23 अगस्त को सेट सेट फेशन वीक में "संस्कृतिक फैशन वीक" के 14 वें संस्करण के दौरान केंद्र-परम में होना लगे है। संस्करण में यह पहला अगस्त में ही "खदी और ग्रामोद्योग आयोग (केबीआईसी) लकमे फैशन वीक के साथ सहयोग करेगा, जिसमें "खदी-साल डिजाइनर वीक" (संस्कृतिक फैशन वीक) के अंतर्गत एक विशेष कार्यक्रम का आयोजन किया जाएगा। खादी और ग्रामोद्योग आयोग के अध्यक्ष विनय कुमार सक्सेना, "खदी-साल डिजाइनर वीक" पर संवैधानिक रूप से, वे कहा कि इस पैर पर खादी का प्रदर्शन करने में निश्चित रूप से खादी के बारे में आम जनता की जागरूकता में वृद्धि आएगा। खादी एक विशेष रूप के लिए खादी युवकों या राजस्वकों के लिए ही नहीं है। खादी साल विकसम का एक अहम उपकरण है और साथ ही यह खादी परमों का संकेत प्रस्तुत किया जाएगा। खादी और ग्रामोद्योग आयोग के अध्यक्ष विनय कुमार सक्सेना, "खदी-साल डिजाइनर वीक" पर संवैधानिक रूप से, वे कहा कि इस पैर पर खादी का प्रदर्शन करने में निश्चित रूप से खादी के बारे में आम जनता की जागरूकता में वृद्धि आएगा। खादी एक विशेष रूप के लिए खादी युवकों या राजस्वकों के लिए ही नहीं है। खादी साल विकसम का एक अहम उपकरण है

### संस्था संघ में नई बिक्री भवन का शुभारंभ, खादी संस्थाओं की समस्याओं पर की चर्चा

अब खादी में बच्चों के लिए शॉर्ट्स और टी-शर्ट्स का उत्पादन शुरू किया गया है। खादी संस्थाओं की समस्याओं पर की चर्चा

जयपुर | खादी और ग्रामोद्योग आयोग के अध्यक्ष विनय कुमार सक्सेना, प्रीता चर्मा, मुख्य कार्यकारी अधिकारी एवं वित्तीय सलाहकार तथा सुरेश खादी और ग्रामोद्योग आयोग के द्वारा उनके जयपुर प्रवास के दौरान खादी भवन नई दिल्ली के वेस्टर्न पैटर्न एवं रितु बेरी द्वारा डिजाइन किए गए विचार वस्त्रों का संस्था संघ, जयपुर के परिसर में नवीनीकृत बिक्री भवन में बिक्री का शुभारंभ किया गया। इससे पूर्व खादी और ग्रामोद्योग आयोग के राज्य कार्यालय में खादी संस्थाओं की विभिन्न समस्याओं पर राजस्वधान की संस्थाओं के प्रतिनिधियों के साथ विस्तृत चर्चा की गई और उर्ध्वन स्पॉट समाधान किया गया।

अब खादी में बच्चों के लिए शॉर्ट्स और टी-शर्ट्स का उत्पादन शुरू किया गया है। खादी संस्थाओं की समस्याओं पर की चर्चा

### पीएमईजीपी में 24,776 लोगों को स्वरोजगार के लिए ऋण का लक्ष्य

एमएसएमई सचिव के कहना, बैंक योजना के तहत प्राथमिकता से दो ऋण

जयपुर | प्रधानमंत्री रोजगार सृजन कार्यक्रम (पीएमईजीपी) के मौजूदा वित्त वर्ष के दौरान प्रदेश में 24,776 लोगों को स्वरोजगार के लिए ऋण देने का लक्ष्य रखा गया है। मुख्यमंत्री अंतर्गत के सुशासनिक अर्थिक विकास को मॉडर्न बनाने के लिए खादी को चुना है। योजना में अधिकतम 25 लाख रुपए तक का अनुदानित ऋण बैंकों के माध्यम से दिया जाता है। इसके अलावा लोग लेने वाले को प्रशिक्षण भी मिलता है। एमएसएमई सचिव नवीन शाहन ने बैंकों को पीएमईजीपी के तहत प्राथमिकता से ऋण वितरण को कहा है। सोमवार को उद्योग भवन में राज्य स्तरीय निष्पत्ती समीक्षा की बैठक में उन्होंने बताया कि इस साल 3097 प्रोजेक्ट के माध्यम से 24,776 लोगों के लिए रोजगार उपलब्ध कराने का लक्ष्य है। वहीं, 5747 रोजगार मुलत करण का लक्ष्य है। पीएमईजीपी योजना में खादी एवं ग्रामोद्योग आयोग, राजस्वधान खादी एवं ग्रामोद्योग बोर्ड और शिक्षा उद्योग केंद्रों के माध्यम से प्रोजेक्ट स्वीकृत कर ऋण उपलब्ध कराया जाता है। औद्योगिक निदेशक बी.सी. गुप्त ने बताया कि पिछले वित्त वर्ष में 1577 प्रोजेक्ट स्वीकृत कर 10,518 रोजगार सृजन किए गए। बैंक और राष्ट्रीय संप्रदाय बैंक और इंडिया सीमांत बैंक के दो ऋण वितरण में बेहतर काम किया। बैंक में बैंक अधिग्रहण भी मौजूद रहे। औद्योगिकीकरण पर फोकस उद्योग अत्युक्त डा. सचिन शर्मा ने उद्योग विभाग के अधिकारियों व कर्मियों से सीधे संवाद करने का प्रयास किया और औद्योगिकीकरण और रोजगार सृजन को बढ़ावा देने में सभी की सक्रिय सहभागिता सुनिश्चित करने की जरूरत बताई।

जेपीएम में 2,500 करोड़

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# REVIVING TRADITIONAL FABRICS AND PROMOTING SUSTAINABLE FASHION

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Pic: Prathmesh Borkdekar and Tejas Kudtarkar

Day 2 of the Lakmé Fashion Week Winter/Festive 2018 at The St. Regis Mumbai started with Dila Mirza conducting an elaborate discussion on circular fashion and sustainability where she spoke about the importance of making eco-friendly products more accessible by reducing their cost.

In terms of fashion; from loose, free-flowing mid-length dresses, *ghagra-cholis*, skirts, *sherwanis* to silk sari, *anarkalis* and kurtis, day two was all things Indian. If international designer Lars Andersson closed his contemporary knitwear show with *Vande Mataram*, desi designer Sunita Shanker made transgender Bharatnatyam dancer Nartaki Nataraj open her collection on revival of traditional silks with a modern twist, like the Kanjeevaram. Even the props used in various shows exuded Indian charm — from *gajras* to *maang tikas*. Designer Rajesh Pratap Singh, who closed the day with his collection 'Planet 'ositive', which was an amalgamation of indigenous Indian crafts like Chanderi,



Banarasi etc. and ecological fibres, had actor Rajkumar Rao open and close the show for him in an all-white ensemble. On the other hand, Sushmita Sen turned showstopper for Sunita Shanker in a grand reversible sari, which is a mix of jumpsuit and sari that can be worn in

four different ways. Designers Jewellmy Alvares, Gunjan Jain and others dedicated their collections to handwoven attires like saris and other garments along with presenting the different and ever-evolving facets of khadi in the modern world.



## Popularising the charkha, KVIC-style

For Gandhiji, the 'charkha' was the 'dharma chakra', the instrument of our proud inheritance that needed to be reinserted into our national lives

VINAY KUMAR SAXENA



**A**ny wheel is symbolic of changing times, revolving fortunes of people and reminiscent of justice that does not discriminate between people or epochs of history. A wheel is always seen as a unifier and an icon of our past, present and future.

When emperor Ashoka used the wheel as a 'dharma chakra' and installed it in edicts and around his empire, he had just one intention in his mind: Establishing 'social justice, indiscriminate and reducing inequalities'. That symbolism, that he established in the Indian society, is an asset of immemorial heritage. Chakra, as a propagator of 'dharma', still revolves at the core of our social value system. And values of inheritance do not change with passing time. Gandhiji reiterated this to us over a century ago. In his eminence of thought, dharma gave people self-reliance, life support and opportunity to hold the heads high and stand on one's own feet. For Gandhiji, the 'charkha' was the 'dharma chakra', the instrument of our proud inheritance that needed to be reinserted into our national lives and consciousness.

The Khadi and Village Industries Commission (KVIC) is a custodian of this fortune of inheritance. Commemorating this monumental and extraordinary inheritance of value, the KVIC, under the guidance of Prime Minister Narendra Modi, has embarked on a mission of installing 'charkhas' in prominent places of India and abroad as a constant reminder of our commitment to 'social justice' and people's 'self-reliance' as a tribute to dharma.

The KVIC has also embarked upon distributing charkhas to the poor of India, following the spirit of this inheritance of heritage. While in a decade after 2004, successive Governments had just distributed 175 charkhas, minimising the message of dharma as established by Gandhiji, the KVIC in the past three years distributed more than 31,000 charkhas to the needy artisanal families across the length and breadth of the country. Inheritance of social justice and self-reliance is now an asset of pride, thanks to the spinning wheel.

As for establishing the visibility of the message of charkha's symbolism to India, the KVIC at first installed a high-quality Burma teak-wood four-ton charkha on July 5, 2016, at Terminal-3 of Indira Gandhi International Airport in New Delhi. This was the world's largest wooden charkha — nine feet wide, 17 feet tall and 30 feet long — it has been silently broadcasting Gandhiji's idea of social justice to millions of travellers. The KVIC then installed a 13 feet tall and 25 feet long world's largest steel charkha at Connaught Place on May 21, 2017, along with the establishment of the Heritage Charkha Museum. It has become so popular that now the people have rechristened the area as Charkha Chowk.

To mark the celebrations of Champaran Satyagraha centenary across the nation, another 18 feet long, 5.75 feet wide and 10 feet high grand steel charkha was installed on April 15, 2018 in Charkha Park, located in front of the Gandhi Museum at Motihari in Bihar. Not only that, as a part of the centenary year celebrations of Gandhiji's Swadeshi Movement alias BUBU in Uganda, the KVIC donated a 25-kg high-quality teak wood 3.6 feet long charkha to the Gandhi Heritage Site at Jinja in Uganda on October 2 last year, which is also the International Day of Non-Violence. And, the last but not the least in this lineup is the installation of a 2.2-ton large stainless steel charkha, made of high-quality chromium-nickel, corrosion resistant, non-magnetic and non-hardenable (11 feet tall, 22 feet long and 6.5 feet broad) stainless steel, near gate number 3 of Sabarmati River Front Park on the opposite bank of Sabarmati Ashram at Ahmedabad, which was unveiled on June 26, 2018 as a tributary endeavour to 150 years of the birth anniversary of Mahatma Gandhi — also known as 'Saint of Sabarmati'.

Much like the legendary idea of building Taj Mahal and Lal Quila on opposite banks of Yamuna River at Agra, the stainless steel charkha is the first charkha of this sort in Gujarat — the native State of Mahatma Gandhi. Since the location is so strategic, this charkha is visible to one and all coming to the Sabarmati Ashram and Dandi Bridge, from where Mahatma Gandhi kicked off the famous Dandi March.

Apart from installation of these monumental charkhas, Prime Minister Narendra Modi also advocated that a wider distribution of charkhas in every corner of the nation for creation of job opportunities for rural masses at their doorsteps, needs to be accomplished. Following this dedication to the cause, from November 2015, the KVIC has so far distributed more than 6,000 looms in addition to 31,000 charkhas given to artisans. Besides, nearly 2,100 solar charkhas, too, have been given for the very first time after independence in such a large scale.

Over a million artisans living in rural India, predominantly women, aspire to possess one single instrument — charkha, which can empower them to spin khadi yarn and sustain their family. And in the spirit of the 'dharma' of social justice, the KVIC constantly caters to the need and sustains those lives that build the inner fibre of modern India. For the KVIC, charkha and dharma are two inseparable halves of national consciousness.

(The writer is Chairman, KVIC)

## Khadi to be theme-line in LFW

OUR CORRESPONDENT

FOR THE FIRST TIME, the core principle of the signature fabric of India (Khadi) — sustainable development — will be at the centre stage during the 14th edition of the Sustainable Fashion Week at Lakshmi Fashion Week on August 23 in N Regd, South, Mumbai.

Incidentally, it is also the first occasion that the Khadi and Village Industries Commission (KVIC) would be collaborating with Lakshmi Fashion Week, in which collections made by first designer labels with hand-spun and hand-woven Khadi fabric — hand-spun in slippy cluster areas of Elanurkudi (Tirunelveli), Kozhiker (Madhya Pradesh), Bantur (Chattisgarh), Madhupur (Chhattisgarh), Mulla, Berozwan and Dornabhabad (West Bengal).

KVIC Chairman Vinay Kumar Saxena — who would also deliver a keynote address on 'Khadi and Sustainable Development' in the inaugural session, said that showcasing Khadi on this stage would definitely change the common-rubbish perception about Khadi being a primitive fabric made for a particular class.

"Khadi is a perfect example of a sustainable development as it comes from sustainable process of hand-crafting,



local spinning, and hand weaving, which are completely sustainable because they are based on individual level competencies and skills, thereby the market process generates employment and access for the rural masses as it is not requiring intensive or technology intensive," he said.

"The products are completely recyclable and biodegradable. Khadi represents a new model of self-reliance, where the artisans depend completely on their own locally produced resources, avoiding imports and generating sustainability of the individual as well as the society and nation as a whole," he added.



Supporting the agenda to Prime Minister Shri Narendra Modi for catching Khadi's latent potential, Saxena said, "With no diversified canvas, Khadi's principles of sustainable development

manifests from all directions from budgetary increments offered facilities to fund the support to giving someone freedom to fight against vicious localities and from manufacturing pushing affected communities to self-employing displaced people for Normada welfare."

"The sector's most covered programs would come under one roof and work their magic with styles and trends that make the fashion and beauty setting less than a revelation."

Many facets of Khadi will be showcased by renowned fashion designers at the LFW.



## Charkha glistening in Sabarmati!

The land of Ahmedabad is often synonymous with the residence of the great leader of our nation. This year marks the addition of one of his key symbols, to commemorate him and his contributions

**When one thinks of Sabarmati, the first image that pops up in the mind is that of the father of our nation, Mahatma Gandhi. For a long time now, Sabarmati has been known by the Ashram of the same name that is located there, the ashram that was one of the residences of the Mahatma, where he stayed on for more than a decade with his wife. Ever since then, this place has been associated with the advocate of peace. Now, one more element has been added here, associated with this great leader of our freedom struggle.**

In keeping with the sanctity and historical importance of the place, last month, the Khadi and Village Industries Commission (KVIC) began the installation work of a large 'charkha' on the east bank of the Riverfront in Ahmedabad, right opposite the Sabarmati Ashram. This 11 ft. tall installation was unveiled on July 1 in the city.

The KVIC has, over the past three years, installed more of such large charkhas across the country. In fact, it even donated one to a Gandhi Heritage Site in Uganda last year. This 2.2-tonne stainless steel charkha installed across

Sabarmati Ashram is made of high-quality chromium-nickel, and is corrosion and heat resistant, and non-magnetic. This 21 ft. long and 6.5 feet broad charkha is installed here as a tribute to Mahatma Gandhi, for the year 2019 marks his 150th birth anniversary.

While this charkha commemorates the great leader's contributions to the country's freedom struggle, khadi, which was his preferred garment of choice, since it was swadeshi, is also being popularised today. The last four years have seen a humungous increase in the usage of this material - from 6 per cent earlier, there's a 133 per cent rise in the sales now, as per reports.

While the Mahatma may be long gone, his principles and teachings are here to stay. He always believed in choosing swadeshi goods over videshi ones, and today, with development happening, people are forgetting that. The charkha and khadi - the two things that symbolised him - are now finding a place, with the former shining in one of the most beautiful places in Ahmedabad and the latter being adapted by the country again, after all these decades. If he's watching us from above, he'd sure be happy to learn this.



## दापोलीत मधमारी पालन मेळावा

सधोलीत शहारी आणि ग्रामीरोग आरोग्यकर्तक मधमारी पालन उद्योगाची वनजगृही मेळावा घेण्यात आला.

सोवमन न्यूज नेटवर्क

सहिलनी घेतला. या प्रसिद्धाचे जीवन साधून यरस्वी प्रसिद्धाचीचा सनकर करणयात आला. यावेळी डॉ. चाळमाडेय सावंत कोकण कृषी विद्यापीठाचे वेवसंचालन विभागाध्यक्ष डॉ. संतोष मास्टेकर यांनी 'सोवनीन व्यवसायाच्या संघी' या विषयावर कृषी कौशल्यदास विभागाचे डॉ. पी. सी. शिंदे यांनी 'मधमारीचा इतिहास व व्यवसायातील उपयोगिता' यावर मार्गदर्शन केले. कृषी कौशल्यदास विभागाचे प्रमुख डॉ. ए. एन. मंगलकर यांनी 'मधमारीचे जीवनवृत्त, मधमारीच्या वेळापत्रकाबाबत व कोकणातील मधमारी उद्योग' यावर मार्गदर्शन दिली. प्रकाश भेंडे यांनीदेखील यावेळी उपस्थित सहिलाना मधमारी पालन उद्योगाबाबत मार्गदर्शन केले. खादी ग्रामीरोग आरोग्य रज्य सहसंचालक असलेले यांनी 'मधुपीसक' असलेल्या विविध योजनांची माहिती दिली. यावेळी संस्थेचे संचालक अश्विनकुमार यां उपस्थित होते.



8 Friday 24 to 30 August 2018 **Bharat Satya** Mission "Each House, A Girl"

## Khadi to be theme-line in Lakme Fashion Week

New Delhi: For the first time, the core principle of the signature fabric of India Khadi – sustainable development – is all set to be at the centre-stage during the 14th edition of the Sustainable Fashion Day at Lakme Fashion Week on 23rd August 2018 in St Regis Hotel, Mumbai. Incidentally, it is also the first occasion that the Khadi and Village Industries Commission (KVIC) would be collaborating with Lakme Fashion Week, in which collections made by four designer labels with hand-spun and hand-woven Khadi fabric – hand-spun in sleepy (Khasi areas of Meghalaya (Tilgapan), Karjanpur (Madhya Pradesh), Banar (Chhattisgarh), Hoshiarpur (Punjab), Malda, Bardwan and Murshidabad (West Bengal). KVIC Chairman Vinay Kumar Saxena, who would also deliver a keynote address on 'Khadi and Sustainable Development' in the inaugural session, said that showcasing Khadi on this ramp would definitely change the common man's perception about Khadi being a stereotype fabric made for a particular class. "Khadi is a perfect example of sustainable development as it comes from humble processes of hand cropping, hand spinning and hand weaving, which are completely sustainable because they are based on individual level competencies and skills. Similarly, the market process generates employment and income for the rural masses as it is not machine intensive or technology intensive. The products are completely recyclable and biodegradable. Khadi represents a new model of self-reliance, where the artisans depend completely on an indigenously produced resource, avoiding imports and generating sustainability of the individual



With its diversified canvas, Khadi's principles of sustainable development re-orientate from all directions, from helping artisans affected families to find life support to giving economic freedom to tiger attack victim families and from rehabilitating poaching affected communities to self-employing displaced people the Narmada valley," he said. The season's most coveted designers would create under one roof and work their magic with styles and trends that make the fashion and beauty nothing less than a splendour. Many facets of Khadi will be showcased by renowned fashion designers at the LFW. Lars Anderson will showcase Khadi Maska Love Story, Third floor clothing by Sakshi Sakaria, Pallavi Shrivastava in showcasing handwoven fabrics of Bandhan weaver's work, who have woven the perfect fabric to create fashion styles from inspiration, Murshidabad Khadi by Jewellyn Nairava, and the Collection by Bana is a love ode to Khadi exploring its multifaceted potential. Not only that, the signature fabric of India would also see four separate events with one sequence of each designer and 26 models will dazzle on ramp in Khadi designer fabric. Meanwhile, Minister of State for MSME (Independent Charge) Girraj Singh has also expressed his happiness for Khadi collaborating with Lakme Fashion Week.

as well as the society and nation as a whole," he said. Expressing his gratitude to Prime Minister Shri Narendra Modi for catching Khadi's lesser potential, Saxena said that the Prime Minister had often called this phase as 'Khadi for fashions' and 'Khadi for Economic Transformation'. "Even in the changing times, although the models of development have changed to some extent, sustainability has always been at the core for Khadi. With its diversified canvas, Khadi's principles of sustainable development re-orientate from all directions, from helping artisans affected families to find life support to giving economic freedom to tiger attack victim families and from rehabilitating poaching affected communities to self-employing displaced people the Narmada valley," he said. The season's most coveted designers would create under one roof and work their magic with styles and trends that make the fashion and beauty nothing less than a splendour. Many facets of Khadi will be showcased by renowned fashion designers at the LFW. Lars Anderson will showcase Khadi Maska Love Story, Third floor clothing by Sakshi Sakaria, Pallavi Shrivastava in showcasing handwoven fabrics of Bandhan weaver's work, who have woven the perfect fabric to create fashion styles from inspiration, Murshidabad Khadi by Jewellyn Nairava, and the Collection by Bana is a love ode to Khadi exploring its multifaceted potential. Not only that, the signature fabric of India would also see four separate events with one sequence of each designer and 26 models will dazzle on ramp in Khadi designer fabric. Meanwhile, Minister of State for MSME (Independent Charge) Girraj Singh has also expressed his happiness for Khadi collaborating with Lakme Fashion Week.



## FOREVER NEWS

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## Khadi thrills the crowd at Lakme Fashion Week

Forever News reporter

Mumbai: KVIC Chairman appeals to make India 'Golden Bird' again "Khadi is not a mere costume fabric; rather it is our heritage fabric - for which the foreign nations used to give equal weight of gold to purchase it even when a tin and salt was better known as 'Salt and Tin' (The Golden Bird)." It was said by the Khadi and Village Industries Commission (KVIC) Chairman Vinay Kumar Saxena, who delivered a keynote address on 'Khadi and Sustainable Development' in the inaugural session of the 14th edition of the Sustainable Fashion Day at Lakme Fashion Week on 23rd August 2018 in St Regis Hotel, Mumbai. Incidentally, it was the first occasion that the KVIC had collaborated with Lakme Fashion Week, in which collections made by four designer labels with hand-spun and hand-woven Khadi fabric – hand-spun in sleepy



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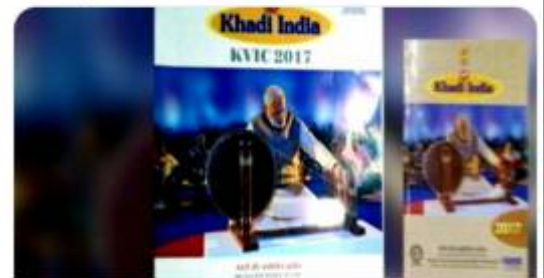
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Mr. V K Saxena ,Chairman, **KVIC** met CIM @sureshpprabhu today regarding setting up of exhibitions in various countries to promote Khadi and other Indian products. The Minister assured his full support regarding the same.



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