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Azadi Ka
Amrit Mahotsav

Jagruti

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Mumbai

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**Khadi Monumental
National Flag displayed
in Mumbai
to Celebrate Navy Day**



कामये दुखतप्रानाम्।
प्राणिनाम् आतिनाशनम्॥

Vol.66 No.02 Mumbai, January-2022

Jagruti

A Monthly Journal of KVIC on Rural Industrialisation

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

To Empower Rural Artisans in UP's Bundelkhand Region KVIC Rolls Out self-employment schemes

Hundreds of people of the Bundelkhand region of Uttar Pradesh took a stride towards self-reliance by associating with self-employment activities of Khadi and Village Industries Commission (KVIC). At a grand event organized in Jhansi on 19th December, 2021, Minister of State for MSME, Shri Bhanu Pratap Singh Verma distributed electric potter wheels, bee boxes and Agarbatti making machines to rural artisans of Jhansi district and adjoining areas of the Bundelkhand region. MP from Jhansi, Shri Anurag Sharma was present on the occasion. An awareness program on Central Government's flagship Prime Minister's Employment Generation Program (PMEGP) was also inaugurated on this occasion.

Around 200 bee boxes, 100 electric potter wheels and 50 Agarbatti making machines were



distributed by KVIC. This will create a cumulative employment for over 600 local persons. KVIC has also provided training to these beneficiaries.

Shri Verma lauded the KVIC's initiatives in the Bundelkhand region and said that the machines distributed to these rural artisans would provide them livelihood at their doorstep. There is huge scope of employment creation in Uttar Pradesh, particularly the Bundelkhand region, he added.. The Minister opined that the government is committed to expedite job creation by implementing flagship programs like PMEGP, Honey Mission and Kumhar Sashaktikaran Yojana in the region.

Chairman KVIC Shri Vinai Saxena said, these schemes of KVIC are aimed at empowering the poorest of the poor people. He said, Bundelkhand region of Uttar Pradesh is a focus

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Paramilitary Forces to feel the warmth of Khadi durries A big push for “Swadeshi”

On 17 DEC 2021, NewDelhi

The big Swadeshi drive in paramilitary forces has further accelerated with Khadi and Village Industries Commission (KVIC) receiving a fresh order for 77,600 Khadi cotton durries worth Rs 3.95 crore from CISF. With this, the total requirement of Khadi cotton durries from paramilitary forces has gone up to 2,68,458 worth Rs 13.60 crore, against



1. Our paramilitary jawans can now feel the warmth of Khadi cotton durries.

2. KVIC has begun supplying bulk order of 2,68,458 durries worth Rs 13.60 crore,

3. following the MoU signed with ITBP. A big step towards Swadeshi & self-reliance.

which KVIC has made the first supply of 1000 durries on 12th December 2021 which has been approved by the forces. The balance quantity will be supplied in the lot of 5000 pieces every 10 days.

The

development comes in wake of the MoU signed between KVIC and ITBP on 6th January this year for procuring Khadi cotton durries for the paramilitary forces. Earlier, an order was placed for purchasing 1,90,858 durries worth Rs 9.65 crore.

As per the specifications, KVIC will supply blue-colour durries of 1.98-meter length and 1.07-meter width. The cotton durries will be produced by Khadi Institutions of Uttar Pradesh, Haryana and Punjab. This is for the first time jawans of paramilitary forces will feel the warmth of Khadi. Of the total order of 2,68,458 durries, 1,20,300 durries will be supplied to CISF; 59,445 durries to BSF; 51,000 durries to ITBP and remaining 37,713 durries will be supplied to SSB.

The Swadeshi drive in paramilitary forces has

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Contd from pg no.03 To Empower Rural Artisans in UP's Bundelkhand Region...



PMEGP scheme by setting up nearly 11,000 new manufacturing units in the region and thereby, creating 8800 direct employment. To support these projects, KVIC also disbursed subsidy amount of Rs 75 crore. Also, 16 Khadi institutions are currently working in the Bundelkhand region that are engaged in spinning and weaving activities by mostly women artisans.

area of KVIC where a number of schemes have been implemented to create self-employment for the farmers, unemployed youths and women.

During the last 3 years, KVIC has empowered over 300 potters' families in Bundelkhand region, creating livelihood for nearly 1200 persons of the community. It has also given a big thrust to the



Contd from pg no.04 Paramilitary Forces to feel the warmth of Khadi durries. A Big Push for Swadeshi

begun on the instructions of Home Minister Shri Amit Shah to encourage local products to support the “Aatmanirbhar Bharat Abhiyan”.

KVIC Chairman Shri Vinai Kumar Saxena said the repeat order for Khadi cotton durries is a testimony of the excellent quality of Khadi products which is the hallmark of Khadi. “These bulk orders for Khadi products will not only encourage the use of Swadeshi products in our forces but also create large-scale additional employment for Khadi artisans. KVIC will ensure that the entire quantity of durries is timely

delivered to our jawans while maintaining the highest quality standards,” Saxena said.

KVIC has developed the cotton durries as per the samples provided by ITBP and the same has been approved by the agency. The cotton durries prepared by KVIC have also been certified by Northern India Textile Research Association (NITRA), a unit of the Textile Ministry recognized by the department of Scientific and Industrial Research for testing the quality parameters.

KVIC rolls out project **RE-HAB in Assam to prevent elephant – human conflicts using tiny bees**



Buoyed by the success of its innovative Project RE-HAB (Reducing Elephant-Human Attacks using Bees) in Karnataka, Khadi and Village Industries Commission (KVIC) has now replicated the project in Assam on 3rd December, 2021.

Chairman KVIC, Shri Vinai Kumar Saxena launched Project RE-HAB at Village Mornoi in Goalpara district of Assam which severely grapples with elephant-human conflicts. The project has been implemented in Assam with the support of the local forest department. Surrounded by dense forests, a large part of Assam is infested by elephants with 332 human deaths reported between 2014 and 2019 due to elephant attacks.

Under Project RE-HAB, “Bee-fences” are created by setting up bee boxes in the passage ways of elephants to block their entrance to human territories. The boxes are connected with a string so that when elephants attempt to pass through, a

tug or pull causes the bees to swarm the elephant herds and dissuade them from progressing further. It is a cost-effective way of reducing human-wild conflicts without causing any harm to the animals. It is scientifically recorded that elephants are annoyed by the honey bees. Elephants also fear that the bee swarms can bite their sensitive inner side of the trunk and eyes. The collective buzz of the bees is annoying to elephants that force them to return.

A total of 330 interspersed bee boxes will be placed at Mornoi and Dahikata villages in a week's time to ward off elephants. These bee boxes have been given to 33 farmers and educated youths of these



villages by KVIC whose families have affected by elephants. Crop-raiding by elephants in these villages are reported almost every day for 9 to 10 months a year. The elephant menace here is so severe that villagers, over the last few years, had stopped cultivating their farms fearing elephant attacks. These villages have abundant production of paddy, litchi and jackfruit that attract elephants. High resolution, night vision cameras have been installed at strategic points to record the impact of bees on elephants and their behaviour in these zones.

Chairman KVIC said Project RE-HAB would prove to be a sustainable solution to the human-elephant conflicts that are very common in Assam. "Project RE-HAB has been a great success in Karnataka and so it has been launched in Assam with greater efficiency and better technical knowhow. I am hopeful that the project would contain elephant attacks in coming months and bring the local villagers back to their farms. At the same time, the bee boxes distributed by KVIC to these farmers will add to their income through beekeeping," Saxena said. KVIC'S North East zone member Duyo tamo was also present.

Notably, Project RE-HAB is a sub-mission of

KVIC's National Honey Mission. While the Honey Mission is a programme to increase the bee population, honey production and beekeepers' income by setting up apiaries, Project RE-HAB uses bee boxes as a fence to prevent the elephant attacks.

Project RE-HAB was launched at 11 locations in Kodagu district of Karnataka on 15th March 2021. In just 6 months, this project has reduced elephant attacks by over 70%.

Nearly 500 people die every year due to elephant attacks in India. This is nearly 10 times more than the fatalities caused by big cats across the country. From 2015 to 2020, nearly 2500 people have lost their lives in elephant attacks. On the contrary, nearly one-fifth of this number, i.e. nearly 500 elephants have also died in retaliation by humans in the last 5 years.

In the past, governments have spent crores of rupees on digging up trenches and erecting fences to dissuade elephants. Also hundreds of crores of rupees have been spent on compensation for loss of human lives. These trenches and barbed wire fences have often caused the deaths of elephant calves and thus rendering these ideas largely impractical.

Khadi's popularity soars at IITF 2021 records massive sale of Rs. 2.88 crore

IITF 2021 provided a big platform for Khadi artisans to explore new market avenues. A massive sale of Rs 2.88 crore this year, with a quantum jump of 122% from the year 2019, is also a testimony to Khadi's growing popularity & acceptance among masses.

The just concluded India International Trade Fair (IITF) 2021, saw a massive sale of Khadi products with a gross turnover of Rs 2.88 crore, thanks to the big government push for the local products. In the first Trade Fair organized in the post-Covid scenario, the total sale of Khadi products stood at Rs 2,88,14,553/- which is a quantum jump of 122% from the sale of Rs 1.30 crore in the year 2019.

KVIC, this year, set up 48 stalls from 20 states as compared to 30 stalls from 12 states in 2019. KVIC accorded high priority to women artisans giving 18 (36%) of the total stalls to women, which was confined to just 20% women's participation in 2019. Also, huge public turnout at the Khadi India Pavilion pushed the highest single day sale up to Rs 33.03 lakh as which was just Rs 21.31 lakh in 2019.

Chairman, KVIC, Shri Vinai Kumar Saxena attributed this growth to the Khadi's ever-

increasing popularity among the masses and people's support to the "Vocal for Local" initiative. "A large section of people, particularly the youths, have increasingly become vocal for our local products. Khadi's massive sales figure



.....contd. on pg no. 10



Khadi Monumental National Flag displayed in Mumbai to Celebrate Navy Day

The Monumental National Flag, which is the world's largest national flag made of Khadi fabric, was put to a grand public display in Mumbai, as the Indian Navy celebrated 'Navy Day' on 4th December, 2021.

The Navy displayed the flag at the Naval Dockyard adjacent to the iconic Gateway of India.

The Monumental National Flag, which symbolizes the collective spirit of Indian-ness and the heritage artisanal craft of Khadi, has been conceptualized and prepared by Khadi and Village Industries Commission (KVIC) to celebrate 'Azadi ka Amrit Mahotsav', the 75 years of Independence. KVIC has handed over the flag to the Defence forces for displaying the same at prominent places on historic

occasions.

The flag was unveiled on Gandhi Jayanti (2nd October) this year at a hilltop in Leh. It was later on displayed at Hindon Airbase on the occasion of Air Force Day on 8th October and at the Red Fort on 21st October, that marked the completion of 100 crore Covid vaccinations in India.

“It was the dream of the Hon'ble Prime Minister to have a Monumental National Flag in the 75th year of Independence that symbolizes India's integrity in diversity, its resurgence, the sacrifices of our freedom fighters and the craftsmanship of Khadi artisans. This flag is not only fulfilling the Prime Minister's dream but it also evokes a sense of

patriotism among the countrymen," KVIC Chairman, Shri Vinai Kumar Saxena said. He lauded the efforts of the defence personnel in displaying the flag at different places.

The Monumental National Flag measures 225 feet long, 150 feet wide and weighs (approx.) 1400 KG. It took 49 days for 70 Khadi artisans to prepare this flag. Making of the Monumental National Flag has created nearly 3500 man hours of additional work for Khadi artisans and allied workers. A whopping 4500 meters of hand-spun, hand-woven Khadi cotton bunting has been used in making the flag which covers the total area of 33, 750 square feet. The Ashok Chakra in the flag measures a diameter of 30 feet.

The Monumental National Flag at The Gateway Of India attracted a huge number of visitors. Kranti Jha, an IT professional had come all the way to Mumbai from Ahmedabad, said, " It's a matter of immense pride for not just me, but also for the whole country that we are a part of history in the making." Echoing his sentiments was a housewife Smt. Pankaja Chaturvedi, who said, "I just cannot express my feelings right now after seeing the iconic National Flag of India. I am way too overwhelmed after seeing the national flag on display. It actually got tears in my eyes because this flag symbolises all the selfless sacrifices that many people had done for the freedom of India." Vedika Lad, who had come with her friends to see the flag, said, "For me, witnessing the flag is nothing short of history in the making".



KVIC rolls out unique business model to handhold 70 women agarbatti artisans in Assam



KVIC has empowered 70 tribal women entrepreneurs of Assam by engaging them with Agarbatti production under PMEGP scheme. KVIC has created a unique business model to boost local Agarbatti production & infuse self-sustainability.

Khadi and Village Industries Commission (KVIC) has created a unique business model to empower women Agarbatti artisans in Assam and strengthen the local Agarbatti industry, which is a major employment creator in the state. KVIC has engaged 70 tribal women with the flagship Prime Minister's Employment Generation Program (PMEGP) to set up their own Agarbatti manufacturing units at Birkuchi in Kamrup district of Assam. KVIC has also roped in a business partner, which is a successful local Agarbatti manufacturer of Assam that will provide raw material and take back all the Agarbatti produced by these 70 women entrepreneurs by paying labor charges. These women belong to 7 self-help groups (SHGs).

KVIC, on 2nd December, 2021, also inaugurated a Multi-Disciplinary Training Centre (MDTC) at Rupnagar in Assam that will provide training to young entrepreneurs in various self-employment activities like beekeeping, pottery, leather craft, etc.

This Agarbatti business model is unique in the sense that these women entrepreneurs will be free from the hassle of selling or marketing their finished goods. On the other hand, the business partner will enhance his production of

Agarbatti without incurring any capital cost on purchasing new machines. KVIC has engaged "Mahabahu Agro Products", a leading Agarbatti Manufacturing unit, which was earlier set up by KVIC under the PMEGP program, as the business partner. It will also extend all technical support to these women entrepreneurs for manufacturing high quality Agarbatti. These 70 machines will produce a huge quantity of nearly 5600 KG Agarbatti daily that will be purchased by the business partner.

KVIC, under its flagship PMEGP scheme has facilitated a total financial aid of Rs 35 lakh – Rs 5 lakh for each of the 70 units – through Assam Gramin Vikash Bank, Guwahati to these women, to set up the agarbatti manufacturing units. KVIC Chairman Shri Vinai Kumar Saxena on 2nd December, 2021 handed over the sanction letters to these women entrepreneurs at Guwahati. KVIC has given a subsidy of 35%, i.e. Rs 12.25 lakh to support these units. With this bank loan, the entrepreneurs have been provided with automatic

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Convergence of SFURTI Scheme

Ministry of MSME conducts regular assessment of the functional SFURTI clusters in respect of their profitability and marketability through during various review meetings, visits to clusters and 3rd party evaluation, etc. Based on the same, it has been observed that marketability and profitability of the clusters require special support due to the COVID 19 pandemic. To ensure the same, the Ministry has taken various initiatives like training on design development and product diversification to cater to the market demand, encouraging linkages with e-commerce portals, etc.

SFURTI scheme is applicable across the country. However, to expand the reach of the scheme across the country, special focus is given on proposals received from districts without an approved SFURTI cluster and Aspirational districts. The Ministry encourages the convergence of the SFURTI scheme with other welfare schemes of Ministries/Departments of

Central and State Government. The Implementing Agencies of the clusters are already required to open bank accounts and provide General and Health Insurance to all artisans.

Minimum wage for artisans has not been specified under SFURTI. However, Ministry takes necessary initiatives under the scheme to upskill the traditional artisans and provide them with infrastructural support to add value to their products, thereby increasing their income in a sustainable manner.

The timeframe for functionalization of a SFURTI cluster since its approval is 12 months for a Regular cluster (up to 500 artisans) and 18 months for a Major cluster (more than 500 artisans). Ministry takes regular review of the clusters under implementation to ensure the timeline for functionalization of clusters are adhered to.

This information was given by Union Minister for MSME Shri Narayan Rane in a written reply in Lok Sabha on 2nd December, 2021.

Contd. from pg. no. 08**Khadi's Popularity Soars at IITF 2021.Records Massive Sale of Rs 2.88 crore**

is a testimony to this. Khadi is the biggest symbol of “Swadeshi” and the Prime Minister's appeal has added to the soaring spirit of Khadi lovers,” Saxena said.

A selfie point with Mahatma Gandhi and Prime Minister Narendra Modi, live demonstration of Pashmina spinning, pottery making, handmade paper making, agarbatti making, handmade paper footwear making, innovative Khadi Prakritik Paint

made of cow dung, etc. became the center of attraction at the Khadi India Pavilion. A range of premium Khadi fabric like Muslin of West Bengal, Pashmina from Jammu & Kashmir, Patola silk of Gujarat, Banarasi Silk, Bhagalpuri Silk, Phulkari art of Punjab, Kalamkari of Andhra Pradesh and several other varieties of cotton, silk and wool fabric too recorded massive sales at the trade fair.

Trademark Registrations

The details of countries who got International Registrations (wordmark- KHADI) and International Registrations (Khadi logo) for the Khadi Village Industries Commission (KVIC) is as follows:

International Trademark Registration	Name of the countries
International Registrations (wordmark- KHADI)	Germany, U.K., Australia, Russia, China, Oman, Kuwait, Mexico, Myanmar, Maldives
International Registrations (Khadi logo)	Bhutan, Oman, UAE, Kuwait Mexico, UK, Myanmar, Austria, Maldives

Note: No TM registration laws in Maldives. Myanmar (Declaration of Title registered)

After the Trademark registration in foreign countries, there is a possibility of tremendous increase in the exports of Khadi and Village Industries (KVI) products. As there will be a coordinated exports, more and more people will come forward to export the Khadi products under these Khadi Trademarks.

All Village Industries units (Rural Employment Generation Programme-REGP / Prime Minister's Employment Generation Programme-PMEGP) engaged in manufacturing of KVI products, traders, stockist, whole-sellers, etc. are eligible for getting the Trademark Licence on a payment of fee from KVIC. With the launch of the trademark licencing programme, an average of 10,000 units are to be registered for “Khadi India” Trademark Licenses and get the benefit.

This information was given by Union Minister for MSME Shri Narayan Rane in a written reply in Lok Sabha 9th December, 2021.

.....Contd from pg no. 11

agarbatti making machines, mixer machine and dryer machine. These women will get machines soon.

KVIC Chairman said this initiative aims at handholding artisans and supporting the local Agarbatti industry which has received a big boost from the Central government in the last couple of years. “It is a unique initiative to make India Aatmanirbhar in Agarbatti production while creating sustainable employment for women entrepreneurs in a very less investment. KVIC will also explore such business models in other parts of the country that will not empower small

entrepreneurs but also increase domestic Agarbatti production substantially,” Saxena said.

The model has been designed in wake of the two major decisions – import restriction on Raw Agarbatti and increase in import duty on Bamboo sticks - taken by the Ministry of Commerce and Ministry of Finance respectively to support the local agarbatti industry. The current consumption of Agarbatti in the country is approximately 1790 MT per day; however, India's per day production of Agarbatti is just 760 MT. There is a huge gap between the demand and the supply and hence, an immense scope for job creation.

Chairman, KVIC distributed training certificates to 100 women

Chairman, KVIC, Shri Vinai Kumar Saxena distributed certificates to 100 women, trained in beautician course at KVIC training centre in Delhi, on 10th December 2021. KVIC is handholding these entrepreneurs



to become "job-providers" instead of being "job-seekers".

A step towards self-sustainability & women empowerment

Chairman, KVIC Inaugurated A New MDTC at Guwahati



Chairman, KVIC Shri Vinai Kumar Saxena inaugurated a new MDTC, KVIC, Guwahati in presence of Hon'ble Member, KVIC, Shri Duyu

Tamo, Dr. Sukamal Deb, Dy. CEO. NEZ, Chairman, Assam Gramin Vikas Bank, DGM - SBI, GM-NABARD, DIC, KVIB, Bankers, PMEGP entrepreneurs.

Sanction letters to 7 SHG group of Agarbatti & 43 PMEGP entrepreneurs were also distributed.



Employment opportunities in MSMEs

As per 73rd Round of NSS report on Unincorporated Non-Agricultural Enterprises; (July 2015- June 2016) conducted by Ministry of Statistics & PI (MoSPI), the estimated number of persons employed in MSMEs are about 11.10 crore. Under the Prime Minister's Employment Generation Programme (PMEGP), the estimated employment generated (number of persons) in micro enterprises during the year 2016-17, 2017-18, 2018-19, 2019-20, 2020-21 and 2021-22 (as on 15.11.2021) are 4.08 lakh, 3.87 lakh, 5.87 lakh, 5.33 lakh, 5.95 lakh and 2.90 lakh respectively.

The Ministry of Micro, Small and Medium Enterprises (MSMEs) implements various schemes to increase employment opportunities of MSME sector in the country. These include PMEGP, Micro and Small Enterprises-Cluster Development Programme (MSE-CDP), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) and a Scheme for Promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE).

Government has taken a number of initiatives under Aatma Nirbhar Bharat Abhiyan to support the MSME Sector in the country especially in Covid-19 Pandemic. Some of them are:

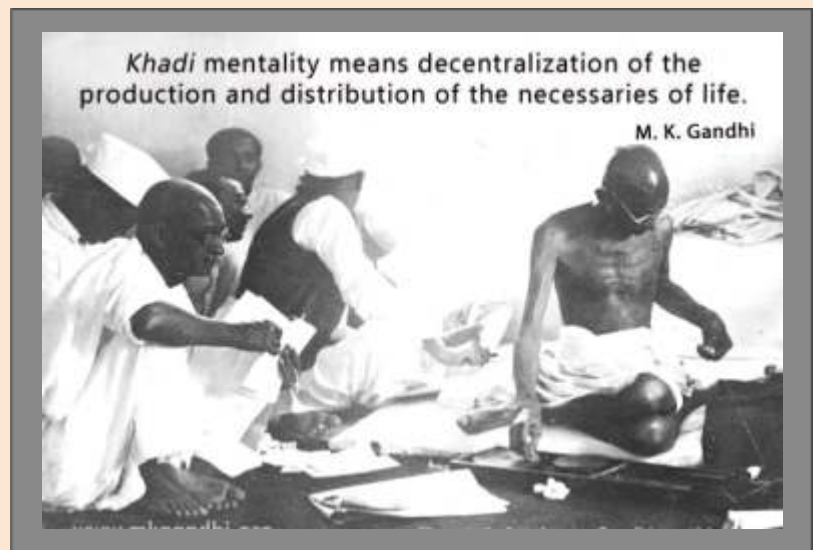
- i. Rs 20,000 crore Subordinate Debt for MSMEs.
- ii. Rs 3 lakh crores Collateral free Automatic Loans for business,

including MSMEs.

- iii. Rs. 50,000 crore equity infusion through MSME Fund of Funds.
- iv. New revised criteria for classification of MSMEs.
- v. New Registration of MSMEs through 'Udyam Registration' for Ease of Doing Business.
- vi. No global tenders for procurement up to Rs. 200 crores, this will help MSME.

As reported by the Credit Guarantee Trust for Micro and Small Enterprises on 16.11.2021, 754 guarantees amounting to Rs. 81.47 Crore have been approved under Credit Guarantee Scheme for Subordinate Debt (CGSSD). As part of the Aatma Nirbhar Bharat Abhiyaan, under the Emergency Credit Line Guarantee Scheme (ECLGS), an amount of Rs. 2.82 lakh crore has been sanctioned as on 12.11.2021.

This information was given by Union Minister for MSME Shri Narayan Rane in a written reply in Rajya Sabha on 06th December, 2021.





Renowned singer and actress Ila Arun visited Khadi and Village Industries Commission's Central Office. On 9th December, 2021 she was overwhelmed after seeing varieties of khadi sarees at reasonable cost, eco-friendly personal care products, traditional khadi kurta pyjama, soaps, shampoos and varieties of hair and skin care products.



From Gujarat to California

Handcrafted Khadi Denim has made a big global venture. USA's leading apparel brand "Patagonia" is now buying Khadi Denim fabric from Rajkot.

A big boost to Local to Global

US Fashion Brand "Patagonia" Chooses KVIC's Khadi Denim



Khadi, the symbol of sustainability and purity, has taken a big stride in the global fashion arena. US-based world's leading fashion brand, Patagonia, is now using handcrafted Khadi Denim fabric for making Denim apparels. Patagonia, through textile major Arvind Mills, has purchased nearly 30,000 meters of Khadi Denim Fabric worth Rs 1.08 crore from Gujarat.

In July 2017, Khadi and Village Industries Commission (KVIC) signed an agreement with Arvind mills Limited, Ahmedabad, to trade Khadi Denim products around the world. Since then, Arvind Mills has been purchasing a large quantity of Khadi Denim fabric every year from KVIC-certified Khadi institutions of Gujarat.

This new initiative of KVIC is not only creating extra man hours for Khadi artisans of Gujarat but is also fulfilling the Hon'ble Prime Minister's dream of "Local to Global." The purchase of Khadi Denim by Patagonia has created additional 1.80 lakh man hours, i.e. 27,720 man days of work for Khadi artisans. The order was placed in October 2020 and the same was executed in 12 months' time as per the schedule, i.e. in October 2021.

KVIC Chairman Shri Vinai Kumar Saxena said Khadi has evolved into the most fashionable and trendsetting wearable even as it retains its original values of being the most sustainable and eco-friendly fabric in the world. "Khadi Denim is the only handcrafted Denim fabric in the world which has gained wide popularity in the country and abroad. Khadi Denim is increasingly being used by leading fashion brands owing to the superior quality, comfort, organic and eco-friendly qualities of the fabric. Khadi Denim is an apt example of 'Local to Global' as envisaged by the Hon'ble PM," Saxena said.

Last year, a team from Patagonia visited Udyog Bharti, a Khadi Institution based in Gondal, Rajkot (Gujarat) to see the manufacturing process of Khadi Denim. Impressed by the manufacturing process and quality of the handcrafted Khadi Denim fabric, Patagonia, through

Arvind Mills, placed the purchase orders for different quantities of Khadi Denim fabric.

Before finalizing the purchases, Patagonia appointed NEST, a US-based global third-party assessor, to assess the complete process of Denim production at Gondal, i.e. spinning, weaving, carding, dyeing, wage payments, age-verification of workers, etc. involved in production line. The NEST, after thorough assessment of all parameters at Udyog Bharti, stated in the certificate that "The spinning and handloom weaving operations are now eligible for the NEST Seal of Ethical Handcraft". This is for the first time that a Khadi Institution in the country has been assessed and certified by an international independent assessor for meeting ethical standards in its operations.

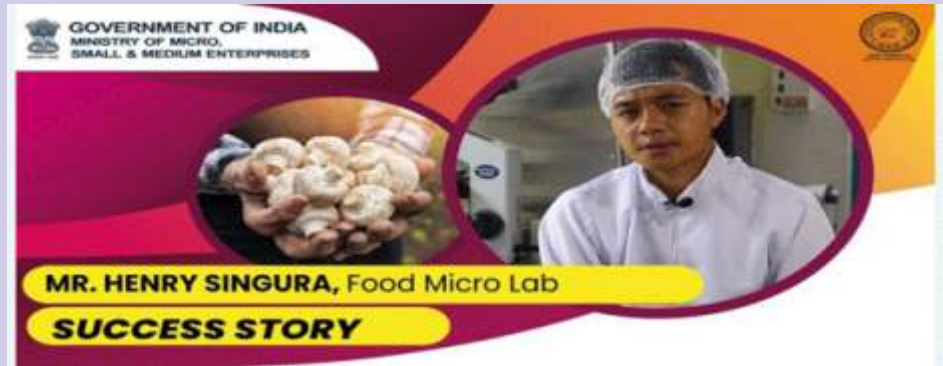
The order is for four types of Denim fabric which is made of 100% cotton having width from 28-inch to 34-inch.



Success Stories

Young entrepreneur Henry Singura develops Mushroom cultivation as successful business venture

Mr. Henry Singura from Mizoram has made mushroom cultivation a successful business venture and has provided new employment opportunities to the youth of the area. Henry always dreamt of doing something for his local people so he established Food Micro Lab in 2019. Prime Minister's Employment Generation Program (PMEGP) Scheme of MSME played a major role in making his venture a successful one. Henry says that, "mushrooms are one of the main sources of income in Mizoram. Being a startup, funding was one of the main problems we faced. We got



loan and 35 percent subsidy under PMEGP scheme. This helped our startup a lot."

Today Henry is working as a successful entrepreneur and training people in Mushroom cultivation. His initial challenge was to get the funding for his startup and for that he was supported by the Ministry of MSME under PMEGP Scheme.

Anju Devi's Journey to Self Reliance



Anju Devi hails from Bihar. PMEGP scheme helped her obtain a diploma in Madhubani painting and provided a loan to launch her enterprise. Keeping her passion for Madhubani art alive, she decided to turn it into an economic

proposition and revive the dying art. Today, her enterprise called SSD Mithila Arts has not just made her a proud entrepreneur but also made many other women self-reliant by providing them employment.

Her message to other women is, "Choose an activity that interests you, makes you self reliant and at the same time provides employment to other women around you. Hard work, perseverance, quality output and constant innovation will lead to success."

PMEGP scheme provides financial and training support, MSME paves the road to success for Anju Devi and many others.

Miscellaneous

Special Khadi Exhibition Inaugurated at Varanasi



A special Khadi Exhibition was inaugurated by Shri Manoj Kumar Goyal, Expert Member, organised in Office premises, KVIC, Varanasi on 20th December, 2021.

Khadi institutions and PMEGP units participated in this exhibition with their excellent Khadi and other VI products.



Awareness camp organized at Azamgarh

A one day awareness camp was organized by Divisional Office Khadi Village Industries Commission Gorakhpur at Azamgarh on 23rd December, 2021 under Prime Minister's Employment Generation Program.

Regional public representatives, District Village Industries Officer Azamgarh; Manager, Baroda UP Gramin Bank Nodal Officer PMEGP Mukesh Kumar Srivastava and students of PG college participated in this camp.



Training programme organized at CB Kora VI Institute



Dy. Chief Executive Officer, Shri Sanjay Hedeau giving information about PMEGP and other schemes during various training programme organized by CB Kora Village Industries Institute, Maharashtra State Office, Mumbai in coordination with Maratha establishment Ghatkopar.



Miscellaneous



DO, KVIC, Visakhapatnam organised an Awareness Camp on

Village Industries Vertical programme on 20th December, 2021 at RSETI, SBI, Visakhapatnam, Dy. Director, KVIC, Vizag, LDM, DIC, APKVIB, NYK, Womens Corporation, Gram Sarpanches, Self Help Group members, PMEGP beneficiaries RSETI training students attended the meeting.



Hindi workshop organised by SO, KVIC, Tripura on 22nd December, 2021.



An awareness program under PMEGP organized in Almorah on 23.12.2021. The programme was focussed on educating people at large about the scheme of KVIC.

Certificate distributed to trainees



Certificate distributed to trainees participated in 6 day training programme on Paper Conversion at

CB Cora Village industries institution, KVIC on 2nd December, 2021 in coordination with TATA Social science Institution.

Shri Asad Malik, Principal, C.B.Cora institute of Village Industries KVIC distributed the certificates to the participants.



On 20th December, 2021 a 5 days training programme was organised by MDTC Dahanu to

make jaggery from Neera in Anna, Rankol, Dabhon gram panchayats.

Bankers meeting on 20.12.21 in Conference hall, Director, Industries and Commerce, Agartala, Tripura. Director (Industries and Commerce) chaired the meeting



Miscellaneous



Trainees under pottery training producing products at their own on 19.12.21 at Taranagar, West Tripura distt, Tripura



Khadi Spinning and Weaving training programme commenced at Vajrat in Maharashtra. Shri. S. S Thampeji, Director, KVIC Hubli lighting traditional lamp on the eve of inauguration of Training Programme.

Awareness programme on PMEGP organised at Amodi District, Uttarakhand on 18th December, 2021.



Awareness camp on PMEGP organised in ITI, Teliamura, Khowai distt, Tripura on 9.12.2.



5 days Bee keeping training commenced from 17.12.21 at Chamonu, Distt Dhalai (Aspirational distt), Tripura

Spinning theory/practical training classes to KVIB, Technical Staff at MDTC, Trichur



Distribution of EDP Certificate to trainees in RSETI, Bishramganj, Sepahijala district, Tripura on 16.12.21



Miscellaneous

KVIC ORGANISES AWARENESS CAMP ON PMEGP



Bankers meeting organised at ITI, Teliamura, Khowai district on 15.12.21. LDM, Khowai, GM, DIC, Khowai, Expert- Banker, KVIC were present in meeting.



An Awareness Camp on Prime Ministers Employment Generation Programme was organized at Budgam. This helped in creating general awareness amongst public about the schemes of Khadi and Village Industries Commission with special focus and benefits under PMEGP scheme. On the occasion Deputy Commissioner Budgam, Shri Shahbaaz Ahmad Mirza, Principal /Nodal Officer PMEGP J&K Anil Kumar Sharma, Asstt. Director (Employment), Lead District Manager J&K Bank, Director RSETI, District Coordinator KVIC Budgam and large number of local youth were present.



Today, on 15.12.2021, under the Honey Mission program, awareness camps for giving information about the scheme and for the selection of 33 candidates in selected villages- Chausala, Forest Range, Fatehpur, Ramnagar Forest Division, Ramnagar, District-Nainital, Uttarakhand for the implementation of Re-hab project. was organized, the program was attended by about 55 villagers including village head and other forest workers.



CB Kora Village Industries Institute, Khadi and Village Industries Commission and Chhatrapati Pratishtan organized various training programs on 2nd December, 2021.

PRESS COVERAGE

2

Sprouts, Sunday, December 5, 2021

Khadi Monumental National Flag displayed in Mumbai to Celebrate Navy Day



IVYOTI DUREY | SPROUTS

The Monumental National Flag, which is the world's largest national flag made of Khadi fabric, was put to a grand public display in Mumbai, as the Indian Navy celebrated 'Navy Day' on Saturday. The Navy displayed the flag at the Naval Dockyard adjacent to the iconic Gateway of India. The Monumental National Flag, which symbolizes the collective spirit of Indian-ness and the heritage artisanal craft of Khadi, has been conceptualized and prepared by Khadi and Village Industries Commission (KVIC) to celebrate 'Azadi Ka Amrit Mahotsav', the 75 years of Independence. KVIC has handed over the flag to the Defence forces for displaying the same at prominent places on historic occasions.

The flag was unveiled on Gandhi Jayanti (2nd October) this year at a hilltop in Leh. It was later on displayed at Hindon Airbase on the occasion of Air Force Day on 8th October and at the Red Fort on 21st October, that marked the completion of 100 crore Covid vaccinations in India.

"It was the dream of the Hon'ble Prime Minister to have a Monumental National Flag in the 75th year of Independence that symbolizes India's integrity in diversity, its resurgence, the sacrifices of our freedom fighters and the craftsmanship of Khadi artisans. This flag is not only fulfilling the Prime Minister's dream but it also evokes a sense of patriotism among

the countrymen," KVIC Chairman, Shri Vinai Kumar Saxena said. He lauded the efforts of the defence personnel in displaying the flag at different places. The Monumental National Flag measures 225 feet long, 150 feet wide and weighs (approx.) 1400 KG. It took 49 days for 70 Khadi artisans to prepare this flag. Making of the Monumental National Flag has created nearly 3500 man hours of additional work for Khadi artisans and allied workers. A whopping 4500 meters of hand-spun, hand-woven Khadi cotton bunting has been used in making the flag which covers the total area of 33,750 square feet. The Ashok Chakra in the flag measures a diameter of 30 feet.

The Monumental National Flag at The Gateway Of India attracted a huge number of visitors. Kranti Jha, an IT professional had come all the way to Mumbai from Ahmedabad, said, "It's a matter of immense pride for not just me, but also for the whole country that we are a part of history in the making." Echoing his sentiments was a housewife Smt. Pankaja Chaturvedi, who said, "I just cannot express my feelings right now after seeing the iconic National Flag of India.

I am way too overwhelmed after seeing the national flag on display. It actually got tears in my eyes because this flag symbolises all the selfless sacrifices that many people had done for the freedom of India." Vedika Lad, who had come with her friends to see the flag, said, "For me, witnessing the flag is nothing short of history in the making".

WORLD'S LARGEST FLAG LAUNCHED ON NAVY DAY

KNanganal@timesgroup.com

The Western Naval Command of the Indian Navy exhibited the world's largest national flag at Mumbai's Naval Dockyard, overlooking the iconic Gateway of India, on Navy Day as part of 'Azadi Ka Amrit Mahotsav' on Saturday. The flag measured 225 feet in length and 150 feet in width and weighed about 1400 kgs and is made of khadi and was manufactured in 49 days with 70 Khadi artisans to prepare this flag.

A defence spokesperson said the Indian national flag has been conceptualized and manufactured by the Khadi and Village Industries and Commission as part of the Azadi Ka Amrit Mahotsav. The Indian Navy dedicates itself to the service of the nation on Navy Day. It renews its pledge and commitment to protect and promote national interests and serve the people of India through this small but important gesture of exhibiting the monumental national flag.

A spokesperson for Khadi and Village Industries Commission (KVIC) said the monumental national flag has been conceptualized and prepared by them to celebrate the 75 years of India's Independence. KVIC has handed over the flag to the defence forces for displaying the same at prominent places on historic occasions.

"The flag was unveiled on Gandhi Jayanti (October 2) this year at a hilltop in Leh. It was later on displayed at Hindon Airbase on the occasion of Air Force Day on October 8 and at the Red Fort on October 21, which marked the completion of 100 crore Covid vaccinations



S.S. Shrivastava



In India, KVIC Chairman, Vinai Kumar Saxena lauded the efforts of the defence personnel in displaying the flag at dif-

ferent places. "The flag has created nearly 3500 man hours of additional work for Khadi artisans and allied workers. A whopping 4500 meters of hand-spun, hand-woven Khadi cotton bunting has been used in making the flag," he said.

नौसेना दिवस पर खादी के राष्ट्रीय ध्वज का प्रदर्शन

विश्व के सबसे बड़े राष्ट्रीय ध्वज को देखने उमड़ी भीड़

महानगर संवाददाता

मुंबई

भारतीय नौसेना ने रविवार को नौसेना दिवस अवसर के तहत खादी के राष्ट्रीय ध्वज का प्रदर्शन किया गया जो दुनिया का सबसे बड़ा राष्ट्रीय ध्वज है। इस ध्वज को गेटवे ऑफ इंडिया से सटे नौसेना के डॉकयार्ड में सार्वजनिक प्रदर्शन के लिए रखा गया है। इसे देखने के लिए बड़ी संख्या में लोग जमा हुए।

नौसेना ने कहा कि स्मरणीय राष्ट्रीय ध्वज खादी और ग्रामोद्योग आयोग (केवीआईसी) द्वारा स्वतंत्रता के 75 वर्ष पर अठ्ठावीस करोड़



महोत्सव मनाने के लिए तैयार किया गया है। केवीआईसी ने ऐतिहासिक अवसर पर इसे प्रदर्शित करने के लिए रखा बलों को शौच दिया

है। इस वर्ष राष्ट्रीय ध्वज की परत को एक कंबी पाटाई की मोटी पर ध्वज का आवरण किया गया था। खादी और ग्रामोद्योग आयोग अध्यक्ष विनय कुमार सक्सेना ने कहा कि ऐतिहासिक राष्ट्रीय ध्वज 225 फीट लंबा, 150 फीट चौड़ा और लगभग 1400 किलोग्राम वजन का है। इस झंडे को तैयार करने में 70 खादी कारीगरों को 49 दिन लगे। ध्वज के निर्माण से खादी कारीगरों और अधिकों के लिए लगभग 3500 घंटे का औद्योगिक कार्य सृजित हुआ है। झंडे को बनाने में 4500 मीटर हाथ से कढ़े, हाथ से बुने हुए खादी कॉटन बॉटिंग का इस्तेमाल किया गया है, जो 33,750 वर्ग फुट के कुल क्षेत्रफल को कवर करता है। ध्वज में अशोक चक्र का व्यास 30 फीट है।



नौसेना दिवस के अवसर पर वेस्टर्न नेवल कमांड ने नेवल डॉकयार्ड मुंबई में विश्व का सबसे बड़ा राष्ट्र ध्वज प्रदर्शन के लिए रखा। खादी और ग्रामोद्योग आयोग ने विश्व के सबसे बड़े झंडे को 49 दिन में 70 खादी कारीगरों की मदद से तैयार किया है। 225 फीट लंबे, 150 फीट चौड़े ध्वज का कुल वजन 1,400 किलो है। झंडे को बनाने में 4,500 मीटर हाथ से कढ़े, हाथ से बुने हुए खादी कॉटन बॉटिंग का इस्तेमाल किया गया है, जो 33,750 वर्ग फुट के कुल क्षेत्रफल को कवर करता है। ध्वज में अशोक चक्र का व्यास 30 फीट है।



PRESS COVERAGE

सारे जहां से अच्छा हिंदोस्तां हमारा...

नेवी डे पर नौसेना ने किया सबसे बड़े तिरंगे का प्रदर्शन

■ मुंबई। नेवी डे के अवसर पर परिचामी नेवल कमांड ने मुंबई के नेवल डॉकयार्ड पर विश्व के सबसे बड़े राष्ट्रीय ध्वज का प्रदर्शन किया है। खाड़ी के कण्ठों से बने इस ध्वज की लंबाई २२५ फीट और चौड़ाई ९५० फीट है, जबकि झंडे का वजन ९४०० किलो है। आजर्दी का अमृत महोत्सव के हिस्से के रूप में इसे खाड़ी, ग्रामोद्योग और अयोध ने बनाया है। नेवी डे के मौके पर नौसेना ने कहा कि वह राष्ट्र की सुरक्षा के लिए समर्पित है। नेवी ने राष्ट्र हित और लोगों की सेवा के प्रति प्रतिबद्धता इस सबसे बड़े झंडे का प्रदर्शन कर फिर दोहराया है।



नौदल दिनानिमित्त फडकला सर्वात मोठा तिरंगा

प्रतिनिधी/मुंबई : नौदल दिनानिमित्त नौदल सप्ताहाचे आयोजन करण्यात आले आहे. १९७१ च्या भारत-पाकिस्तान युद्धादरम्यान ऑपरेशन ट्रयडेंट सुरू झाल्याच्या स्मरणार्थ मुंबईतील गेटवे ऑफ इंडिया येथे 'बीटिंग द रिट्रीट' कार्यक्रम झाला. यावेळी नौदलाने जगातील सर्वात मोठा तिरंगा तयार केला. गेटवे ऑफ इंडियाच्या समोर नौदलाच्या पश्चिम विभागाच्या मुख्यालयात हा राष्ट्रध्वज प्रदर्शित केला. हा राष्ट्रध्वज खादीने बनवला आहे. याची लांबी २२५ फूट असून १५० फूट रुंदी आहे. त्याचे वजन १४०० किलो आहे. या राष्ट्रध्वजाचे डिझाईन आणि उत्पादन हे खादी आणि ग्रामोद्योग आयोजाने केले आहे.

नौदलाने उभारला जगातील सर्वात मोठा राष्ट्रध्वज



नौदल सप्ताहानिमित्त विविध उपक्रम

■ मुंबई, नवरात्र नृत्य नेटवर्क, जगातील सर्वात मोठा आणि वजनदार राष्ट्रध्वज भारतीय नौदलाच्या पश्चिम विभागाने मुंबईतील गेटवे ऑफ इंडियाजवळ नौदल गेटीच्या ठिकाळ उभारला आहे. २२५ फूट रुंद १५० फूट रेषे व चौदशे किलो वजनाचा हा राष्ट्रध्वज खादी ग्रामोद्योग विभागाने तयार केला आहे.

कालपर्यंत हा ध्वज उभारण्याचे काम सुरू होते. परवी खांबावर किंवा अन्य यंत्रणेने त्याला बांधून ठेवा करणे फारच कठिण होते ठरले असते. खांबावर उभारला असला तरी त्याची दुसरी बाजू खालच्या दिशेने झुकली असते व त्या ध्वजाचे सीटिंग सुलुस दिसले नसते. त्यामुळे त्याला फुट ठेवणे वेळोवेळी नव्याच विभागातील क्रेनचा वापर करण्याचे ठरले. खादी ग्रामोद्योग विभागाने स्वातंत्र्याच्या अनुसंधानासाठी स्थापित या ध्वजाची संकल्पना मांडून तो तयार केला. त्यानंतर नौदल दिनानिमित्त त्या ध्वजाचे अनावरण करून तो चालूला आणि करण्याची जबाबदारी नौदलाने स्वीकारली.

नौसेना दिवस: मुंबई में खादी स्मारकीय राष्ट्रीय ध्वज प्रदर्शन

PRESS COVERAGE

जागरूक टाइम्स संवाददाता

मुंबई। भारतीय नौसेना ने शनिवार को 'नौसेना दिवस' मनाया। इस अवसर पर खादी वस्त्र से बना दुनिया का सबसे बड़ा राष्ट्रीय ध्वज 'स्मारकीय राष्ट्रीय ध्वज' मुंबई में एक भव्य सार्वजनिक प्रदर्शन के लिए रखा गया। नौसेना ने प्रतिष्ठित गेटवे ऑफ इंडिया से सटे नौसेना डॉकयार्ड में ध्वज प्रदर्शित किया, जिसमें बड़ी संख्या में आगतुक आए। स्मारकीय राष्ट्रीय ध्वज, जो भारतीयता की समृद्धि भावना और खादी की निरस्त कारीगर हस्तकला का प्रतीक है, खादी और ग्रामोद्योग आयोग (केबीआईसी) द्वारा स्वतंत्रता के 75 वर्ष 'आजादी का अमृत महोत्सव' मनाते



के लिए तैयार किया गया है। केबीआईसी ने ऐतिहासिक अवसरों पर प्रमुख स्थानों पर इसे प्रदर्शित करने के लिए रखा बलों को ध्वज सौंप दिया है। खादी और ग्रामोद्योग आयोग के अध्यक्ष विनय कुमार सक्सेना ने कहा कि, स्वतंत्रता के 75 वें वर्ष में एक स्मारकीय राष्ट्रीय

ध्वज का प्रधानमंत्री का सपना था, जो विविधता में भारत की अखंडता, इसके पुनरुत्थान, हमारे स्वतंत्रता सेनानियों के बलिदान और खादी कारीगरों की शिल्प कौशल का प्रतीक है। यह झंडा न केवल प्रधानमंत्री के सपने को पूरा कर रहा है बल्कि देशवासियों में देशभक्ति की

स्थानों पर झंडा फहराने में रक्षा कर्मियों के प्रयासों की सराहना की। स्मारकीय राष्ट्रीय ध्वज 225 फीट लंबा, 150 फीट चौड़ा और इसका वजन (लगभग) 1400 किलोग्राम है। इस झंडे को तैयार करने में 70 खादी कारीगरों को 49 दिन लगे। स्मारकीय राष्ट्रीय ध्वज के निर्माण से खादी कारीगरों और संबद्ध श्रमिकों के लिए लगभग 3500 मानव घंटे का अतिरिक्त कार्य सृजित हुआ है। झंडे को बनाने में 4500 मीटर हाथ से कते, हाथ से बुने हुए खादी कॉटन बॉटिंग का इस्तेमाल किया गया है, जो 33,750 वर्ग फुट के कुल क्षेत्रफल को कवर करता है। ध्वज में अशोक चक्र का व्यास 30 फीट है।



जगातील सर्वात मोठा राष्ट्रध्वज गेटवे जवळ झळकला

मुंबई। जगातील सर्वात मोठा अंतिम चक्रवात राष्ट्रध्वज शनिवार, २ डिसेंबर को जी भरतने प्रवेश करेगा। आगामी ७०-वां वर दे अशोक इतिहास जवळ अखिल भारतीय नौसेना डॉकयार्ड पर प्रदर्शित होगा।

हा ध्वज नौसेना की संपूर्ण भावना और खादी की निरस्त कारीगर हस्तकला का प्रतीक है। खादी और ग्रामोद्योग आयोग (केबीआईसी) द्वारा स्वतंत्रता के 75 वर्ष 'आजादी का अमृत महोत्सव' मनाते

हा ध्वज नौसेना की संपूर्ण भावना और खादी की निरस्त कारीगर हस्तकला का प्रतीक है। खादी और ग्रामोद्योग आयोग (केबीआईसी) द्वारा स्वतंत्रता के 75 वर्ष 'आजादी का अमृत महोत्सव' मनाते



विशाल तिरंगा ध्वज... नौसेना दिवस के अवसर पर मुंबई में प्रदर्शित खादी स्मारकीय राष्ट्रीय ध्वज।

दुनिया के सबसे बड़े राष्ट्र ध्वज का अनावरण

मुंबई, (स) 'नौसेना दिवस' के अवसर पर दुनिया का सबसे बड़ा राष्ट्रीय ध्वज पश्चिमी नौसेना कमान के सौजन्य से नेवल डॉकयार्ड में शनिवार को प्रदर्शित किया गया है, यह तिरंगा ऐतिहासिक गेटवे ऑफ इंडिया के बगल में है। नौसेना, पश्चिमी कमान के प्रवक्ता ने बताया कि 225 फीट लंबे और 150 फीट चौड़े इस झंडे का वजन लगभग 1400 किलोग्राम है और यह खादी से बना है। आजादी के अमृत महोत्सव के हिस्से के रूप में इसे खादी-ग्रामोद्योग और आयोग द्वारा निर्मित किया गया है।

नौसेना दिवस के अवसर पर मुंबई में प्रदर्शित खादी स्मारकीय राष्ट्रीय ध्वज

मुंबई। भारतीय नौसेना ने शनिवार को नौसेना दिवस मनाया इस अवसर पर स्मारकीय राष्ट्रीय ध्वज, जो खादी वस्त्र से बना दुनिया का सबसे बड़ा राष्ट्रीय ध्वज है, को मुंबई में एक भव्य सार्वजनिक प्रदर्शन के लिए रखा गया। नौसेना ने प्रतिष्ठित गेटवे ऑफ इंडिया से सटे नौसेना डॉकयार्ड में ध्वज प्रदर्शित किया, जिसमें बड़ी संख्या में आगतुक आए। स्मारकीय राष्ट्रीय ध्वज, जो भारतीयता की समृद्धि भावना और खादी की निरस्त कारीगर हस्तकला का प्रतीक है, खादी और ग्रामोद्योग आयोग (केबीआईसी) द्वारा स्वतंत्रता के 75 वर्ष 'आजादी का अमृत महोत्सव' मनाते



पराशू की शोटी पर ध्वज का अनावरण किया गया था। इसे बाद में 8 अक्टूबर को खपु सेना दिवस के अवसर पर हिंडन एयरबेस पर और 21 अक्टूबर के दिन जब भारत में 100 करोड़ कोविड टीकाकरण पूरा होने पर लाल किले में प्रदर्शित किया गया। खादी और ग्रामोद्योग आयोग के माननीय अध्यक्ष विनय कुमार सक्सेना ने कहा कि, स्वतंत्रता के 75 वें वर्ष में एक स्मारकीय राष्ट्रीय ध्वज का माननीय प्रधानमंत्री का सपना था जो विविधता में भारत की अखंडता, इसके पुनरुत्थान, हमारे स्वतंत्रता सेनानियों

के बलिदान और खादी कारीगरों की शिल्प कौशल का प्रतीक है। यह झंडा न केवल प्रधानमंत्री के सपने को पूरा कर रहा है बल्कि देशवासियों में देशभक्ति की भावना को जगाता है। उन्होंने विविध स्थानों पर झंडा फहराने में रक्षा कर्मियों के प्रयासों की सराहना की। स्मारकीय राष्ट्रीय ध्वज 225 फीट लंबा, 150 फीट चौड़ा और इसका वजन (लगभग) 1400 किलोग्राम है। इस झंडे को तैयार करने में 70 खादी कारीगरों को 49 दिन लगे। स्मारकीय राष्ट्रीय ध्वज के निर्माण से खादी कारीगरों और संबद्ध श्रमिकों के

PRESS COVERAGE

KVIC organises Awareness Camp on PMEGP at Shopian

SHOPIAN, DECEMBER 22: Khadi and Village Industries Commission today organized an awareness camp on flagship Prime Minister's Employment Generation programme at the Meeting Hall of Deputy Commissioner's office, here.

Appreciating the efforts of KVIC for organising such awareness camps, the Additional Deputy Commissioner (ADC) Shopian, Mushtaq Ahmad Simnani described PMEGP as the most beneficial scheme for the rural unemployed youth.

The ADC added that such awareness camps greatly help in guiding the youth towards earning income through self-employment ventures which they can establish under various schemes.

The programme was organised with the aim to create general awareness amongst the public about the schemes of Khadi and Village Industries Commission with special focus and benefits under the PMEGP Scheme.

Principal/Nodal Officer PMEGP, J&K, Anil Kumar Sharma; Asst. Director (Employment); Lead District Manager, J&K Bank; Director RSETI; District Coordinator KVIC Budgam and a large number of local youth were present.

Earlier, Sharma gave a PowerPoint presentation on PMEGP. He informed the gathering about the on-line process of PMEGP applications.

He also provided information about the recently started upgradation of PMEGP scheme under which a beneficiary can avail loan up to 25 Laacs in Service Sector and upto 1 crore in Manufacturing Sector.

KVIC to help 70 women set up agarbatti-making units

STAFF REPORTER

GUWAHATI, Dec 2: The Khadi and Village Industries Commission (KVIC) has created a unique business model to empower women agarbatti makers in Assam and strengthen the local agarbatti industry, which is a major employment generator in the State.

KVIC has engaged 70 tribal women under the flagship Prime Minister's Employment Generation Programme (PMEGP) to set up their own agarbatti manufacturing units in Bokuchi in Kamrup district. It has also stepped in as a business partner – a successful local agarbatti manufacturer of Assam – that will provide raw material and take back all the agarbatti produced by these 70 women entrepreneurs by paying labour charges. These women belong to seven self-help groups.

KVIC has engaged Mahabahu Agro Products, a leading agarbatti manufacturing unit, which was earlier set up by KVIC under the PMEGP programme, as the business partner. It will also extend all technical support to these women entrepreneurs for manufacturing high quality agarbatti.

According to a PIB release, the agarbatti business model is unique in the sense that these women entrepreneurs will be free from the hassles of selling or marketing their finished goods. On the other hand, the business partner will enhance its production of agarbatti without incurring any capital cost on purchasing new machines.

The 70 machines used by the 70 women entrepreneurs will produce a huge quantity of nearly 5,800 kg of agarbatti daily that will be purchased by the business partner.

KVIC, under its flagship PMEGP scheme, has facilitated a total financial aid of Rs 35 lakh – Rs 5 lakh each for the 70 units – through Assam Gramin Vikash Bank, Guwahati to these women, to set up the agarbatti manufacturing units.

KVIC chairman Vinai Kumar Saxena on Thursday handed over sanction letters to these women entrepreneurs at a function in Guwahati. KVIC has given a subsidy of 35 per cent – i.e. Rs 12.25 lakh to support these units. With this bank loan, the entrepreneurs have been provided with automatic agar-

batti-making machines, mixer machine and dryer machine. These women will get the machines soon.

The KVIC chairman said the initiative aims at handholding the workers and supporting the local agarbatti industry which has received a big boost from the Central Government in the last couple of years. "It is a unique initiative to make India 'atmanirbhar' in agarbatti production while creating sustainable employment for women entrepreneurs with minimal investment," he said.

The model has been designed in the wake of the two major decisions – import restriction on raw agarbatti and increase in import duty on bamboo sticks – taken by the Union Ministry of Commerce and Ministry of Finance, respectively, to support the local agarbatti industry.

The agarbatti business model is unique as the entrepreneurs will be free from the hassles of selling their finished goods. And, the business partner will enhance its production without incurring any capital cost on purchasing new machines



ગુજરાત સત્તા DT:10-12-2021 | FRIDAY **10**

રાણપુરનું ભાલ નાળકાંઠા ખાદી ગ્રામોદ્યોગ મંડળ મહિલાઓ માટે બન્યું રોજગારી કેન્દ્ર

ઉની ખાદીમાં રજા મહિલાઓને રોજગારી રાણપુર રાણપુર નાળકાંઠા ખાદી ગ્રામોદ્યોગ મંડળ- સેક માત્ર કરવી સમગ્ર ૯ થઈ સમાપ્ત વસ્તુની એકમ જગતનો ઉપર બને છે :સિવાજીમાં ઇન્ડિયા વસ્તુઓની વધુ હોઈ છે માંગ





ગુજરાત સત્તા
વસ્તુ સોસાઈટી

ગુજરાતની ઉની ખાદી તો સેક માત્ર સચવા છે --ગોવિંદકિમ ડાબી --વેરમેલ ભાલ નાળકાંઠા ખાદી ગ્રામોદ્યોગ મંડળ

ભાલ નાળકાંઠા ખાદી ગ્રામોદ્યોગ સમગ્ર સેકેટ સંપૂર્ણ સંતરવડ્યું



आत्मनिर्भर बुंदेलखंड के लिए के.वी.आई.सी की बड़ी पहल

आत्मनिर्भर बुंदेलखंड को बनाने के लिए 'के.वी.आई.सी' की पहल... (Text continues with details of the initiative)

PRESS COVERAGE



सुभी शानकर बन सकें।

कमल से ऑर्गेनिक कपड़ा बनाकर लोगों को रोजगार

शुरू किया प्रोजेक्ट
नेने प्रोजेक्ट के 'सीपी केमल प्रोडक्ट्स' कंपनी ने बुंदेलखंड में 'के.वी.आई.सी' की पहल... (Text continues with details of the organic cotton project)

कमल से ऑर्गेनिक कपड़ा
इन दिनों की कपड़ों की इतनी तेज मांग है कि... (Text continues with details of the organic cotton project)

महिलाओं को रोजगार
इससे वे इससे बनाने में सक्षम रहेंगी... (Text continues with details of the organic cotton project)

के.वी.आई.सी से बनेगा आत्मनिर्भर बुंदेलखंड: मानु प्रताप वर्मा

आत्मनिर्भर बुंदेलखंड को बनाने के लिए 'के.वी.आई.सी' की पहल... (Text continues with details of the initiative)

कुंभकारों को दिए इलेक्ट्रिक चाक, खुले स्वरोजगार के द्वार

संकाट म्यूच एजेंसी

इससे, बुंदेलखंड के खादी एवं ग्रामोद्योग अयोग की संयोजित विकास योजनाएं... (Text continues with details of the initiative)

दीनदयाल सभागार में हुआ खादी, ग्रामोद्योग आयोग का कार्यक्रम

संकाट म्यूच एजेंसी ने 200 मधुमक्खी... (Text continues with details of the initiative)



कुंभकारों को दिए इलेक्ट्रिक चाक, खुले स्वरोजगार के द्वार

आत्मनिर्भर बुंदेलखंड को बनाने के लिए 'के.वी.आई.सी' की पहल... (Text continues with details of the initiative)

PRESS COVERAGE

खादी मेला में उमड़ रही ग्राहकों की भीड़



वाराणसी। खादी एवं ग्रामोद्योग आयोग के तैलियाबाग स्थित मंडलीय कार्यालय में चल रहे खादी मेला का सोमवार को औपचारिक उद्घाटन हुआ। आयोग के विशेष सचिव (विपणन) मनोम कुमार गोयल ने उद्घाटन किया। दूसरे तरफ, मेला में ग्राहकों की ज़ेरी ज़ेड़ उमड़ी। सर्द मौसम के अनुकूल लोग खादीयों को पहनने में मग्न हुए। अलायन का स्वागत करते हुए मंडलीय निदेशक/प्रभारी योगेश भाटी ने बताया कि 15 दिवसीय इस मेले में खादी उत्पाद मसलन रेडीमेड शर्ट, जेकेट, ड्रेस, कमीज, सिल्क साड़ी आदि तथा ग्रामोद्योगी उत्पादों में हस्त उत्पाद, अन्ध-मूर्च्छा, पापड़, शहद, अमरबनी, सबुन, चर्म उत्पाद, ड्राई फ्रूट्स आदि उपलब्ध कराये गये हैं। यह पूरा प्रदेश के अलावा देश के विभिन्न राज्यों की संस्थाएँ अपने उत्पाद उपकरणों को प्रदर्शित की हैं। इस प्रदर्शनी का आयोजन जगता के बेहतरीन मांग पर आयोजित किया गया है। बी भाटी ने बताया कि खादी मेले के करीबन का लक्ष्य करीब 3 करोड़ है।

वाराणसी, मंगलवार, 21 दिसम्बर, 2021 **जनवार्ता वाराणसी**

विशेष खादी प्रदर्शनी का भव्य उद्घाटन
2 जनवरी तक चलने वाली प्रदर्शनी में कई राज्यों, जनपदों के स्टॉल



वाराणसी (जनवार्ता)। मंगलवार को वाराणसी में खादी और ग्रामोद्योग आयोग के तैलियाबाग में आयोजित खादी मेले का उद्घाटन हुआ। खादी एवं ग्रामोद्योग आयोग के विशेष सचिव (विपणन) मनोम कुमार गोयल ने उद्घाटन किया। दूसरे तरफ, मेला में ग्राहकों की ज़ेरी ज़ेड़ उमड़ी। सर्द मौसम के अनुकूल लोग खादीयों को पहनने में मग्न हुए। अलायन का स्वागत करते हुए मंडलीय निदेशक/प्रभारी योगेश भाटी ने बताया कि 15 दिवसीय इस मेले में खादी उत्पाद मसलन रेडीमेड शर्ट, जेकेट, ड्रेस, कमीज, सिल्क साड़ी आदि तथा ग्रामोद्योगी उत्पादों में हस्त उत्पाद, अन्ध-मूर्च्छा, पापड़, शहद, अमरबनी, सबुन, चर्म उत्पाद, ड्राई फ्रूट्स आदि उपलब्ध कराये गये हैं। यह पूरा प्रदेश के अलावा देश के विभिन्न राज्यों की संस्थाएँ अपने उत्पाद उपकरणों को प्रदर्शित की हैं। इस प्रदर्शनी का आयोजन जगता के बेहतरीन मांग पर आयोजित किया गया है। बी भाटी ने बताया कि खादी मेले के करीबन का लक्ष्य करीब 3 करोड़ है।

खादी उत्पादका विद्वेषण करते मनोज कुमार गोयल। छाया : आर



प्रदर्शनीमें कश्मीरसे लेकर नागालैण्ड तकके उत्पाद

खादी और ग्रामोद्योग आयोग के तैलियाबाग में आयोजित खादी मेले का उद्घाटन हुआ। खादी एवं ग्रामोद्योग आयोग के विशेष सचिव (विपणन) मनोम कुमार गोयल ने उद्घाटन किया। दूसरे तरफ, मेला में ग्राहकों की ज़ेरी ज़ेड़ उमड़ी। सर्द मौसम के अनुकूल लोग खादीयों को पहनने में मग्न हुए। अलायन का स्वागत करते हुए मंडलीय निदेशक/प्रभारी योगेश भाटी ने बताया कि 15 दिवसीय इस मेले में खादी उत्पाद मसलन रेडीमेड शर्ट, जेकेट, ड्रेस, कमीज, सिल्क साड़ी आदि तथा ग्रामोद्योगी उत्पादों में हस्त उत्पाद, अन्ध-मूर्च्छा, पापड़, शहद, अमरबनी, सबुन, चर्म उत्पाद, ड्राई फ्रूट्स आदि उपलब्ध कराये गये हैं। यह पूरा प्रदेश के अलावा देश के विभिन्न राज्यों की संस्थाएँ अपने उत्पाद उपकरणों को प्रदर्शित की हैं। इस प्रदर्शनी का आयोजन जगता के बेहतरीन मांग पर आयोजित किया गया है। बी भाटी ने बताया कि खादी मेले के करीबन का लक्ष्य करीब 3 करोड़ है।

वाराणसी, 21 दिसंबर, 2021 **दैनिक जागरण 7**

खादी मेले में हर स्टाल पर वोकल फार लोकल के रंग

जगरण समाचार, वाराणसी - खादी उत्पाद के उद्घाटन की खादी दिवस के उद्देश्य से खादी और ग्रामोद्योग आयोग ने 15 दिवस के मेले का आयोजन किया है। यह मेला तैलियाबाग स्थित कार्यालय परिसर में लगाया गया है। इसका उद्घाटन सोमवार को खादी और ग्रामोद्योग आयोग के विशेष सचिव (विपणन) मनोम कुमार गोयल ने किया। मेले में लगे स्टालों का निर्माण करने के बाद उन्होंने कहा कि इस मेले में देश भर के खादी उत्पादों को मंगाना है। खादी की प्रतिष्ठा के रूप में ही खादी के उत्पादों को बाजार में लाना है। मेले में पहले दिन युवाओं की खूब भीड़ उमड़ी। सोमवार प्रसाशन के स्टाल पर युवाओं और महिलाओं की खूब भीड़ उमड़ी रही। इस दौरान शरीर मित्र, रंग रंग रिबन, चूची मित्र, शीतलाना पाउच, सॉल्वे सिंडी, खादी ग्रामोद्योग और आयोग के निदेशक योगेश भाटी ने बताया कि खादी मेले में कहीं सहित अन्य प्रदेशों के उत्पादों के 110 स्टाल लगाए गए हैं। बताया कि उत्तर प्रदेश के अलावा पंजाब, हरियाणा, राजस्थान, बिहार, पश्चिम बंगाल, उत्तराखंड, प्रारखंड, मध्यप्रदेश, महाराष्ट्र के अलावा उत्पादों की प्रदर्शनी लगाई है।

खादी प्रदर्शनी में 'वोकल फॉर लोकल' हुआ मुखर



तेलियाबाग निवा खादी और ग्रामोद्योग आयोग के भारतीय कार्यालय परिसर में प्रदर्शनी का उद्घाटन करने के बाद स्टाल का निरीक्षण करते आयोग के विशेषज्ञ सदस्य (विपन्न) मनोज कुमार चौधरी। • विपन्न

वाराणसी | कार्यालय उद्घाटन

मंडलीय कार्यालय के निदेशक डीएस भाटी ने कहा कि प्रदर्शनी में 120 स्टाल लगे हैं। दो जनवरी तक प्रदर्शनी चलेगी। इसमें रेडीमेड गारमेंट, अंगरबत्ती, ऊनी कपड़े, सिल्क साड़ी, हार्बल उत्पादों के स्टाल शामिल हैं।
खादी प्रदर्शनी में पंचाच, हरियाणा, मध्य प्रदेश, झारखंड, राजस्थान, बिहार, पश्चिम बंगाल, जम्मू-कश्मीर, उत्तराखंड, नागालैंड के उत्पाद लेकर कर्तित बुद्धक आए हैं। इस दौरान पूर्वांचल खादी संगठन ट्रस्ट के अध्यक्ष संदीप सिंह, खादी आसनों के राष्ट्रीय संघी रमेशचंद्र तिवारी, औपचारिक सचिव, मनोहर सिंह आदि मौजूद थे।

खादी प्रदर्शनी में गर्म कपड़ों की बढ़ी मांग

वाराणसी। खादी और ग्राम उद्योग आयोग की ओर से तेलियाबाग में 15 दिवसीय खादी प्रदर्शनी में दो दिन में 17 लाख रुपये की बिक्री हुई। इसमें सबसे ज्यादा गर्म कपड़ों बिके।

दो जनवरी 2022 तक चलने वाली प्रदर्शनी में देश के 12 राज्यों के 110 स्टालों पर सैकड़ों प्रकार के उत्पादों की शामिल किया गया है। निदेशक डीएस भाटी ने बताया कि 19 से 20 दिसंबर के बीच प्रदर्शनी में लगे स्टालों से 17 लाख रुपये की बिक्री हुई। इसमें ऊनी रेडीमेड कपड़ों की सबसे ज्यादा बिक्री हुई। सोमवार को प्रदर्शनी के उद्घाटन को औपचारिकताएं पूरी की गईं। उद्घाटन आयोग के विशेषज्ञ सदस्य (विपन्न) मनोज कुमार ने किया। इस मौके पर आयोग के उद्घाटन के दौरान पूर्वांचल खादी संगठन ट्रस्ट के अध्यक्ष, संदीप सिंह, रमेश चंद्र तिवारी, प्रकाश, सत्येंद्र सिंह रहे। संवाद



दो जनवरी 2022 तक चलने वाली प्रदर्शनी में देश के 12 राज्यों के 110 स्टालों पर सैकड़ों प्रकार के उत्पादों की शामिल किया गया है। निदेशक डीएस भाटी ने बताया कि 19 से 20 दिसंबर के बीच प्रदर्शनी में लगे स्टालों से 17 लाख रुपये की बिक्री हुई। इसमें ऊनी रेडीमेड कपड़ों की सबसे ज्यादा बिक्री हुई। सोमवार को प्रदर्शनी के उद्घाटन को औपचारिकताएं पूरी की गईं। उद्घाटन आयोग के विशेषज्ञ सदस्य (विपन्न) मनोज कुमार ने किया। इस मौके पर आयोग के उद्घाटन के दौरान पूर्वांचल खादी संगठन ट्रस्ट के अध्यक्ष, संदीप सिंह, रमेश चंद्र तिवारी, प्रकाश, सत्येंद्र सिंह रहे। संवाद

खादी मेला में उमड़ रही ग्राहकों की भारी भीड़

वाराणसी। खादी एवं ग्रामोद्योग आयोग के तेलियाबाग स्थित मंडलीय कार्यालय में चल रहे खादी मेला का सोमवार को औपचारिक उद्घाटन हुआ। आयोग के विशेषज्ञ सदस्य (विपन्न) मनोज कुमार गोपाल ने उद्घाटन किया। दूसरी तरफ, मेला में ग्राहकों की भारी भीड़ उमड़ी। सर्द मौसम के अनुरूप लोग खरीदारी करने में मग्न नजर आए। अतिथियों का स्वागत करते हुए मंडलीय निदेशक/प्रभारी डीएस भाटी ने बताया कि 15 दिवसीय इस मेले में खादी उत्पाद-सत्तलन रेडीमेड गारमेंट्स, जैकेट, ऊनी वस्त्र, सिल्क साड़ी आदि तथा ग्रामोद्योगी उत्पादों में हार्बल उत्पाद, अचार-मुरब्बा, पापड़, शाहद, अंगरबत्ती, साबुन, धर्म उत्पाद, झाई फूटस आदि उपलब्ध कराये गये हैं। यहां पर उत्तर प्रदेश के अलावा देश के विभिन्न राज्यों की संस्थाएं अपने उत्कृष्ट उत्पादों को प्रदर्शित की हैं।

PRESS COVERAGE

19 दिसम्बर रविवार, 2021 (वाराणसी)

खादी उत्पादों की प्रदर्शनी आज से

वाराणसी (स्टेट मॉडिया)

शहर तथा उसमें अर्ध घण्टा के अन्तर में विधेयों की शर्तों में 15 दिवसीय खादी प्रदर्शनी का आयोजन आज से कार्यालय परिसर, खादी और ग्रामोद्योग आयोग, तेलियाबाग, वाराणसी में किया जा रहा है। प्रदर्शनी 19 दिसंबर से 2 जनवरी, 2022 तक चलेगी। प्रदर्शनी में देश के कई राज्यों की खादी संस्थाएं, एवं भी एस.ए.जी.पी./आर.ई.जी.पी. इकाइयों अपने-अपने उत्पादों के साथ भाग ले रही हैं। प्रदर्शनी में

खादी एवं ग्रामोद्योग के उत्पादों के प्रदर्शन एवं बिक्री हेतु लगभग 100 सुनसिया स्टालों का विस्थापन किया गया है। प्रदर्शनी में खादी उत्पाद जैसे रेडीमेड गारमेंट, जैकेट, ऊनी वस्त्र, सिल्क साड़ी इत्यादि तथा ग्रामोद्योग उत्पाद जैसे हार्बल उत्पाद, अचार, मुरब्बा, पापड़, शाहद, अंगरबत्ती, साबुन, धर्म उत्पाद, झाई फूटस इत्यादि प्रदर्शित एवं बिक्री के लिए उपलब्ध हैं। खादी और ग्रामोद्योग आयोग के निदेशक/प्रभारी डी.एस. भाटी ने बताया कि इससे प्रदर्शनी का पाद उद्घाटन खादी और ग्रामोद्योग आयोग, भारत सरकार के अध्यक्ष विपन्न कुमार सक्सेना के कार्यक्रमों द्वारा किया जाना सुनिश्चित हुआ है तथा इस अवसर पर खादी और ग्रामोद्योग आयोग के अध्यक्ष (विपन्न) मनोज कुमार भी उपस्थित रहेंगे। भाटी ने बताया कि येज जो जनता की सुख मान पर खादी प्रदर्शनी कार्यालय परिसर में लगाई जा रही है विशाल रूप से खरीदारी को प्रोत्साहित करेगा।



खादी एवं ग्रामोद्योग आयोग वाराणसी की ओर से तेलियाबाग में दिनांक 19 दिसंबर को आयोजित की गयी है। इसमें उत्तर प्रदेश के अलावा देश के विभिन्न राज्यों की संस्थाएं अपने उत्कृष्ट उत्पादों को प्रदर्शित की हैं। • विपन्न

युवाओं को स्वरोजगार के लिए ऋण की जानकारी दी

वाराणसी। खादी एवं ग्रामोद्योग आयोग वाराणसी की ओर से तेलियाबाग स्थित मंडलीय कार्यालय में आयोजित कार्यक्रम में युवाओं को स्वरोजगार के लिए ऋण की जानकारी दी गई। कार्यक्रम में आयोग के निदेशक डीएस भाटी ने युवाओं को स्वरोजगार के लिए ऋण की जानकारी दी। उन्होंने बताया कि इस तरह के कार्यक्रमों का आयोजन के लिए आयोग द्वारा विशेष कार्यक्रम चलाये जा रहे हैं। कार्यक्रम में युवाओं को स्वरोजगार के लिए ऋण की जानकारी दी गई। उन्होंने बताया कि इस तरह के कार्यक्रमों का आयोजन के लिए आयोग द्वारा विशेष कार्यक्रम चलाये जा रहे हैं। कार्यक्रम में युवाओं को स्वरोजगार के लिए ऋण की जानकारी दी गई। उन्होंने बताया कि इस तरह के कार्यक्रमों का आयोजन के लिए आयोग द्वारा विशेष कार्यक्रम चलाये जा रहे हैं।

रिक्त विज्ञान प्रोग्राम में मंथन

वाराणसी। खादी एवं ग्रामोद्योग आयोग वाराणसी की ओर से तेलियाबाग स्थित मंडलीय कार्यालय में आयोजित कार्यक्रम में युवाओं को स्वरोजगार के लिए ऋण की जानकारी दी गई। कार्यक्रम में आयोग के निदेशक डीएस भाटी ने युवाओं को स्वरोजगार के लिए ऋण की जानकारी दी। उन्होंने बताया कि इस तरह के कार्यक्रमों का आयोजन के लिए आयोग द्वारा विशेष कार्यक्रम चलाये जा रहे हैं। कार्यक्रम में युवाओं को स्वरोजगार के लिए ऋण की जानकारी दी गई। उन्होंने बताया कि इस तरह के कार्यक्रमों का आयोजन के लिए आयोग द्वारा विशेष कार्यक्रम चलाये जा रहे हैं।

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