



कामये दुरुखतप्रानाम्।  
प्राणिनाम् आतिनाशनम्॥



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KHADI AND VILLAGE INDUSTRIES COMMISSION, MUMBAI



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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.



# Khadi India

## Sanction of Loan of Rs 305.64 Crore and Disbursement of Margin Money Subsidy of Rs.100.60 Crore Margin Money in North Zone under PMEGP Scheme under Gramodyog Vikas Yojana of KVIC

11.02.2023, J&K: Taking another leap forward towards self-reliant India, Dr. Shri Jitendra Singh, Minister of State for the Ministry of Science and Technology and Minister of state ministry of earth science and Minister of State for Prime Minister's Office, Shri Manoj Kumar, Chairman, Khadi and Village Industries Commission, provided bank sanction letter worth for Rs. 305.64 Crores and distributed margin money subsidy of Rs 100.60 crore to 3490 beneficiaries of Northern Region (Jammu & Kashmir (UT), Ladakh (UT), Haryana, Punjab, Himachal Pradesh, Rajasthan and Delhi), in which margin money grant amount of Rs 47.47



crore was disbursed to 2369 beneficiaries of Jammu & Kashmir (UT) under Prime Ministers' Employment Generation Programme, an employment-oriented flagship scheme of Ministry of Micro Small and Medium Enterprise, Government of India, implemented by KVIC. Shri Vinit Kumar, Chief Executive Officer, KVIC, Ms. Kritika Joytsana, Dy. Commissioner and S P Khandelwal State Director KVIC J&K were also present.

Hon'ble Dr. Shri Jitendra Singh, Minister of State for the Ministry of Science and



Technology and Minister of state ministry of earth science and Minister of State for Prime Minister's Office, thanked KVIC for the gracious welcome, he further stated that Prime Minister Shri Narendra Modiji's has made Khadi available not only to common in India but globally. He also praised the efforts of Chairman, Shri Manoj Kumar, KVIC, to the forefront of the national scene. Addressing the audience, he stated MSMEs have a large role to play in generating employment opportunities in Udhampur considering the terrain and geographical location and asserted that the entrepreneurs should continuously innovate and bring in new ideas. He further stated that KVIC has a vital role in

During his visit, Shri Manoj Kumar, Chairman, KVIC along with Dr. Jitendra Singh, Minister of State for Earth Sciences & Prime Minister's Office distributed pottery wheels, leather toolkit to the artisen with certification to the attendees of agarbatti training session at Udhampur, J&K.

enabling the MSMEs to move further ahead through its various schemes.

40 potter wheels, 10 leather footwear repair tool kit and training certificates to 40 agarbatti artisans were also distributed in the event. Addressing on the occasion, the Chairman, KVIC said that the Prime Minister's Employment Generation Program is playing a crucial role in realizing the dream of a self-reliant India of the Prime Minister Shri Narendra Modi ji. Khadi and Village Industries Commission through its

various programs is generating employment opportunities for artisans at their door steps in remote areas at very low cost. Under the Gramodyog Vikas Yojana of KVIC efforts are being made to improve the economic and social status of more and more artisans by providing advanced training and tool kits through schemes such as Kumhar Sashaktikaran Yojana, Honey Mission, Charm Karigar Sashaktikaran Yojana, Incense Sticks Making, Handmade Paper and so on, said Shri Manoj Kumar.

In order to build a prosperous, strong, self-reliant and happy nation, Chairman KVIC motivated the beneficiaries for running their units successfully. This would motivate the unemployed youth fulfil the Prime Minister of the country's vision of self-reliant India, Shri Narendra Modi Ji's motto, "instead of job seeker, be a job provider". It is notable that the Prime Minister's Employment Generation Program of the Government of India is playing vital role in providing employment to the unemployed youth of rural and urban areas. Under this scheme, any entrepreneur can set up a unit up to Rs 50 lakh in the manufacturing sector and up to Rs 20 lakh in the service sector. For the establishment of these units, 15% to 25% of the entire project cost is provided to the beneficiaries in urban areas and 25% to 35% in rural areas as grant by the Government of India. Along with this, free entrepreneurship development training is also provided to the beneficiaries after loan approval to make them established entrepreneurs.

*A live demonstration session was organised for the artisans of J&K at Udhampur to make them self reliant and provide them with equal opportunity in business and growth through KVIC. The sessions included artistic Pottery making, Agarbatti manufacturing & Beekeeping.*



*On 12.02.2023, Shri Manoj Kumar, Chairman, KVIC visited , Udhampur J&K Exhibition with Minister of State, Earth Sciences, GoI, Dr. Jitendra Singh. It is an honour to bring J&K and Khadi together with the vision of our Hon'ble PM Shri Narendra Modi towards making India one Nation.*





## KVIC Chairman inaugurates KVI Exhibition in Haryana, hands over bee boxes to bee keepers for livelihood

*Hisar, 10.2.2023: The Khadi and Village Industries Commission (KVIC) organised “Khadi Gramodyog Mahotsav” a Zonal Level PMEGP Exhibition at Old College Ground, Hisar (Haryana), by displaying the vast array of Khadi and Village Industries products produced by various units working in Haryana and nearby States through 75 stalls in this exhibition, which was inaugurated by Shri Manoj Kumar, Chairman, KVIC as 'Chief Guest'.*

Shri Manoj Kumar later, interacted with the PMEGP entrepreneurs, Khadi Artisans, and inspired the youth to become **self-reliant** by getting employment through Khadi and Village Industries Program and schemes for eradication of unemployment. The stalls at Exhibition provided an impetus to the government's initiative and further strengthen, the thought of **Hon'ble Prime Minister Shri Narendra Modi Ji** that Khadi can become a source of inspiration for achieving the dream of development and **'AtmaNirbhar Bharat'**

Expressing his views, he said that Khadi is the

biggest symbol of 'Swadeshi' and a powerful tool of 'Self-reliance'. Today, Khadi products have been setting new records in market competition, a new record has been set for Khadi sales. Today, new designs in Khadi are being made, keeping in mind the preferences of every class, so that more and more artisans engaged in khadi work, Village Industries activities in our rural, far-flung areas





can generate sources of income.

He said that "Khadi work is the only program, which is a means of economic upliftment of the village as well as a symbol of India's economic independence". Through this, the citizens living in the rural areas of the country should move towards becoming self-sufficient through self-employment. "Khadi, a legacy of Mahatma Gandhi, is a symbol of self-respect and self-reliance. It remains an ideology and a symbol of our commitment to the nation.

Shri Manoj Kumar also informed that about 8.40 lakh units have been set up by the Khadi and Village Industries Commission through the PMEGP scheme across the country, through which employment has been made available to about 68.75 lakh people. In Haryana state, under the PMEGP scheme, about 9000 Units have been setup, through which employment has been provided to about one lakh people. During this financial year 2022-23, Rs. 84.82 crore margin

money subsidy have been approved to the beneficiaries of PMEGP in the state of Haryana, which will provide employment to about 17,000 people.

On this occasion, Chairman, KVIC also distributed 100 bee boxes to 10 trained beekeepers and 10 Dona-Pattal making machines & certificates to 10 women in Sirsa district through video conference



KVIC also organized **live demonstration of Khadi spinning on Charkha & making of pottery products**, which becomes a major attraction of the Exhibition, that would also signify India's stride towards self-sustainability. This Zonal level exhibition will attract the Khadi Lovers, New Khadi Customers and visitors.

On this occasion, Shri Gautam Sardana, Mayor, Municipality, Hisar, Zonal Dy. Chief Executive Officer, KVIC, State Director KVIC, Ambala & other senior officers, officers of various Banks were present. .



During his visit in Haryana, Shri Manoj Kumar,

*Hon'ble Chairman, KVIC saw a live demonstration session organised for the artisans of Haryana to make them self reliant and provide them with equal opportunity in business, growth and training through Khadi kGramodyog. The sessions included artistic Pottery making, Spining in charkha*

## Loan amount of around Rs 300 Crore sanctioned to 3083 beneficiaries under PMEGP Scheme



### Rs 100.63 crore margin money subsidy disbursed creating around 25,000 new jobs

25 FEB 2023: In a programme organized at Krishi Vigyan Kendra, Hindaun City, in Karauli district of Rajasthan, Chairman, KVIC Shri Manoj Kumar in the August presence Dr. Manoj Rajoria Member of Parliament Karauli-Dholpur Lok Sabha of Rajasthan distributed 300 bee boxes including bee colony to beekeepers. He also released margin money subsidy of Rs. 100.63 crores to 3083 beneficiaries under

PMEGP scheme with sanctioned loan of Rs. 296.19 Crores for PMEGP projects, this will create new employment opportunities for around 25,000 people.

Speaking on the occasion, KVIC Chairman Shri Manoj Kumar said that 'Prime Minister's Employment Generation Programme' (PMEGP) is the major Flagship Scheme of Government implemented by Khadi and Village Industries

Commission. He said that under PMEGP scheme, more than 8 lakh projects have been approved so far, under which more than 68 lakh people have been provided employment opportunities across the country by disbursement of 'margin money subsidy' of more than Rs 21000 crore. He reiterated the motto of Prime Minister Shri Narendra Modi which is to "Become a job provider rather than a job seeker". He





said KVIC has been implementing various employment-oriented schemes in every nook and corner of the country so that youths seeking employment are able to set up their units.

## 300 bee boxes distributed to beekeepers in a programme by KVIC at Hindaun City, Karauli Rajasthan



shri Manoj Kumar said that after the clarion call given by Prime Minister for "Sweet-Revolution" in the country, KVIC took up this endeavour as Honey Mission with the aim of creating new employment opportunities and increase the income of beekeepers and yield of farmers crops. He said under this Scheme 17,570 beekeepers have been trained and 1.75 lakh "bee boxes" have been distributed along with bee colonies.

The Chairman said under the Kumhar Sashaktikarn Yojana for 'Potter Empowerment Scheme', KVC distributed electric potter wheels to 24,410 potters. Also machines for manufacturing incense sticks to 1560 incense artisans were distributed for their skill development and increase in product quality and income. Talking about the upgradation and development of the Khadi sector since 2014, he said that the resolution of the Prime Minister has revived this sector. Due to his constant efforts and



tireless hard work, Khadi-Village Industry is touching new heights. As a result, the sale figure of Khadi Village Industry crossed 1,15,000 crores in the last financial year, which happened for the first time since independence, he added.

Shri Kumar said that KVIC has taken a decision to fulfill the dedicated vision of Prime Minister to improve the economic condition of Khadi Artisans by paying more wages to Artisans working in Khadi sector. It has recently been decided to increase almost 35% wages in one go, which is a historic step in itself. He said after Modi government came in power in 2014, the wages of artisans have been increased by KVIC by almost 150%

### Some of the achievements by KVIC in its programs in the last few years are:

- The production of Khadi-Village Industries was about Rs 84,290 crore and the sale was about Rs 1,15,415 crore through which lakhs of people got employment.
- One day sale of KVIC flagship outlet at Connaught Place, New Delhi on 2nd October 2022, Gandhi Jayanti, crossed Rs. 1.34 crore, which is a record.
- Similarly, Khadi Pavilion IITF, 2022 saw a record sale of Rs 12.6 crore.
- During the MaghMela organized by KVIC at Prayagraj, a new record of sales of Rs 5.83 crores was registered this year with a jump of 53%.
- The "Khadi Fest" organized in Mumbai in the same financial year has also created a new record of sales of 3 crore.

## Steps towards self-employment and self-reliance by establishing enterprise



Koradi, Nagpur; 07 FEB 2023: Taking another leap forward towards self-reliant India, Shri Manoj Kumar, Chairman, Khadi and Village Industries Commission, distributed margin money subsidy of Rs 100.55 crore to 1463 beneficiaries of Western Region (Goa, Maharashtra, Gujarat, Daman and Diu, Dadra-Nagar Haveli) against the sanctioned loan of Rs 304.65 crore, in which margin money grant amount of Rs 24.38 crore was disbursed to 654 beneficiaries of Maharashtra state under Prime Ministers' Employment Generation Programme, an employment-oriented flagship scheme of Government of India, implemented by KVIC.

Addressing on the occasion, the Chairman, KVIC said that the Prime Minister's Employment Generation Program is playing a crucial role in realizing the dream of a self-reliant India of the Prime Minister. KVIC through its various programs and generating employment opportunities for artisans at their door steps in

**Rs. 304.65 Crores Loan & Rs.100.55 Crore Margin Money Subsidy disbursed in West Zone under PMEGP Scheme**



remote areas at very low cost. Under the Gramodyog Vikas Yojana of KVIC efforts are being made to improve the economic and social



status of more and more artisans by providing advanced training and tool kits through schemes such as Kumhar Sashaktikaran Yojana, Honey Mission, Charm Karigar Sashaktikaran Yojana, Incense Sticks Making, Handmade Paper and so on, said Shri Manoj Kumar.

In order to build a prosperous, strong, self-reliant and happy Nation, Chairman KVIC motivated the beneficiaries for running their units successfully. This would motivate the unemployed youth fulfill the Prime Minister of the country's vision of self-reliant India, His motto, "**instead of job seeker, be a job provider**". It is notable that the Prime Minister's Employment Generation Program of the Government of India is playing vital role in providing employment to the unemployed youth of rural and urban areas. Under this scheme, any entrepreneur can set up a unit up to Rs 50 lakh in the manufacturing sector and up to Rs 20 lakh in



the service sector. For the establishment of these units, 15% to 25% of the entire project cost is provided to the beneficiaries in urban areas and 25% to 35% in rural areas as grant by the Government of India. Along with this, free entrepreneurship development training is also provided to the beneficiaries after loan approval to make them established entrepreneurs.

During the programme, Chairman KVIC interacted with Khadi and Village Industries artisans, organization representatives and entrepreneurs in a discussion "icad Samvad" organized for the promotion of ongoing Khadi and Village Industries activities in the area and had lunch in an enthusiastic atmosphere. Dignitaries of the State, PMEGP beneficiaries, Representatives of Khadi and Village Industries Institutions, KVIC Officers were present on this occasion.





## KVIC increases wages of Khadi cotton-weavers

### by 33 percent, a wave of happiness among artisans

Making a strong pitch for the Khadi sector, Prime Minister Shri Narendra Modi spoke of promoting it globally as well as ensuring two to three times the income of weavers. Shri Manoj Kumar, Chairman Khadi and Village Industries Commission said that, with the aim of encouraging Khadi workers at the village level, and to increase Khadi production, resulting in strengthening the rural-economy by creating optimum employment, KVIC organised series of Khadi Samvad in the last few months with Khadi workers, Khadi institutions and organizations working in different areas of the country. He shared that during the 'Khadi Samvad', he felt that the spinners and weavers of Khadi sector have made a special contribution in increasing the

production of Khadi and the demand for increasing their remuneration has been pending for decades. Keeping in mind the contribution of Khadi cotton-weavers, Khadi and Village Industries Commission under the Chairmanship of Shri Manoj Kumar, took a decision in 694 th meeting of KVIC to increase the wages from Rs.7.50 per hank to Rs.10 per hank for income generation, which would increase the monthly income of artisans by around 33% and 10 % increase in the wages of weavers. This decision will be effective from 1 April 2023. Prime Minister Shri Narendra Modi through his radio broadcast program "Mann Ki Baat" has appealed many a times to buy khadi "especially the youth". As a result, there has been a record sale of Khadi products year after year. Prime Minister has appreciated every possible effort to increase the adoption of khadi and production and sales of Khadi with the motto of "Khadi for Nation, Khadi

...Contd. on pg no. 13

## Chairman, KVIC distributed certificates for the training of Beekeeping, Spinning and Weaving of Khadi



On 16.02.2023, Shri Manoj Kumar, Chairman, KVIC distributed certificates for the training of Beekeeping, Spinning and Weaving of Khadi fabrics, and Computer basics at Ganga Nagar, Meerut. These trainees were attained by MDTC, Panjokhra.

Chairman, KVIC while addressing the programme said that the Employment more than 11000 have been created across North & Central Zone of the country amounting to 111.90 Cr on the bank sanction of 332.03 Cr at Ganga Nagar, Meerut. Under PMEGP Margin Money (Subsidy) grant a total of 3802 beneficiaries have been benefited which empowered the livelihood Khadi communities.



Shri Manoj Kumar, Chairman, KVIC inaugurated a brand new Khadi Bhavan of Samagra Seva Sanstha, Bikaner at Bhadra, Hanumangarh, Rajasthan. The Khadi Bhavan will generate more numbers for businesses to artisen community.

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for Fashion and Khadi for Transformation” to popularize Khadi time and again, Chairman,

KVIC stressed. He further said that in the financial year 2021-2022, the production of Khadi and Village Industries products was 84,290 crores and the sale was 1,15,415 crores. This year on 2nd October, CP Outlet of Khadi India has set a new record of Khadi sales in a single day of Rs 1.34 crore. The credit for which goes to the Clarion call of Prime Minister Shri Narendra Modi who appealed to buy Khadi for lakhs of artisans and Khadi workers engaged in Khadi production and sales work, who work tirelessly. Khadi and Village Industries Commission is organizing exhibitions at national and international level with the objective of providing maximum work to its artisans, weavers, Khadi institutions and marketing support to PMEGP unit. Loan approval is being speeded up under the PMEGP scheme to set up self-employment.

## PMEGP Programme of KVIC keeps assisting entrepreneurs in setting up of new units in the non-farm sector

Ministry of MSME, through Khadi and Village Industries Commission (KVIC), is implementing Prime Minister's Employment Generation Programme (PMEGP) for assisting entrepreneurs in setting up of new units in the non-farm sector. It aims to bring together widely dispersed traditional artisans/ rural and urban unemployed youth and give them self-employment opportunities to the extent possible, at their doorstep.

Under PMEGP, General Category beneficiaries can avail of Margin Money (MM) subsidy of 25% of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to special categories such as Scheduled Castes, Scheduled Tribes, OBCs, Minorities, Women, Ex-servicemen, Physically Handicapped, beneficiaries belonging to Northeastern Region, Hill and Border areas, etc., the Margin Money subsidy is 35% in rural areas and 25% in urban areas. The maximum cost of project is Rs.50 lakh in the manufacturing sector and Rs.20 lakh in the service sector.

Number of units assisted, Margin Money subsidy disbursed and estimated employment generated under PMEGP in the country from 2018-19 to 2022-23, year wise is as follows:

There is no downfall in employment generated during 2021-22 as compared to 2018-19 under PMEGP. In fact, there has been an increase of ~40% in employment generated under PMEGP from 587,416 in 2018-19 to 825,752 in 2021-22.

Following steps are being taken by KVIC to generate more employment opportunities in the country:

Awareness camps, workshops and exhibitions at all levels are being organized in order to propagate the KVI schemes for generation of employment

Performance under PMEGP from 2018-19 to 2022-23 (as on 31.01.2023)			
(MM: Rs. In Lakh, Project/Employment : in Numbers)			
Years	Units Assisted	Margin Money Subsidy Disbursed	Estimated Employment Generated
2018 - 19	73427	207000.54	587416
2019 - 20	66653	195082.15	533224
2020 - 21	74415	218880.15	595320
2021 - 22	103219	297765.91	825752
2022 - 23 (as on 31.01.2023)	55499	178231.00	443992
<b>Total</b>	<b>373213</b>	<b>1096959.75</b>	<b>2985704</b>

opportunities.

Publicity of KVI schemes through print and electronic media. To supplement the income of farmers, adivasis and unemployed youth of the country, KVIC launched Honey Mission during 2017 - 18. Under Honey Mission, every person is provided 10 bee boxes with live bee hives.

Under Kumbhar Sashaktikaran Programme, KVIC is uplifting rural pottery artisan's livelihood by providing skill upgradation training and providing new home scale energy efficient equipment like electric pottery wheels, blunger, pug mill, kiln etc. for producing good quality of products.

KVIC, through [www.ekhadiindia.com](http://www.ekhadiindia.com), [www.khadiindia.gov.in](http://www.khadiindia.gov.in) has started online selling of all KVI products.

This information was given by the Minister of State for Micro Small and Medium Enterprises, Shri Bhanu Pratap Singh Verma in a written reply to the Rajya Sabha.

## Schemes and programmes implemented for investment and adoption of latest technologies in MSME sector

### **Scheme for capacity building of first time exporters launched**

**13 FEB 2023:** *The Ministry of Micro, Small and Medium Enterprises (MSME) has established Technology Centres (TCs) which provide technological support to industries through design & manufacture of tools, precision components, moulds, dies, Jigs etc. in sectors such as general engineering, forging & foundry, electronic system design and manufacturing, electrical, fragrance & flavour, glass, footwear and sports goods.*

The Ministry also implements various schemes and programmes aimed at providing investment for adoption of latest technologies in MSME sector. These schemes / programmes, inter alia, include financial support, under schemes such as MSME Champions Scheme, Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), Prime Minister's Employment Generation Programme (PMEGP) and Micro and Small Enterprises - Cluster Development Programme (MSE-CDP).

As per the information received from Directorate General of Commercial Intelligence & Statistics, the share of export of specified MSME related products in all India exports during 2021-22 is as follows: To increase the contribution of MSMEs in Indian exports and enhance their competitiveness, the Ministry of MSME is implementing the International Cooperation (IC) Scheme under which financial assistance is provided on reimbursement basis to the eligible Central/State Government organizations and Industry Associations to facilitate visit/participation of MSMEs in the international exhibitions/fairs/buyer-seller meets held abroad

and for organizing international conference/seminar/workshops in India with the aim of technology upgradation, modernization, joint venture etc. Further, under the new component of IC Scheme namely Capacity Building of First Time Exporters (CBFTE) launched in June 2022, reimbursement is provided to new Micro & Small Enterprises (MSE) exporters for costs incurred on Registration-cum-Membership Certification (RCMC) with EPCs, Export Insurance Premium and Testing & Quality Certification for exports. These interventions under IC Scheme assist the exporters in MSME sector to increase their access in international markets.

Ministry of MSME has established 52 Export Facilitation Centers (EFCs) across the country with an aim to provide requisite mentoring and handholding support to Micro and Small Enterprises (MSEs).

This information was given by the Minister of State for Micro Small and Medium Enterprises, Shri Bhanu Pratap Singh Verma in a written reply to the Rajya Sabha.

Year	Export of MSME related products (Value in million US\$)	All India Export (Value in million US\$)	% share of Export of MSME related products in All India Export
2021 - 22	190,019	422,004	45.03%

## Government of India has taken several steps to promote and develop indigenous toy industry



Government of India has taken several steps to promote and develop indigenous toy industry. To cater to the design and innovation related needs of MSMEs including toy sector, the Ministry through its network of MSME Technology Centres works for design and development of tools, moulds, dies, jigs, fixtures, prototypes etc. Besides, Ministry of MSME is conducting various skilled development programmes for aspiring and existing entrepreneurs in accordance with the demands of industry to fill the gap of skilled workforce in the MSME sector including Toy Industry.

Further, a comprehensive National Action Plan

for Toys has been formulated by the Government to promote designing of toys based on Indian values, culture and history, using toys as a learning resource, organizing hackathons, and grand challenges for toys designing and manufacturing, monitoring quality of toys, restricting imports of sub-standard and unsafe toys, promoting indigenous toy cluster, boost local manufacturing and incentivize toy manufacturers, etc.

To promote MSME sector including toy industry, the Ministry of MSME is implementing various schemes for providing credit support for new enterprise creation, technology upgradation, skill development and infrastructure development.



## KVIC organises 'Khadi Mahotsav' in Odisha



*To popularize Khadi and its products among the youth of our country, Chairman, KVIC inaugurated State Level Khadi Exhibition (Khadi Mahotsav 2023) at Exhibition Ground, Bhubaneswar organised by State office, KVIC, Odisha on 22.02.2023.*

The Khadi and Village Industries Commission (KVIC) organised a state level 'Khadi Mahotsav 2023' festival at the IDCO Exhibition Ground in Bhubaneswar, Odisha.

The ten-day long khadi exhibition saw participation by rural artisans and entrepreneurs from Bihar, West Bengal, Uttar Pradesh, Andhra Pradesh, Telangana, Karnataka, and Tamil Nadu. The exhibition showcased a wide range of products manufactured by the rural artisans along with live demonstrations of spinning, weaving, terracotta, and other processes.

Commenting on the exhibition, ShriManoj Kumar, Chairman, KVIC in a statement said, "These exhibitions are now being organized by the KVIC throughout the country so that the products of our rural artisans and entrepreneurs can be recognized in big cities." "Artisans and entrepreneurs should take advantage of such exhibitions being organized by KVIC in other big cities as well as abroad to grow and expand their reach," he added.

The exhibition started on February 22 and concluded on March 2.

## Glimpses of the occasion



During his visit to Odisha, Shri Manoj Kumar, Chairman, KVIC seen a live demonstration session which organised for the artisans of Odisha at Exhibition Ground, Unit-3 Bhubneswar, Odisha to make them self reliant and provide them with equal opportunity in business and growth through KVIC. He also interacted with the talented artisans of Khadi institutions at Odisha under the programme Khadi Samvad at Bhubaneswar.



With the great vision of our Hon'ble PM Shri Narendra Modi of empowering the skilled labours of the country Shri Manoj Kumar, Chairman, KVIC distributed Bee boxes & Bee colonies, Hydra pulper machines for making beautiful handmade papers for craftsmanship to the artisans of Odisha in Kadua, Sakhigopal, Puri on 22.02.2023. This will help increase the skill set and efficiency of these skilled labours. And, with the vision of our Hon'ble Prime Minister these skilled labours have been able to grow financially with these artisans empowerment programs, Chairman, KVIC said.

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Under Prime Minister's Employment Generation (PMEGP), margin money assistance upto 35% of

the project cost is being provided for setting up of a unit costing upto Rs. 50 lakh for manufacturing sector and Rs. 20 lakh in the service sector. Under the Scheme of Funds for Regeneration of Traditional Industries (SFURTI), assistance is provided for creation of Common Facility Centres with latest machines, design centres, skill development, etc. A total of 19 Toy Clusters have been approved under the scheme benefitting 11749 artisans with an outlay of Rs. 55.65 crore. This information was given by the Minister of State for Micro Small and Medium Enterprises, Shri Bhanu Pratap Singh Verma in a written reply to the Rajya Sabha.

## 10-Day 'Zonal Khadi and PMEGP and KVI Festival' at Patna



*Shri Manoj Kumar, Chairman, KVIC with Shri Ravi Shankar Prasad, Hon'ble MP, Patna Sahib, farmer Union Minister, Govt. of India inaugurated Zonal Level Khadi Exhibition of East India-Khadi Mahotsav 2023 at Gandhi Maidan, Patna , Bihar on 24.02.2023. The artisans of Bihar have varieties of art and craft with fine craftsmanship which has crossed not just state borders but the national borders in time memorial.*

On this occasion Chairman, KVIC Said that this Exhibition is being held with an aim to promote various schemes of the Government of India and implemented by KVIC such as Khadi Development Programme, Prime Minister's Employment Generation Program (PMEGP), SFURTI and Gramodyog Vikas Yojana (GVY) and others and providing employment to the unemployed youth and traditional artisans of the State, increasing their income, stopping migration of youth to cities and making them

s e l f -  
reliant.

“ T h e  
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artisand producing Khadi and VI products .

Hon,ble Chairman Said that such exhibition is being organized across the nation. The main objective of this exhibition is to increase the popularity of the products and to make people aware of the 'Khadi' which was adopted by respected Babu ji and inspired people to adopt Swadeshi and which played an important role in the independence of the Country,” said chairman, KVIC.



With the aim to make the world understand the importance of bees in pollination of our crops, Shri Manoj Kumar, Chairman, KVIC with Shri Ravi Shankar Prasad Hon'ble MP, Patna, farmer-



Union Minister, Govt. of India distributed 300 virtual Bee boxes and Bee families to the beneficiaries at Krishi Vigyan Kendra, Khodawandpur, Begusarai District, Bihar on 24.02.2023.



After inauguration of Khadi Mohotsav-2023 at Patna on 24.02.2023, Shri Manoj Kumar, Chairman with Shri Ravi Shankar Prasad Hon'ble MP, Patna, Ex-Union Minister, Govt. of India interacted with artisans in a live demonstration session organised for the artisans of Bihar and provide them with equal opportunity in business, growth and training. The sessions included artistic Pottery making, Agarbatti manufacturing, Madhubani painting etc.



Shri Manoj Kumar, Chairman, KVIC visited the State Office, Patna of KVIC on 23 Feb., 2023 and had an enthusiastic team meeting on the development of and artisans and handicrafts. Chairman also a planted sapling in the campus.



## 'Bharat Parv' exhibition in Red fort, Delhi.

26th Jan, 2023, New Delhi: Bharat Parv 2023 inaugurated at Red Fort lawns , New Delhi . The Khadi clothes became the center of discussion among people at the 'Bharat Parv' exhibition in Red fort, Delhi. The huge crowd of people in the stall set up by KVIC is telling that the demand for Khadi products has increased among the people of the country. You also come and contribute to strengthen this initiative of VocalForLocal.



## SO, KVIC, Trivandrum organised Awareness Camp

State office KVIC- Trivandrum organised an awareness booth in the campus of LBS Institute of technology, Poojapura. The awareness campaign was inaugurated by the Principal of LBS College Shri Vinod and the scheme details were highlighted by . Sri P. Sanjeev, Nodal officer PMEGP. 100s of engineering students participated in the camp. Innovation and Entrepreneurship Development Cell in the campus actively organised the campaign.



**Whenever we buy Khadi, we bring light to the homes of lakhs of weavers.**

- KHADI
- SILK
- MUGA SILK
- TUSSAR SILK
- POLY VASTRA
- HANDMADE PAPER ITEMS
- HERBAL COSMETIC PRODUCTS
- POTTERY ITEMS
- LEATHER PRODUCTS
- CANE & BAMBOO FROM NORTH EAST

**By buying Khadi & Village artisen products you will help to generate employment and also get quality product.**

**Khadi India**



**Khadi and Village Industries Commission**  
 Ministry of Micro, Small & Medium Enterprises, Govt. of India  
 Website: [www.kvic.org.in](http://www.kvic.org.in)

Follow us on: [www.khadhiindia.gov.in](https://www.khadhiindia.gov.in)

Shop online at: [www.khadhiindia.gov.in](http://www.khadhiindia.gov.in)

## KVIC increases the wages of Khadi cotton-weavers by 33 percent, a wave of happiness among artisans

**Mumbai:** Making a strong pitch for the Khadi sector, Prime Minister Narendra Modi has spoken of promoting it globally as well as ensuring two to three times the income of weavers.

Manoj Kumar, Chairman Khadi and Village Industries Commission said that, with the aim of encouraging Khadi workers at the village level, and to increase Khadi production, resulting in strengthening the rural-economy by creating optimum employment, KVIC organised series of Khadi Samvad in the last few months with Khadi workers, Khadi institutions and organizations

working in different areas of the country.

He said that during the 'Khadi Samvad', he found that the spinners and weavers of Khadi sector have made a special contribution in increasing the production of Khadi and the demand for increasing their remuneration has been pending for decades.

Keeping in mind the contribution of Khadi cotton-weavers, Khadi and Village Industries Commission under the Chairmanship of Manoj Kumar, took a decision in 694 th meeting of KVIC to increase the wages from Rs.750 per bank to

Rs.10 per bank for income generation, which would increase the monthly income of artisans by around 33% and 10 % increase in the wages of weavers. This decision will be effective from 1 April 2023.

Prime Minister Narendra Modi through his radio broadcast program "Mann Ki Baat" has appealed many a times to buy khadi "especially the youth". As a result, there has been a record sale of Khadi products year after year. Prime Minister has appreciated every possible effort to increase the adoption of khadi and



production and sales of Khadi with the motto of "Khadi for Nation, Khadi for Fashion and Khadi for

Transformation" to popularize Khadi time and again, Chairman, KVIC stressed.

“  
चरखा चलाना, वह भी एक प्रकार की साधना है।  
पूरी एकाग्रता से, योगिक भाव से  
यह माताएं-बहनें राष्ट्र के विकास में  
योगदान दे रही हैं।  
— प्रधानमंत्री श्री नरेंद्र मोदी जी

For more details follow Khadi India @kvicindia  
Download the Khadi India App from  
KVIC.gov.in khadiindia.gov.in

The use of Khadi brings unprecedented sobriety to our lifestyle. Spinning the wheel to weave Khadi is a kind of spiritual practice.



Did you know, this stamp depicting 'Bapu' made from Khadi cloth is one of its kind! The world's first Khadi stamp was issued during INDIPEX 2011.

**SALE OF STATE LEVEL EXHIBITION AT MAGH MELA PRAYAGRAJ**

Sale (Rs in Crore)

Year	Sale (Rs in Crore)
2021-22	3.81
2022-23	5.83

53% growth

For more details follow Khadi India @kvicindia  
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KVIC.gov.in khadiindia.gov.in

There is a massive 53% growth in sales from Rs 3.81 Cr to Rs 5.84 Cr of Khadi products in the annual State level exhibition at Magh Mela, Prayagraj highlighting the growth of our artisans community from rural India with the vision of our Hon'ble Prime Minister Shri Narendra Modi.



**By buying**  
Khadi & Village  
artisen products  
you will help to generate  
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**Khadi and Village Industries Commission**  
Ministry of Micro, Small & Medium Enterprises, Govt. of India  
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