



काममे दुःखमात्रम् ।
प्राणिनाम् आतिनाशनम् ॥

Jagruti

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Khadi Tableau

After eight years Khadi walks on Rajpath

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

Jagriti

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Khadi Tableau exhibiting “the strengthened feeling of Swadeshi”



Khadi in Vibrant Gujarat



Prime Minister Shri Narendra Modi inaugurated Vibrant Gujarat on 9th January 2017. Khadi and Village Industries Commission also participated in this Economic Fair “Vibrant Gujarat- 2017”. Union MSME

and Dy. Chief Minister Gujarat Shri Nitin Bhai Patel.

Earlier, KVIC Chairman Shri Vinai Kumar Saxena visited Khadi Pavilion where Khadi, Polyvastra, Readymade garments, Village industries products, produced by different institutions and PMEGP Units were exhibited. Demonstration of Bardoli Charkha and 8 Spindle Charkha was also arranged on this occasion.



Minister Shri Kalraj Mishra visited the fair and inspected the Khadi Pavilion along with Shri Vijay Rupani, Chief Minister, Gujarat; MoS, MSME Shri Haribhai Parthibhai Chaudhari,



Union Minister for MSME appreciates the high end quality products of Khadi.



Union Minister for MSME Shri Kalraj Mishra appreciated the high end quality Khadi Products displayed for sale in the State level exhibition of Khadi and Village Industries-Khadi Mahotsav. He visited the exhibition on 24th January which was organized in Lucknow from 14th to 28th January 2017.

Around 29 institutions of Khadi and 49 of Village industries participated in the exhibition. The exhibition marked sale of Rs. approximately Rs.1,76,67,129.00 crores. Earlier, the exhibition was inaugurated by Shri Brijmohan Pandey, Secretary Sri Gandhi Ashram, Hajratganj, Lucknow and Shri I. P. Pandey, Registrar Cooperative Society (UP).



MoS, MSME inaugurates a new series of

Khadi India Outlet - Khadi Lounge



In line with the clarion call given by Shri Narendra Modi, Hon'ble Prime Minister, Shri Haribhai Chaudhary reiterated that, before Independence the slogan was, "Khadi for Nation, but now it should be 'Khadi for Fashion'".

KVIC is setting up modern high end Khadi outlet named Khadi lounge which will showcase designer line of garments and exclusive fabric for men and women in major metropolitan cities. The first of these



outlet has been designed and set up in the premises of KVIC at Vile Parle, Mumbai. The designer wear includes high fashion garments including ready to wear



garments designed by Ritu Beri, the acclaimed fashion designer.

This store will provide Khadi a niche among the fashion conscious Mumbaikars and trend conscious youth with modern hand spun fabric and garments. Similar such high end stores have been set up in Delhi and Jaipur. The idea of Lounge series of Khadi outlet is to showcase Country's best handcrafted fabric and products in the modern outlet.

Oon his Maiden visit to Central Office KVIC the MoS, said that buying one piece of cloth will generate employment for one artisan. He said, as on today MSME is generating 94% employment and only 4% is done by public sector. Not only this, 65%



of GDP growth is from MSME sector. Walking with pace of time all the product information, procure system is being developed digitally.

He also informed that entrepreneurs ZED (zero defects, zero effect) movement is being taken up by MSME "At least 10 lakh units should come forward. We have set 50 parameters to meet ZED certification standard. The banks are instructed for generating one entrepreneur from SC/ST and women from each branch, he added.

Creating healthy competition for quality production is another agenda of MSME. For this five types of awards will be given to best performer from

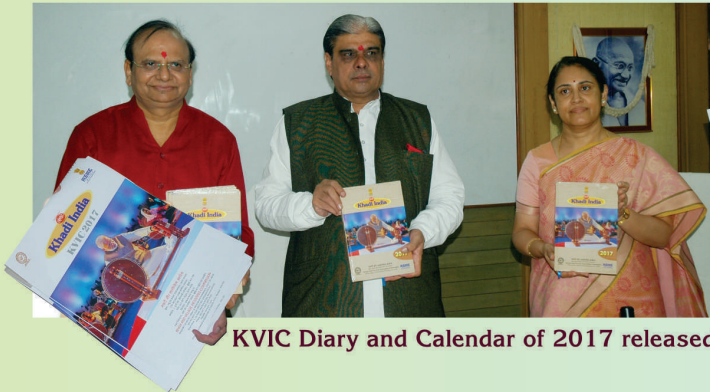
MSME sector, he added. On this occasion he also released KVIC Diary and Calendar of 2017.

Commenting on this initiative Shri Vinai Kumar Saxena, Chairman KVIC said, the Khadi lounge opening at Delhi, Mumbai and Jaipur which will stock premium collection of elegant and stylish Khadi silk and newly designed Ready-mades will satisfy the quest of Khadi lovers. With this KVIC reconfirms its commitment towards 'Make in India' initiative aligned with Prime Minister's vision for Khadi. This will create multiple employment opportunities and will empower the artisans, especially women in rural India by selling their premium products."

Shri Saxena also informed about launching of cashless digital payment system like Paytm.

Ms Usha Suresh, CEO, KVIC said "KVIC has taken this initiative to implement the mission of our Prime Minister for making Khadi a fashionable





KVIC Diary and Calendar of 2017 released

garment. This lounge will cater to the taste of the fashionistas and will promote the

sales of khadi to a significant extent will empower the artisans and enrich their livelihood".

On this occasion, Chairman, KVIC also addressed press representatives of print and electronics media from Mumbai. The Chairman briefed on development of initiatives taken by KVIC for growth of Khadi artisans particular and KVI sector as a whole.



CEO & Jt. CEO reviewed pmegp status and programme with Bankers on 10th January 2017 at H.Q.Mumbai.



Jaipur gets City's first Khadi lounge



Chairman, KVIC Shri Vinai Kumar Saxena inaugurated Jaipur's first Khadi India lounge in Jhalana, Doongri, Jaipur. The outlet will stock premium collection of khadi –made outfits like khadi silk sarees and Pashmina clothes among others. The first Khadi lounge outlet in the series was launched recently in Mumbai.

"It is our attempt to make the outlets modern with better staff ambience. We have renovated about 178 outlets in past one year across the Country. The main purpose of these outlets is to give feel good factors to all those who visit these outlets. They should also know that this is our national and heritage fabric. we also want our youth to understand the value of our self made fabric and slowly accepted it" he explained.

KVIC has also requested the Govt to include Khadi manufacturing in the MANREGA Scheme. KVIC will not only provide more than a 30 days employment to the applicants unlike the regular



scheme which provides 100 days of employment but will also make labourers skilled and income of artisans enhanced, Shri Saxena informed.

The Chairman also briefed on the "heritage charkha" museum which will be launched very soon in New Delhi.

People who own charkha have been asked to donate it to KVIC. They will be displayed in the museum with the owner's name and title. So far we have received 19 charkhas that range from 55 to 104 years old. we have also installed a charkha made of stainless steel at Pallika Bazaar which is about 8 meters wide and 4.5 meters tall. It will not be ruined by rain or sun, he added.



Exhibition on CHAMPARAN SATYAGRAH in Motihari



The first Satyagraha movement inspired by Mahatma Gandhi occurred in Champaran district of Bihar and the Kheda district of Gujarat in 1917 to 1918. KVIC is actively involved in materializing Mahatma Gandhiji's dream into reality. Working in this direction an exhibition was organized from 30. 01.2017 to 13.02.2017 jointly by KVIC and District Khadi and Gramodyog Sangh in Motihari.

The exhibition was inaugurated by Shri Radha Mohan Singh, Union Minister for Agriculture and Farmers Welfare and presided by Shri Vinai Kumar Saxena, Chairman, KVIC.

In his inaugural address Shri Radha Singh said, Gandhiji always dreamt of eradicating poverty through Charkha. The activities of Khadi and Village Industries have always focused on generating employment through its various



programmes. He informed that, to connect Motihari with employment Generation 200 charkhas and 20 looms will be distributed in the district. Besides

this under the budget 2016-17 Rs. 1.19 crores have been recommended. Not only this 350 artisans will trained in operating solar Charkha and connected with PMEGP programme of KVIC. He also briefed on progress and development of PMEGP in Motihari district.

The Minister also informed that Gandhiji's Charkha will be installed at the entry gate of Motihari district in the centenary year of Champaran.





Satyagraha. He also expressed desire of organizing Khadi Mahakumbh and urged institutions , individuals and entrepreneurs to connect with this holy cause.

Shri Vinai Kumar Saxena, Chairman, KVIC on this occasion informed that the closed institutions of Bihar will be rejuvenated and all the villages visited by Gandhiji during Satyagrah will be linked with employment generation Schemes of KVIC.

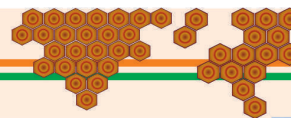
For this KVIC will provide Rs. 1.00 crore. On this occasion other dignitaries present on dias also expressed their views on Champaran Satyagrah.

To connect with the contemporary celebration, live demo of charkha and photo exhibition of Gandhiji's journey of life was placed in the exhibition. Earlier, Shri S.K. Gupta , State Director KVIC welcomed the dignitaries and Shri S.N. Shukla, Dy. CEO (CZ) proposed the vote of thanks.



Shri V. K. Nagar, Director, State Office, Ambala is bestowed with Channakya Varta Samman-2016 for his contribution in writing skill and Industry progress. Hon'ble Governor of Haryana , Shri Kaptan Singh Solanki handedover the shield and certificate to Shri Nagar.





KVIC conducts one day workshop on sweet kranti (Beekeeping)



Shri Haribhai Chaudhary, Minister of State, MSME inaugurated a one day workshop on beekeeping industry on 24th January 2017. The workshop was graced by Shri Vinai Kumar Saxena, Chairman KVIC, Dr. Ashok Patel, Vice Chancellor, Sardar Kushi University, Dantiwada: Shri Bhakarbhair Chaudhary, Minister of State Health and Family Welfare, Medical Education,



Environment (all independent charge) and Urban Development, Govt of Gujarat, and Shri Bipin Patel, Managing Director, Banas Dairy, Palanpur.

Around 600 peasants from functioning of Banaskantha and Patan District were educated on beekeeping industry by technocrats from Pune beekeeping Centre of KVIC.

Shri Bhakarbhair Chaudhary called this initiative a good opportunity for the local people.

Addressing the workshop Chairman, KVIC applauded the *Sweet Kranti* vision of Hon'ble Prime Minister which has been started from Patan-Banaskantha and assured for all technical support from KVIC.

The workshop was organized in association with Sardar Krishi Agriculture University, Dantiwada in their campus. Around 78 certificates and 10 beekeeping kits were also distributed here today.



Ms. Anshu Sinha, IAS assumes charge of CEO, KVIC



Ms. Anshu Sinha, IAS(MH:99) assumed charge of CEO, KVIC on 1st march 2017 . She also visited Khadi India, New Delhi where she took note of Khadi garments and other village industry products. Ms. Sinha also had introductory meet with senior most officials of KVIC at Central Office Mumbai.

Abide your responsibilities with positive mind-set -Chairman KVIC



Mumbai, 19th January 2017: Abiding your responsibilities with positive mind-set will make KVIC successful, I can do it ought to be the attitude said Shri Vinai Kumar, Saxena, Chairman, in his inaugural address of KVIC's State /Divisional Directors Conference organized here today. 'This Organisation holds great onus and test of performing on the faith shown by the Hon'ble Prime Minister, he added. The brain storming in this conference will help in solving the difficulties and heading towards new goal

Speaking further he said that KVIC has a huge work force which can attain any set goal. Hence all the State and Divisional Directors should work like a soldier. This Organisation has a capacity to generate employment even at places which lack even fundamental amenities. The need of the hour is to understand this commitment, caliber and notion, he opined. Even today KVIC can provide employment with the Spinning wheel which costs just Rs. 13.500 and loom which costs just Rs. 3500 said the

Chairman. He also stressed that C.S.R. will play a major role in getting new identity to KVIC we need to be optimistic for attending the goal.

Addressing the conference Ms. Usha Suresh, C.E.O./F.A., KVIC, Mumbai said since this is third quarter of the financial year, to achieve the said targets we need to be optimistic, The budget allocated from the Ministry should be spent in this financial year itself, as the coming GST and PFMS Scheme



will change the whole parameters. To attend the goal we need to gear up so that, we are not left behind in the year 2017-18 in achieving our goal. Before implementation of GST all our schemes should be on line. There is need to introduce integrated financing system for making the entire system transparent, she added.





Jt.CEO, Shri Satpal informed that, MDA Scheme will be started in this quarter. Last year, target of PMEGP was a 500 crores which should be achieved this year itself. 180 Institutions have taken the advantage of KRDP scheme, whereas our target is 400 institutions. Our efforts are on to link Khadi institutions with this scheme. Institutions who have more than 50 Artisans will also be included in this scheme. The target is to add at least 600 institutions, he added.

KVIC has set landmarks in Marketing Areas like introducing e-commerce on line portal etc. This year, KVIC marked sale of Rs.1800 crores of Khadi and V.I.Products. The cashless scheme has brought more transparency in the area of marketing. The online Khadi Certification, Registration has added 40 new institutions, he said.



Dy.C.E.O. (PMEGP), Shri K.S.Rao, on this occasion, reviewed the targets and achievements of PMEGP Schemes with State/Divisional Directors and urged to achieve their said targets in the third quarter of this year. He also said that just forwarding the applications will not fulfill their role instead after conducting EDP and distribution of Margin Money will only complete their role.

He also informed that the rule of completion of EDP Programme has flexibility in North East Region only.



Shri Y.K.Baramatkar, Dy.C.E.O. (Administration) assured that, the force of KVIC will put all its efforts to fulfill the target and achieve the goal.

Earlier, on the first day of the State/Divisional Conference all the State/Divisional Directors presented the progress of the Schemes and Programmes implemented in their region and also presented the difficulties and hurdles faced. On 2nd day of Conference, Shri B.H.Anil Kumar,Jt.Secretary, Ministry of MSME, Govt.of India, New Delhi reviewed the progress of the scheme in presence of Ms.Usha Suresh, FA, KVIC. He also directed to fulfill the target within set time period and directions.

Three corner compounded benefit: Hallmark of a new agreement between ONGC and KVIC



The Oil and Natural Gas Commission (ONGC) usually distributes annual bonus to its employees in the form of cash, recognizing their services to the nation and rewarding their hardwork. This year, an agreement has been reached with the Khadi and Village Industries Commission (KVIC), under which while the staff bonus gains an additional value, the mechanism itself contributes to a wider public good.

Shri V.K. Saxena, Chairman of KVIC said that his negotiations have led to ONGC deciding to reward its employees in kind, at a value that is over three fold higher than the cash value. Under the scheme, the ONGC will provide Khadi vouchers worth Rs. 10,000 each to its regular employees and Rs. 5,000 each to its non-regular employees. The KVIC will allow an additional 35%

incentive on these vouchers, thus enhancing the value of ONGC bonus to 135% of its cash value for its staff. These Khadi vouchers can be used by ONGC staff over a period of 2 months.

ONGC has 34,236 regular employees and 1,063 non-regular employees totalling to 35299. As a result, KVIC will get Rs.35 crore payment from ONGC due to this initiative. Considering 35% additional supplement by KVIC, the total sale of KVIC products will be about Rs. 47 crores over a period of 2 months in which @ 22%, i.e Rs 10 cror will be the wages. Saxena said that the Artisans attached to this special sales drive will be given an additional 5% reward directly in their accounts through DBT.

KVIC will provide best quality Khadi products through 16 special exhibitions within the





ONGC premises, so that the ONGC employees would get the products at their doorsteps. KVIC has also decided that the local Khadi Institutions and PMEGP units of the relevant area will be roped in to showcase their best products in these exhibitions, thereby spreading the benefits to local artisans. Efforts would also be made to ensure that 70-80 per cent of the sale would be of readymade garments, with special focus on women and children of the employees.

The first such exhibitions will start from 16 January 2017 from Mehsana in Gujarat and will cover ONGC Locations at Ahmedabad, Vadodara, Ankleshwar, Hazira, and Cambay Basin up to 14th Feb 2017. ONGC has highest numbers of employees i.e 11,081 in Gujarat. Similarly, in Maharashtra, the ONGC has 6,783 employees and exhibitions will



simultaneously start from 16 January to 28th February 2017 at various locations. KVIC has prepared a calendar for exhibitions in Andhra Pradesh, Pondicherry, Tripura, Tamil Nadu, West Bengal, Jharkhand and Goa in consultation with ONGC and formulated 4 teams to start exhibitions simultaneously in 4 places.

Besides the tripartite benefit - sales to KVIC, value for money for employees and staff goodwill to ONGC, the agreement will prove to be a unique model that helps in the sustainable development of rural artisan communities. Apart from higher productivity, the rural communities will also earn more and sustain a better quality of life. KVIC, through this unique



Lakhs extra mandays for its Khadi artisans, increasing employment opportunities.

Hailed in both the business and social circles as a unique experiment of multi level sustainable development, the scheme highlights a model of socio-economic rewards for the producer and the consumer alike. Shri Saxena also explained that the scheme embodies the Prime Minister's often repeated principle - '*Sabka Saath, Sabka Vikas*'.

3. On proposal of Directorate of KRM regarding non regularization of services of three daily wage workers of CSP, Hajipur Commission deliberated on the proposal of Directorate of KRM regarding non regularization of services of three daily wage workers of CSP Hajipur and ratified the speaking order dated 14.12.2016 issued by CEO with the approval of Chairman, KVIC for non regularization of three daily wage workers of CSP Hajipur.

4. On proposal of directorate of legal affairs regarding the court cases filed by khadi ashram, panipat demanding the return of original title deeds of properties mortgaged with kvic. Commission considered the matter and approved the action so far under taken/initiated on the same. Further, Commission decided to compile the status of all properties of the said institution acquired by donation or purchase which were mortgaged with KVIC. The above details will be submitted to Chairman, KVIC. Commission also directed that all State/Divisional Directors should ensure that details about the mortgage of the properties by Khadi Institution are duly recorded in the Revenue records of the Office of the Registrar concerned so as to prevent irregular/unauthorized sale of properties by Office Bearers of Khadi Institutions. Time bound action plan should be drawn for completion of the same.

5. On proposal of directorate of legal affairs - proposed amendment to the schedule of kvic e cca regulations-2003 regarding change in the nomenclature of various posts in consonance with the notified recruitment rules-2016 Commission considered the note and approved the proposed amendment to the schedule of KVIC E CCA Regulations-2003 regarding change in nomenclature of various posts in consonance with the notified

Recruitment Rules along with the changes effected on the same. Commission authorized CEO to forward draft notification to the Ministry for approval and publication in the Gazzette.

6. On Proposal of directorate of administration regarding filling up of five posts of directors in five specialized fields on deputation basis Commission deliberated on the proposal of Directorate of Administration and approved the constitution of the Screening Committee in order to assess suitability / eligibility of applicants as per prescribed qualification and experience for filling up of 5 posts of Directors in the fields of (1)Marketing (2) Media and Publicity (3) Legal (4) Textile and (5) Administration & HR in the Pay Band-3 (Rs. 15,600 – 39,100) with Grade Pay Rs. 7,600/- on deputation for a period of three years. The members of the Screening Committee will be as under :

SCREENING COMMITTEE:

1	Jt. Chief Executive Officer	Chairman
2	Director (Legal)	Member
3	Director (Finance)	Member
4	Director (Audit)	Member
5	Director (MSME)	Member
6	Dy. Chief Executive Officer (Adm. & HR)	Member Convener

1. Commission further approved the conditions of Selection Committee to select candidates amongst the eligible candidates by way of personal interview, for filling up of 5 posts of Directors. The members of the selection committee will be as under :-

SELECTION COMMITTEE:

1	Chairman KVIC	Chairman
2	Jt. Secretary (ARI), MSME	Member
3	Chief Executive Officer	Member
4	Shri Rajendra Pratap Gupta, Expert Member (Marketing), KVIC	Member
5	Joint Chief Executive Officer	Member
6	External Expert Member (Subject Related)	Member
7	Dy. Chief Executive Officer (Adm. & HR)	Member Convener

1. On proposal of directorate of reform implementation division (RID) regarding relaxation of conditions in circular dated 19.12.2016 on the issue of revised selection criteria for considering new khadi institutions under KRDP programme, Commission deliberated on the proposal of Directorate of Reform Implementation Division regarding relaxation of conditions in Circular dated 19.12.2016 on the issue of revised selection criteria for considering new khadi institutions under KRDP Programme keeping in view that out of a target of 400 Khadi Institutions(KI's) that had to be assisted under the KRDP programme only 235 KIs have been sanctioned DRA till date.

In order to ensure that the target is achieved, Commission approved relaxation in conditions of selection criteria of KI's under KRDP as detailed below:-

- a. Newly registered Khadi Institutions who have availed inadequate bank finance shall be considered for DRA under KRDP.
- b. Newly registered Khadi Institutions will be exempted from Categorization.

- c. The production turnover of Khadi Institutions to be considered under the KRDP programme was relaxed to at least Rs. 25.00 Lakh per annum during last three years.
- d. Weightage criteria for recategorization of existing khadi institutions need to be reviewed in order to make them eligible for assistance under KRDP Programme.
- e. The minimum number of registered artisans with the institutions eligible for DRA should be 50.

8. On budget guidelines for fixing target of khadi institutions (ki's) for the year 2017-18, Commission took note of observations of Member (CZ) regarding Budget Guidelines for fixing target of Khadi Institutions for the year 2017-18 issued vide Circular No. BGT/Budget Guideline 2017-18 dated 16.01.2017 where at Para No. 6 of the circular it is mentioned that State / Divisional Directors will first issue the budget allocation to Khadi Institutions for the respective financial year and then the budget allocation will be placed with the Zonal Committees for information.

In this connection Member(CZ) observed that once the budget allocation has been finalized and communicated by the State / Divisional Directors then there is no point in placing the same in the Zonal Committee as any modification / revision suggested by the Zonal Committee will be embarrassing for State/ Divisional Directors to revise / implement after already having communicated the allocation to the Khadi Institutions.

Highlights of 641st Commission meeting

The 641st Meeting of the Khadi and Village Industries Commission was held on 25th January 2017, at New Delhi presided over by Shri Vinai Kumar Saxena, Chairman, KVIC. The following Members of the Commission were present in the meeting:- 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 Rajendra Pratap Gupta, Expert Member (Mkt.); Ms. Suman Lata Gupta, Dy. General Manager, SME, State Bank of India; Shri B.H. Anil Kumar, Joint Secretary (MSME); Shri D.P.S Negi, Economic Advisor(MSME); Smt. Usha Suresh, Financial Advisor/ Chief Executive Officer, KVIC; Shri Mohit Jain, Chief Vigilance Officer, KVIC.

1. On proposal of Directorate of FBI in respect of action plan on national beekeeping development mission (honeybee mission) for a period of 5 years and forwarding the same to PMO through Ministry of MSME Commission deliberated on the proposal in detail and accorded in-principle approval to the proposed action plan for implementing National Beekeeping Development Honeybee Mission during the five year period from 2017-18 to 2021-22 with an overall financial outlay of Rs. 859.17 Crores and directed that the proposal may be forwarded to Ministry of MSME for further actions.
 - a. Commission also accorded in-principle approval to the proposed Action Plan under National Beekeeping Development Honeybee Mission for the year 2017-18, with a financial outlay of Rs. 164.18 Crores
 - b. Commission agreed with observations of Economic Advisor (MSME) that the spread of the mission should be more in the Himalayan foot hills, Himachal Pradesh, Uttarakhand and North Eastern Region of the country. Commission also decided to segregate the old bee keeping extension centres and focus on setting up new bee keeping extension centres while executing the action plan.
 - c. Commission also advised to revise the Action Plan for a shorter period of 2 years with a target to associate 1.00 Crore beekeepers in the project.
 - d. Commission also decided to develop Banaskantha District of Gujarat as a "Model Beekeeping District" under 'Sweet Kranti' programme of Hon'ble Prime Minister.
 2. On certification, explaining the disparity in the fee charged for khadi mark registration and new khadi certificate Commission deliberated and approved the proposal of Directorate of Khadi Certification, regarding enhancement of Khadi Mark Registration Fee of the category of individuals, PMEGP Entrepreneurs and other eligible entities who are not covered under limited, private or partnership companies or khadi institutions from Rs. 25,000/- to Rs. 50,000/-
- Commission took note of observations of Member(CZ) that when Commission is in existence the power to issue/ sign the Khadi Certificates

should be vested with Chairman of the respective Zonal Committees rather than Dy.CEOs of respective Zones who are issuing / signing the certificates at present.

It was informed that as per the ADB assisted KRDP conditions, it was decided to delegate the certification of khadi institutions to Directorates within KVIC. Commission therefore directed to submit a report on the issue of appropriate authority to issue / sign khadi certificates as per provisions of Act and place the same in the next Meeting of the Commission for consideration.

After detail deliberation Commission decided that Budget Allocations will be issued by State /Divisional Directors only with the approval of Zonal Committee.

Accordingly, Para No. 6 of the Circular under reference has been modified to read as below:-

"The State/Divisional Directors shall complete the budget exercise of fixing the targets within 28th February, 2017. The consolidated statement in the prescribed Form-I for Khadi and Form-II for Village Industry separately for DAI & BAI to be forwarded to the Zonal Offices for placing in the Zonal Committee Meeting before 15th March, 2017. With the approval of the Zonal Committee only, State/ Divisional Directors shall issue budget allocations in favour of DAI's and BAI's. The budget allocation should be consistent with the infrastructure available, raw materials artisans etc. Where Zonal Committee is not constituted the budget allocation may be issued with the approval of Zonal Dy. CEO. Thereafter the Consolidated statement shall be forwarded to the Central Office to the respective Programme Directors before 31st March 2017."

9. On consultation with expert member (mkt) on all major marketing issues, Commission took note of observations of FA/CEO, KVIC, that hence forth

all major marketing issues related to D.S.Os including assessment of Khadi & V.I. Products for their quality, genuineness, packaging, labeling, hygiene etc and framing marketing strategy will be undertaken under the overall guidance of Expert Member(Marketing).

10. On opening of divisional office in karnataka, commission took note of observations of Member(SZ) regarding opening of one Divisional Office in North Karnataka having maximum concentration of Khadi Institutions in the region.

- a. Commission further took note of observations of Joint Secretary(ARI) that a conscious decision needs to be taken for opening of Divisional Offices and the criteria for opening such offices needs to be defined as the proposals for opening of regional offices are being received from many States across the country.
- b. Commission therefore decided to place a comprehensive proposal before Commission for consideration of the issue with full justification.

11. On workshop of tribal welfare sub plan in Ranchi:

1. Commission took note and approved the observations of Dy. CEO (Comm. Cell) that a Workshop on Tribal Welfare Sub Plan is tentatively scheduled to be held on 20th & 21st February in Ranchi.
2. Commission also took note of the suggestion of Expert Member(RD) that an amount of Rs. 5.20 Lakhs which was earmarked for the workshop, is insufficient for effectively organizing the same and hence the Commission, recommended for enhancing the sanction of funds. The

requirement may be assessed by IFD and the required fund may be pooled from the Directorates of PMEGP, V. I. Coordination, Capacity Building and Publicity.

3. As suggested by Jt. Secretary and CEO, Commission decided to involve Ministry of Tribal Welfare and Tribal Development Corporation, TRIFED and National Scheduled Tribes Finance Development Corporation (NSTFDC) for partnering such eventful workshops for the welfare of tribals.

On issues arising out of discussion on action taken report of 639th meeting of the commission held on 23rd November 2016 at Mumbai.

I. AUDIT OF KHADI INSTITUTIONS:

1. Commission took note of observations of Jt. Secretary, that in the recently held State Directors Conference, Mumbai the issue of Director Audit at KVIC, Central Office, Mumbai

deputing audit staff for conducting Institutional audit was discussed where it was observed that Director(Audit) was directly deputing staff of State Offices for conducting audit of institutions because of which the functioning at the State Office levels were being hampered. It was further observed that the audit teams were anchored in the institutions for extended period of weeks together because of which the burden of excessive TA/DA had to be borne by the State Offices.

2. Commission therefore agreed to observations of CEO/FA that audit teams will be deputed (1) from within the zone and (2) for a limited and fixed period by which time they will conclude their audit exercise and report to State HQ.
1. Commission also took note of observations of Expert Member(Mkt) that all KVIC Offices including State / Divisional Offices should go in for ISO Certification, before December, 2017.



Khadi India

After 8 years

Khadi walks the Rajpath, again

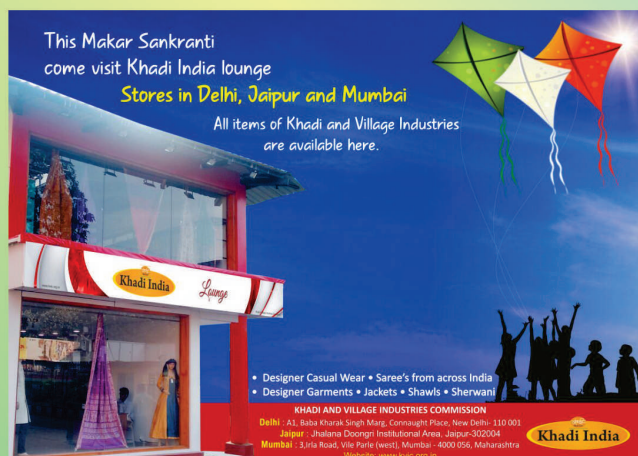
on 26th January 2017, Republic Day of India

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Ministry of Micro, Small & Medium Enterprises, Govt of India
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Jaipur : Jhalara Dongri Institutional Area, Jaipur-302004
Mumbai : 3 Jira Road, Vile Parle (west), Mumbai - 400 056, Maharashtra
Website: www.kvic.org.in

KVIC celebrates 68th Republic day



Gramodaya ,26th January 2017:Like every year, this year too KVIC celebrated 68th Republic day in the Central office with full vigour and enthusiasm. On this pious occasion Shri Sameer Kumar, Dy. CEO, KVIC unfurled the national flag in the premises of the Organisation and extended greeting to one and

all. He also recalled Gandhiji's vision which is inherited and followed by KVIC in the forms of its Schemes and Programmes. KVIC puts all its efforts in generating unemployment and eradicating unemployment. Cultural Programmes based on patriotism were also organized here today.



Visitors from France showcasing the National flag in Khadi India, New Delhi.

SAY 'NO' TO WISHFUL THINKING ONCE AGAIN

Tuesday, 17 January 2017 | [V.K. Saxena](#) | in [Oped](#)



The 'naysayers' world over have proved themselves wrong, whether it is Brexit, the much-talked about Trump election and finally, all about Narendra Modi.

There is one unmistakable class of people around the world that wouldn't accept anything that doesn't suit their desire. These people resort to wishful thinking and they want things to happen in a certain way. They create opinion, dominate public debate and invade every pseudo-intellectual forum just to propagate their notion of how things should be.

They even begin seeing the world moving as per their wish, albeit whatever be the reality. But when things do happen differently, their faith in the world crashes to the social abyss. And, since they cannot handle this heartbreak, they paint doomsday for the world with whatever just happened.

They just cannot accept anything that is not in line with their wish: it could be a mandate in democracy, a ruling of the supreme judiciary or the wisdom of the best minds. This group of people wouldn't accept anything that is not their wish — No

No Sapiens!

Consider Brexit. While the majority of the British had leaned towards it, particularly the Scottish people being in no doubt about it, the No No Sapiens decided it was bad for England. They rallied against it, created opinion, took to public debate and did everything possible in their capacity to scuttle what finally was the actual public opinion. And, when the power of democracy took a decision, they saw apocalypse happening at their front door. They derided democracy and lamented for being the only few, who knew what was best for their world.

Donald Trump's election followed a similar path. In a democracy, what is chosen is people's voice, and not an academic distinction of what is right or what is wrong. The American people rallied behind Trump, right from the very beginning. He won most public polls and debates. But No No

Sapiens saw the sun rising exactly in the opposite direction and defended their own skewed vision.

When they saw in the results of election their absolute failure to stay in touch with reality, they began professing how historically a mistake has been made by the oldest democracy of the world. Their self righteousness is far from being proven. But they do feel most righteous when they are least right.

The case with this elite class that has dominated Indian media and talk clubs is no different. The No No Sapiens are among us in every visible forum of the nation. They painted Prime Minister Narendra Modi as the incarnation of the worst demon when he began moving upwards in people's heart three years ago. They professed a sooth that India will break into a million pieces in religious unrest and anarchy, should he come to power as the Prime Minister.

They said that he will never make it to the Lutyens' Delhi. But when the people of India proved them hugely wrong and exercised their power of choosing their date with future, the No No Sapiens felt unsettled. But they took to every means and media to keep trumpeting their sooth that every decision the popular Prime Minister took was an inch closer to national disaster.

But what we are today and what kind of tryst we have with the destiny is all a clear pinnacle of coveted opportunity that we cherish and feel proud about. World over, India's march into future and glory are a matter of contemporary envy. India is firm-footed and fiercely progressive. The criticism of those with their weird vested interest keeps falling by the wayside into the insignificance of our national life.

(The writer is Chairman, Khadi & Village Industries Commission)

KVIC officials gather to pay homage to Mahatma Gandhi, Father of the Nation on 30 January, 2017 at Central Office, Mumbai



लोकरसत्य

राष्ट्रीय हिंदी दैनिक

दिल्ली, उत्तर प्रदेश व उत्तराखण्ड से प्रकाशित

सत्य के संग, असत्य से जंग

नई दिल्ली, पीपु शुकल, नवमी, विक्रमी संवत् 2073

www.epaper.loksatya.com

शनिवार, 07 जनवरी 2017

रंग लाई मेहनत

देश में बढ़ गए खादी के दीवाने, खादी ग्रामोद्योग की बिक्री 9.25 प्रतिशत बढ़ी

'नोटबंदी' में भी जमकर बिकी खादी

खादी एवं ग्रामोद्योग आयोग देशभर में 7100 बिक्री केंद्रों के माध्यम से बिक्री करता है।

नई दिल्ली, लोकसत्य

नोटबंदी के बाद नवंबर में खादी एवं ग्रामोद्योग की बिक्री में सवा नौ प्रतिशत की वृद्धि दर्ज की गई है। खादी एवं ग्रामोद्योग आयोग देशभर में 7100 बिक्री केंद्रों के माध्यम से बिक्री करता है।



बिक्री के माध्यम से बिक्री करता है। नोटबंदी के बाद नवंबर में खादी एवं ग्रामोद्योग की बिक्री में सवा नौ प्रतिशत की वृद्धि दर्ज की गई है। खादी एवं ग्रामोद्योग आयोग देशभर में 7100 बिक्री केंद्रों के माध्यम से बिक्री करता है।

महात्मा गांधी ने सबसे पहले दलाई खादी को पहचान

महात्मा गांधी ने सबसे पहले दलाई खादी को पहचान दिया था। सबसे पहले खादी को पहचान देने के लिए अंग्रेजों ने खादी को पहचान दिया था। खादी को पहचान देने के लिए अंग्रेजों ने खादी को पहचान दिया था। खादी को पहचान देने के लिए अंग्रेजों ने खादी को पहचान दिया था।



देश के प्रधानमंत्री नरेंद्र मोदी भी 'मम की भाव' कार्यक्रम में खादी पहनें। खादी को पहचान देने के लिए अंग्रेजों ने खादी को पहचान दिया था। खादी को पहचान देने के लिए अंग्रेजों ने खादी को पहचान दिया था। खादी को पहचान देने के लिए अंग्रेजों ने खादी को पहचान दिया था।

लोकरसत्ता

'लघु उद्योजकों' आर्थिक सक्षमता की आवश्यकता'

व्यापार प्रतिनिधि, मुंबई

देशाधी आर्थिक उन्नति साधनसादी पंतप्रधान नरेंद्र मोदी यांच्या नेतृत्वाखाली ८४ विविध प्रकारच्या योजना राबविण्यात येत आहेत. औद्योगिक आणि आर्थिक उन्नतीसाठी महत्वाचे योगदान देणाऱ्या लघु व मध्यम उद्योजकांना सक्षम करण्याची आवश्यकता असल्याचे प्रतिपादन केंद्रीय सूक्ष्म, लघु व मध्यम उद्योग राज्यमंत्री हरिभाई चौधरी यांनी 'एसएमई चेंबर ऑफ इंडिया' व 'एसएमई एक्सपोर्ट प्रमोशन काउन्सिल'च्या 'इंडिया एसएमई बिझनेस समिट' परिषदेच्या उद्घाटन समारंभात केले.

चौधरी म्हणाले की, 'मेक इन इंडिया'च्या वाटचालीत लघु व मध्यम उद्योजकांचा सहभाग वाढविण्याची आवश्यकता असून यामध्ये उपलब्ध होणाऱ्या गुंतवणूक, संयुक्त उद्योग, करारतत्वावरील निर्मिती, तंत्रज्ञान प्रसार अशा संधीचा लाभ मिळणार आहे. बँकांनी उद्योगांना आर्थिक सहकार्य उपलब्ध करून देणे, सार्वजनिक उपक्रमातील कंपन्यांनी लघु व मध्यम उद्योजकांकून २० टक्के उपादान विकत घेणे, आर्थिकारित्या डब्याइस आलेल्या करखात्यांना बँकांनी मदत करणे आणि उद्योजकांना सहकार्य करण्याची हमी सरकारने घेतली असून आपले खाते ते पूर्ण करण्यास कटीबद्ध असल्याचे चौधरी यांनी सांगितले.



डेव्हला सूक्ष्म, लघु व मध्यम उद्योगां पातळना राज्यसक्षमता प्रधान हरिभाई चौधरीने शनिवारी विलेपार्लेमेंत आवेला। पाटी अंतर्गत विलेख कमिशनमं 'पाटी धड्डिया लॉन्च'नु लोकार्पण कर्युं हवुं

नव भारत

खादी से सालभर रोजगार की गारंटी

विलेपार्लेमेंत में खादी लाउंज का उद्घाटन



शनिवार को राज्यमंत्री हरिभाई चौधरी ने विलेपार्लेमेंत में अनन्य खादी लाउंज का उद्घाटन किया।

कार्यालय संवाददाता मुंबई. खादी और ग्रामोद्योग आयोग (केवीआईसी) ने केंद्र सरकार के पास केवीआईसी की रोजगार योजनाओं को मनरेगा से जोड़ने का प्रस्ताव भेजा है. केवीआईसी के अध्यक्ष विनय कुमार सक्सेना ने कहा कि मनरेगा से केवीआईसी को जोड़ ग्रामवासियों को 100 के बजाए 365 दिनों यानि साल भर का रोजगार उपलब्ध करवाया जा सकता है.

रोजगार के साथ लोगों की प्रतिदिन आय में भी वृद्धि की जा सकती है. उन्होंने कहा कि मनरेगा के तहत लोगों को 1 दिन के मेहनताने के रूप में 220 रुपए दिए जाते हैं. जबकि केवीआईसी के कारीगर प्रतिदिन 300 से 350 रुपए कमा लेते हैं. सक्सेना ने कहा कि पिछली सरकारों की अनदेखी की वजह से लोग खादी से दूर हो गए थे. इसका अंदाजा इसी से लगाया जा सकता है कि वर्ष 1995-96 में देश में कुल 9 लाख घर खड़े थे. दो दशक के इस समय के दौरान कारीगरों की केवल 18 हजार नए घर खड़े उपलब्ध करवाए गए हैं. लेकिन मौजूदा सरकार ने खादी कारीगरों की आय बढ़कर खादी उद्योग में जान फूंक दी है.

मुंबई में पहला खादी लाउंज

आयोग ने मौजूदा वित्तीय वर्ष में 2 हजार करोड़ रुपए के बिक्री का लक्ष्य रखा है. जबकि पिछले वर्ष आयोग ने 1 हजार 65 करोड़ के उत्पादों की बिक्री करने में कामयाबी पाई थी. उच्च वर्ग के लोगों को खादी की तरफ आकर्षित करने के लिए केवीआईसी ने मुंबई में अपना पहला खादी लाउंज शुरू किया है. जिसका उद्घाटन शनिवार को केंद्रीय सूक्ष्म, लघु एवं मध्यम उद्यम राज्य मंत्री हरिभाई चौधरी ने किया. इसी प्रकार उच्च स्तरीय स्टोर की शुरुआत जनवरी के अंत तक दिल्ली और जयपुर में होने वाला है. खादी लाउंज में प्रीमियम गुणवत्ता वाले स्टाइलिश खादी सिल्क और आधुनिक डिजाइन किये हुए रेडीमेड कपड़ों की बिक्री की जाएगी.

बैंकों को निर्देश

राज्य मंत्री हरिभाई चौधरी ने कहा कि बैंकों के प्रत्येक ब्रांच से एक-एक अनुसूचित जाति/अनुसूचित जनजाति व महिला उद्यमी सुचित करने हेतु निर्देशित किया गया है. उन्होंने कहा कि वर्तमान समय में सूक्ष्म लघु एवं मध्यम उद्यम कुल 94 प्रतिशत रोजगार के अवसर सुचित कर रहा है.

Khadi dress code for GHMC

STAFF REPORTER

HYDERABAD: In the new year, chances are that the GHMC (Greater Hyderabad Municipal Corporation) offices will closely resemble political party headquarters every Monday.

In line with the Government's push to Khadi usage in the State, Commissioner B. Janardhan Reddy has asked the officials of the civic

body to wear Khadi clothes to office on the first working day of every week. The message was sent out to the employees on Thursday.

The Commissioner had chosen Monday since meetings with the public and inspections take place on this day and the officials wearing locally made fabric would be apt. A circular in this regard is expected to be released soon.

लोकसत्य

दिल्ली, उत्तर प्रदेश व उत्तराखण्ड से प्रकाशित

सत्य के संग, असत्य से जंग

नई दिल्ली, पौष शुक्ल, अष्टमी, विक्रमी संवत् 2073

www.epaper.loksatya.com

शुक्रवार, 6 जनवरी 2017

खादी इंडिया में शुरू हुई पेटीएम से बिक्री

■ दिल्ली के रीगल बिल्डिंग स्थित खादी इंडिया में पेटीएम से बिक्री के लिए अलग लांज की शुरुआत की गई है।

नई दिल्ली, लोकसत्य

खादी इंडिया के शो रूम में अब खादी के वस्त्रों की खरीद का भुगतान पेटीएम से भी किया जा सकेगा। दिल्ली के रीगल बिल्डिंग स्थित खादी इंडिया में पेटीएम बिक्री के लिए अलग लांज की शुरुआत की गई है।

बृहस्पतिवार को खादी एवं ग्रामोद्योग आयोग के अध्यक्ष विनय कुमार सक्सेना ने इसका उद्घाटन किया और बताया कि पेटीएम के माध्यम से खादी और ग्रामोद्योग के उत्पादों की बिक्री में भारी वृद्धि होगी



जिससे गरीब खादी कस्त्रियों एवं बुनकरों की आमदनी में भी बड़ोतरी होगी। पेटीएम तीन महीने तक अपनी सेवाएं मुफ्त में देगा।

सक्सेना ने बताया कि इससे केंद्र सरकार की पहलों जैसे ई-कामर्स, डिजिटल और कैशलेस अर्थव्यवस्था को

बढ़ावा मिलेगा। इस सेवा के शुभारंभ के मौके पर खादी ग्रामोद्योग उत्तर क्षेत्र के कार्यकारी अधिकारी सत्यनारायण, पेटीएम (मार्केटिंग प्लेस) अध्यक्ष भूपण पाटिल, उपाध्यक्ष सुमिंदर पाल सिंह व खादी इंडिया के प्रबंधक एके गर्ग भी उपस्थित रहे।

खादी इंडिया में शुरू हुई पेटीएम से बिक्री

■ दिल्ली के रीगल बिल्डिंग स्थित खादी इंडिया में पेटीएम से बिक्री के लिए अलग लांज की शुरुआत की गई है।

नई दिल्ली, लोकसत्य

खादी इंडिया के शो रूम में अब खादी के वस्त्रों की खरीद का भुगतान पेटीएम से भी किया जा सकेगा। दिल्ली के रीगल बिल्डिंग स्थित खादी इंडिया में पेटीएम बिक्री के लिए अलग लांज की शुरुआत की गई है।

बृहस्पतिवार को खादी एवं ग्रामोद्योग आयोग के अध्यक्ष विनय कुमार सक्सेना ने इसका उद्घाटन किया और बताया कि पेटीएम के माध्यम से खादी और ग्रामोद्योग के उत्पादों की बिक्री में भारी वृद्धि होगी



जिससे गरीब खादी कस्त्रियों एवं बुनकरों की आमदनी में भी बड़ोतरी होगी। पेटीएम तीन महीने तक अपनी सेवाएं मुफ्त में देगा।

सक्सेना ने बताया कि इससे केंद्र सरकार की पहलों जैसे ई-कामर्स, डिजिटल और कैशलेस अर्थव्यवस्था को

बढ़ावा मिलेगा। इस सेवा के शुभारंभ के मौके पर खादी ग्रामोद्योग उत्तर क्षेत्र के कार्यकारी अधिकारी सत्यनारायण, पेटीएम (मार्केटिंग प्लेस) अध्यक्ष भूपण पाटिल, उपाध्यक्ष सुमिंदर पाल सिंह व खादी इंडिया के प्रबंधक एके गर्ग भी उपस्थित रहे।

Khadi and Village Industries Commission goes cashless



OUR CORRESPONDENT

NEW DELHI: Khadi and Village Industries Commission coming under the ministry of Micro, Small & Medium Enterprises (MSME) on Thursday announced to go cashless.

The Commission President Vinay Kumar Saxena, while inaugurating the facility, said

that from now onwards, sale of items in Khadi lounge will be made through Paytm.

The president claimed that the move to go digital will not only facilitate the consumers but will increase the sale of Khadi items. "As per the plan, Paytm will provide free services for the first three months which will attract people towards the lounge," said Saxena.

learn skills but also help them get stability through selling their products, especially the women of rural India."

Haribhai Parthibhai Chaudhary, MoS, ministry of micro, small and medium enterprises (MSME), on his maiden visit to the central office of KVIC said, "Buying one piece of cloth will generate employment for one artisan. As of today, MSME is generating 94 per cent employment and only 4 per cent is being generated by the public sector. Not only this, 65 per cent of GDP growth is from the MSME sector."

[illegible]



One yarn one Nation
Khadi India wishes all Khadi lovers
very happy and prosperous New Year
2017



'WE SPIN EMPLOYMENT AND WEAVE PROSPERITY IN INDIA'

Vinai Kumar Saxena
Chairman

Khadi and Village Industries Commission
Ministry of Micro, Small & Medium Enterprises, Govt of India
Website: www.kvic.org.in

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