



कामये दुरुवतप्रानाम्।
प्राणिनाम् आतिनाशनम्।



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KVIC will promote him to form a Khadi institution or a PMEGP unit for Patola Sarees & safeguard this hundred years old art form of weaving



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KHADI AND VILLAGE INDUSTRIES COMMISSION, MUMBAI**



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INSIDE

News Update 3 to 15

- The flagship “ khadi bhawan ” cannaught place celebrates 69th foundation day
- Chairman, KVIC Joines Swadeshi campaign of Prime Minister Shri Narendra Modi in setting up small units through loans under PMEGP
- To mark the 100th episode of Prime Minister Shri Narendra Modi's popular radio program 'Mann Ki Baat' KVIC organized a special program to honor the 'Swachhata ke Sipahiyon' of the 98th episode of 'Mann Ki Baat' in Dulhedi village of Bhiwani, Haryana.....
- KVIC will encourage artisans to set up Khadi Institution or PMEGP unit for Patola saree and protect this centuries old art of weaving.....
- "Empowering Artisans in Banaskantha:Tool Kits Distributed to Beekeepers under Honey Mission....
- Chairman, KVIC Inspected Khadi Gramodyog Lounge in Jaipur.....
- Secretary, MSME discusses in detail the challenges and suggestions of various Khadi Institutes of Bihar.....
- CEO, KVIC Inspected State Office, MDTC and Khadi Gramodyog Bhavan, Patna.....
- State Office, Kerala participated in the G-20 Exhibition held at Trivandrum.....
-

Press Coverage 24-25

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



THE FLAGSHIP “KHADI BHAWAN” CANNAUGHT PLACE CELEBRATES 69th FOUNDATION DAY



On the occasion of the 69th Foundation Day of Khadi Bhawan located at Connaught Place(CP), New Delhi, Chairman of Khadi and Village Industries Commission, Mr. Manoj Kumar, celebrated the historic increase in sales of Khadi products due to Prime Minister Shri Narendra Modi's appeal to the public, from various platforms, to purchase Khadi products. He further stated that last year on 2nd October, Khadi Bhawan CP broke all records of a single day sale by achieving a sale of Rs. 1.34 crore on that day. Additionally, 11 employees who have been serving at the Khadi Bhawan for more than

25 years were also felicitated during the programme.

The Khadi Bhawan CP is a shopping paradise for Khadi lovers and customers from various parts of the country and world have been visiting it regularly since its inception in the year 1955. This popular Khadi Bhawan provides a marketing and sales platform for more than 700 Khadi & Village Industries Organization.

Mr. Kumar emphasized upon the historical significance of Khadi Bhawan and its recognition as a national heritage of India. He further stated that the basic objective of establishing this building was to provide direct marketing support to Khadi Village Industries institutions, artisans, and units. He applauded the achievement of Khadi Bhawan for receiving ISO 9001:2015 and 14001:2015 certifications this year, making it the most bankable showroom of Khadi.

Khadi Bhawan, located in Connaught Place, New Delhi, is a building that houses every range of Khadi and Village Industries products. In 1955-56, the annual business of the Showroom was 16.95 lakh rupees, where as it has exceeded 87 crores rupees in the year 2021-22. The program was attended by officers and employees of Khadi and Village Industries Commission.





Make in India

69th Foundation Day

Khadi Bhavan



On the occasion of 69th Foundation Day of Khadi Bhavan, Hon'ble Chairman KVIC presented the appreciation certificates to esteemed employees for their immense service to Khadi.

The vision towards Atmanirbhar Bharat with Khadi and Gramodyog is being served. The dedication of Khadi employees for Make in India is beyond beautiful.





During the three day visit to Rajasthan, Chairman, Khadi and Village Industries Commission, (KVIC) Shri Manoj Kumar took part in several programs and workshops to spread the mantra of Prime Minister, Shri Narendra Modi-- 'to become a job provider rather than a job seeker'. On April 20th, a workshop was organized on the Prime Minister's Employment Generation Program (PMEGP) in the presence of MP of Jaipur, Shri Ramcharan Bohra and Panchayat Samiti members from various Panchayat Samitis, Sarpanch, representatives of Khadi institutions and senior officials of the Commission and on April 21st by organizing an awareness camp under PMEGP in Dadiya village of Jaipur, detailed information about the scheme was shared directly with the beneficiaries.

Addressing the PMEGP workshop organized at State Office, Jaipur on 20th April, MP Shri Ramcharan Bohra said that the Khadi and Village Industries Commission is constantly trying to provide employment to every village. MP gave instructions for organizing awareness camps in various Panchayat Samitis/Vidhan Sabha constituencies. Addressing the public on this

Chairman, KVIC Joines Swadeshi campaign of Prime Minister Shri Narendra Modi in setting up small units through loans under PMEGP





occasion Shri Manoj Kumar said that the mantra of 'Vocal for Local' by Prime Minister Shri Narendra Modi has made Khadi 'Local to Global'. Now Khadi is not just a symbol of fashion but has become the most powerful medium of change in the lives of the poor. He reiterated that the youth of the country can provide employment to maximum number of people by joining the Swadeshi campaign of Prime Minister, Shri Narendra Modi by setting up small units by taking loans through PMEGP.

During his visit to Jaipur on 20th April, in the Khadi Samvad program Chairman, KVIC said that to improve the sale of Khadi as well as to fulfill the dedicated vision of Prime Minister and to improve the economic condition of khadi artisans, KVIC has increased the wages of all the workers engaged in Khadi work by almost 35% in one go with effect from 1st April, which is a historic step in itself. He said, "I am happy that the Khadi and Village Industries Commission has increased the wages of Khadi artisans by more than 150 percent since 2014." He appealed

to the public that by purchasing more and more Khadi and Village industry products, every Indian should contribute in building 'Atmanirbhar Bharat'.

On the second day of Rajasthan tour, an awareness camp was organized under the Prime Minister's Employment Generation Program (PMEGP) at village Dadia, Jaipur on 21st April, in the presence of Lok Sabha MP, Jaipur and Chairman, Khadi and Village Industries Commission and local people's representatives. On this occasion, detailed information about the scheme was given by presenting the process of applying under the Prime Minister's Employment Generation Program through PPT. In the camp itself, Member of Parliament and Chairman KVIC also made the beneficiaries apply online for loans. Around 70 to 80 applicants applied in the camp. On the third day of his visit on 22nd April, Chairman, KVIC held a review meeting with the officers and employees of the Khadi and Village Industries Commission, Jaipur.



To mark the 100th episode of Prime Minister Shri Narendra Modi's popular radio program 'Mann Ki Baat' in the Dulhedi village of Bhiwani, Haryana today Khadi and Village Industries Commission (KVIC) organized a special program. The program was organized to honor the 'Swachhata ke Sipahiyon' of the 98th episode of 'Mann Ki Baat' and to create awareness about the Government of India's flagship Scheme 'Prime Minister Employment Generation Program' (PMEGP) among the masses.

Chairman of Khadi and Village Industries Commission, Shri Manoj Kumar, addressing the PMEGP awareness program opined that the Prime Minister's 'Mann Ki Baat' program has made the salient contribution in making Khadi self-reliant. He further said that the vision of Hon'ble Prime Minister Shri Narendra Modi ji is to make the youth '**job givers than merely being job seekers**' and be an inspiration to other youth. More than 2 thousand people from nearby

To mark the 100th episode of Prime Minister Shri Narendra Modi's popular radio program 'Mann Ki Baat' KVIC organized a special program to honor the 'Swachhata ke Sipahiyon' of the 98th episode of 'Mann Ki Baat' in Dulhedi village of Bhiwani, Haryana

villages participated in this awareness camp.

Dulhedi village of Haryana was recently praised by Prime Minister Shri Narendra Modi in the 98th episode of Mann Ki Baat for the cleanliness





soldiers of this village. The youths of Dulhedi village had formed an organization named Yuva Swachhata Evam Jan Seva Samiti who cleared tons of garbage from different areas of the city. Shri Manoj Kumar congratulated all the 'cleanliness soldiers' of Dulhedi village and appealed to contribute in employment generation by connecting maximum youth of their area with PMEGP.

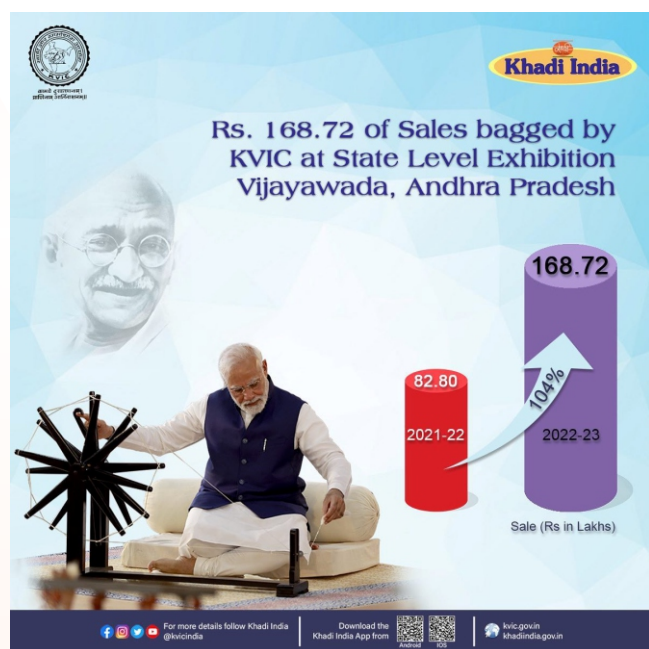
Representatives of the Haryana government and banks, along with employees and officers of Khadi and Village Industries Commission, attended the program, which was highly successful in creating awareness about PMEGP and motivating youth to become self-reliant and contributing to their communities' development.

Haryana was enthusiastically amazing! Flagged the national flag with aspiring kids here, & completed the Hon'ble PM @narendramodi Ji's iconic #ManKiBaat 100th episode with the Janta Janardan of Bhiwani district. Our Chairman, KVICManojGoelBJP is paving the way for rural development through KVIC with Hon'ble PMNarendramodiJi's vision of 'Ek Bharat Shrestha Bharat'





In the historic 'Mann Ki Baat' of Hon'ble Prime Minister, the youth members of the Cleanliness and Jan Seva Committee from Bhiwani District, Haryana were honored by Shri Manoj Kumar, Chairman, KVIC. Hon'ble Chairman, KVIC Shri Manoj Kumar was requested to celebrate the 100th Episode of PM to be aired on 30th April with them.



Andhra Pradesh's State Level Exhibition has shown 104% of increase in income of artisen & weavers From ₹83.80 Lakhs of sales in 2021-22 to ₹168.72 Lakhs of sales in 2022-23 is a huge transformation in the last decade in the earnings of the community.



KVIC bagged 108% growth in Sales of Khadi & Gramodyog Products in state level exhibition Jaipur Sales in 2021-22 from ₹51.70 Lakhs to ₹107.76 Lakhs in 2022-23 has shown tremendous growth in income of artisans due to Hon'ble PM. Narendra Modiji's constant appeal for Khadi.

KVIC will encourage artisans to set up Khadi Institution or PMEGP unit for Patola saree and protect this centuries old art of weaving

Chairman, KVIC



Hon'ble Chairman, KVIC Shri Manoj Kumar met with the young and innovative entrepreneur, Ishak Bhai, who works effortlessly for the famous Patola sarees in Patan, Gujarat, on 18th April 2023. He got training from KVIC and started his own enterprise, which reflects the spirit of Prime Minister Shri Narendra Modi's 'Startup India'

initiative in every Indian's heart.

Shri Manoj Kumar reassured that KVIC will support him in establishing a Khadi institution or PMEGP unit for Patola sarees and preserving this centuries-old art of weaving. Interestingly, it takes around four months to weave a single Patola saree on the handloom, and this dedication continues to inspire the youth even .



"Empowering Artisans in Banaskantha: Tool Kits Distributed to Beekeepers under Honey Mission

With the efforts of the Hon'ble Chairman, KVIC is dedicated to serving the artisan and farming communities. Shri Manoj Kumar, the Chairman of the Commission, is passionate about discussing the lives of artisans and exploring ways to improve their livelihoods through various forms of assistance.

On 18.04.2023, the Hon'ble Chairman KVIC addressed the Artisans and Farmers community of Madal Village, Banaskantha District, Gujarat. We are immensely grateful for the warm reception and affection we received from the artisans in Gujarat.

During the event, the Chairman also

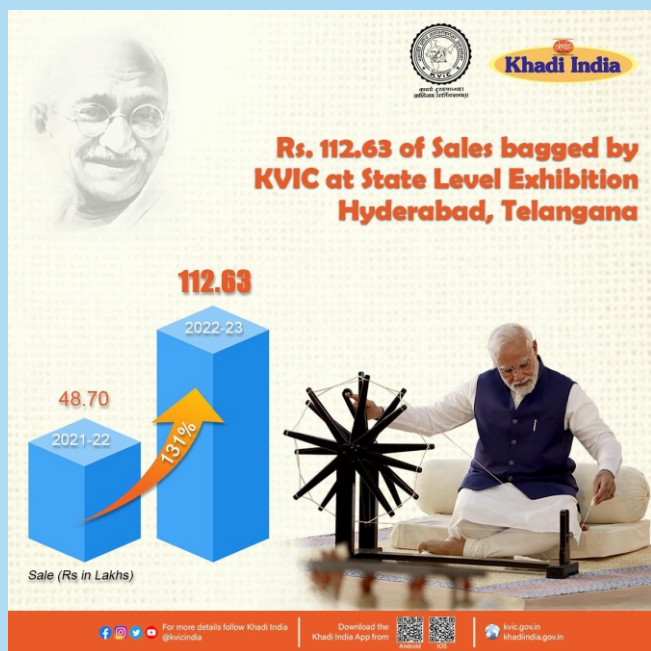


distributed tool kits to beekeepers, enabling them to produce more honey and increase their income as part of KVIC's honey mission on the same day, 18.04.2023.





On 18th April 2023, Chairman, KVIC Shri Manoj Kumar distributed tool kits to beekeepers in Madal Village, Banaskantha district, Gujarat under KVIC's Honey Mission . These tool kits aim to enhance honey production and increase the income of artisans and farmers in the community.



Our Hon'ble PM Shri Narendra Modiji's effort of urging people to buy Khadi has resulted in significant growth in Telangana with 131% of growth in income of artisans from ₹48.70 Lakhs to ₹112.63 Lakhs in sale of Khadi & Gramodyog products helping the artisan community grow.

Impressive hike in the sale of artisans & khadi products at Madhya Pradesh KVIC exhibitions. 547%

Chairman, KVIC Inspected Khadi Gramodyog Lounge in Jaipur

Shri Manoj Kumar, Chairman, KVIC visited the Khadi Gramodyog Lounge at Jaipur for inspection of handmade products made by the locals & artisans community and services being delivered by the local artisans & weavers community.

Honorable MP Mr. Ramcharan Bohra also participated in the workshop and awareness camp under the Prime Minister's Employment Generation Program in Jaipur on 22.04.2023.



Chairman, KVIC addressed the artisans family with assertiveness for employment generation program under PMEGP & provided employment opportunities to them.



696th Commission Meeting of KVIC was held at Rajghat office with the aim of development of Khadi & the marginalised community of artisens. Under the supervision of our Hon'ble Chairman, the commitment towards making India self-reliant economy with Khadi is being executed.



Facilitation on retirement of Shri G. Guruprassana, Dy. CEO. KVIC will always be thankful to him for his timeless contribution towards khadi family and we wish him best for his future endeavours.





Secretary, MSME discusses in detail the challenges and suggestions of various Khadi Institutes of Bihar

Secretary MSME, GoI and CEO KVIC interacted with Khadi Institutions of Bihar state at Rajgir, District Nalanda (Bihar) on 2nd April 2023.

Various issues, field level challenges and suggestions of KIs were discussed by Secretary MSME in detail and guide them to get benefits of schemes of KVIC and MoMSME to get it resolved.

CEO KVIC also discussed with KIs and SO team on how to deal with challenges being faced by KIs of Bihar state and suggested to enhance the handholding support to KIs for submission of their MMDA and ISEC claims.

CEO, KVIC Inspected State Office, MDTC and Khadi Gramodyog Bhavan, Patna

Shri Vinit Kumar, KVIC, CEO along with Dy CEO, EZO visited KVIC, SO, MDTC and KGB, Patna on 1st April 2023 and reviewed activities of all establishments. CEO sir also interacted with officers, staff and trainees of MDTC, Patna and guided on various important points towards getting significant output of KVI activities, conduct Khadi based training, optimum utilisation of infrastructure etc. He also planted a coconut plant in the campus.

An exclusive review was also conducted of CSP, Hajipur's activities on 3rd April 2023.



State Office, Kerala participated in the G-20 Exhibition held at Trivandrum



State Office, KVIC, Trivandrum participate in the G20 Exhibition at Trivandrum from 5th to 6th April 23, MoS for Women & Child visited the stall of KVIC and honoured by Sri Andavar Dy.Dir I/C SO Tvm in G20 Exhibition at Trivandrum on 5. April, 2023.

Meeting of Khadi organizations of Chhattisgarh



On 18.04.2023, a meeting was organized at the State Office, Raipur, with the Khadi institutions of the state under the chairmanship of the State Director. During the meeting, a committee was formed to create a revised cost chart, providing information about the budget, workshed, and store renovation for the year 2023-24. Additionally, it was decided to increase the spinning rate of cotton by 10/- per gundi and raise the weaving rate for weavers by 20 percent from 01.04.2023.

Various other topics, including MMDA, ISEC, and others, were also discussed in detail during the meeting. The attendees included representatives from 18 Khadi organizations, fashion designers from NIFT, and officials from the Khadi Department at the State Office, Raipur.

Glimpses of Bamboo Articles Making Course survey of and artificial jewellery making & readymade garments at GNMDTC KVIC DAHANU



A multi-purpose training center of the Commission, named Gajanan Naik, organized a program for making bamboo products in Dahanu. The head of the center inspected the unit manufacturing artificial jewelry and readymade garments under the Prime Minister's Employment Scheme.



Central Zone's exceptional performance at exhibitions recorded

in the financial year 2022-23 at Kvic exhibitions.

209.68 Lakhs increase in income of artisans community through KVIC exhibitions in Varanasi, Uttar Pradesh

Year	Income (Rs in Lakhs)
2021-22	175.32
2022-23	209.68

20% increase

Sale (Rs in Lakhs)

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921.61 Lakhs of increase in Sales of products in Uttar Pradesh

Year	Sale (Rs in Lakhs)
2021-22	823.90
2022-23	921.61

12% increase

Sale (Rs in Lakhs)

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13 Lakhs

Uttarakhand sold 13 lakhs of artisans products through state level exhibitions in 2022-23.

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SALE OF STATE LEVEL EXHIBITION AT MAGH MELA PRAYAGRAJ

5.83 (2022-23) vs **3.81** (2021-22)

53% increase

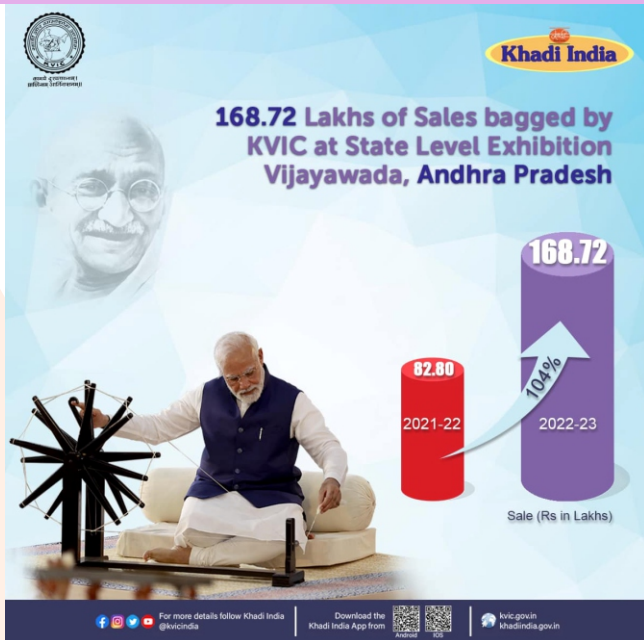
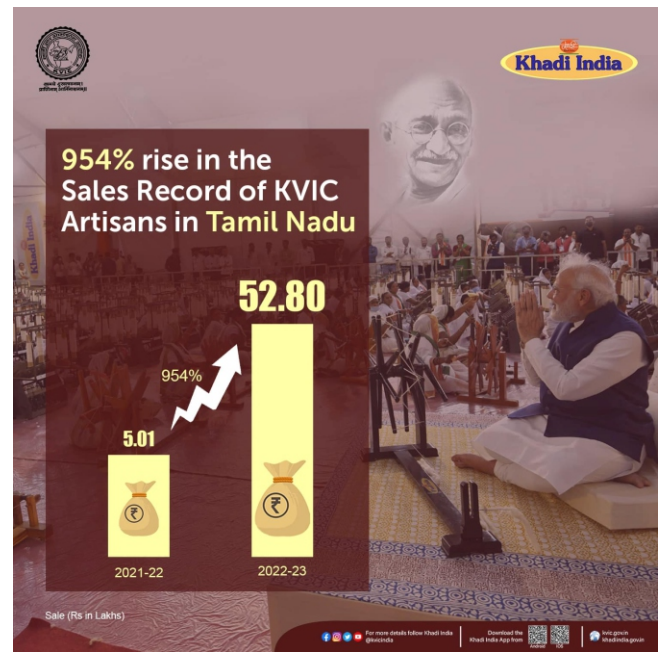
Sale (Rs in Crore)

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In the entire Western region, including Gujarat and Mumbai, The growing business of Khadi is evident everywhere, Artisans and weavers have experienced an increased pace, Leading to a rise in their income.



As a result of the efforts to encourage people to buy Khadi products by our Hon;ble Prime Minister Shri Narendra Modi, there has been a significant increase in the sales of Khadi and village industry products in the entire Southern region, which has provided support to the artisan communities' development.



Khadi products of the Khadi industry are being sold in every corner of the country, and we all express our gratitude for Prime Minister Modi's "Vocal for Local" initiative. The Khadi business is flourishing in the entire Eastern region, and its presence is visible everywhere.

Khadi Gramodyog Mahotsav Bihar saw 332% of sales growth in year 2023

332%

70.30

303.57

2021-22

2022-23

Sale (Rs in Lakhs)

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210

Lakhs

Rs 210 lakhs of income generated to artisans from sale of products by state office KVIC Jharkhand

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276.16 Lakhs of product sold in Khadi Mahotsav - 2023 Bhubaneswar, Odisha

41%

196.51

276.16

2021-22

2022-23

Sale (Rs in Lakhs)

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108% of Sales growth in State Level Exhibition at West Bengal

108%

38.86

80.96

2021-22

2022-23

Sale (Rs in Lakhs)

For more details follow Khadi India @kvidia

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Massive increase in Sales Recorded in North & North East Zone at KVIC exhibitions. Hon'ble Prime Minister Narendra Modiji's "vocal for local" has made it possible for us to achieve this massive numbers & help the artisans community grow at our villages.



After Narendra Modiji's Hon'ble PM's constant appeal to buy khadi an impetus growth is recorded in the sale of handcrafted products at States & Zonal levels Exhibitions, resulting in remarkable increase in income of artisans & weavers community in 2022-23 in pan India.

In this financial year, there has been significant growth in the business of Khadi industry, resulting in substantial profits for weavers and artisans. The sales of Khadi products from the Northern region were recorded with a substantial increase in KVIC exhibitions.

1206 Lakhs worth products sold by artisans of different States at IITF, Delhi 2022

Year	Sale (Rs in Lakhs)
2021	288
2022	1206

320% increase

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2834% of remarkable growth in Khadi Gramodyog Exhibitions by Delhi (KGB)

Year	Sale (Rs in Lakhs)
2021-22	5.65
2022-23	165.76

2834% increase

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80.22 Lakhs

KVIC Delhi derived 80.22 lakhs of income to artisans community through Sfurti Mela in 2022-23.

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Khadi Bhawan achieved record retail sales

Region	2021-22	2022-23
KGB Delhi	4568.91	6618.42 (45% increase)
KGB All India	5684.68	8114.41 (43% increase)

Sale (Rs in Crores)

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HANDCRAFTED

pen and watches from Switzerland, leather shoes from France, vanity bags from Italy and cotton attire from Egypt.

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Buy proudly the top quality handcrafted Khadi fabric and products, made in rural India by your fellow countrymen !

This season

Why

pay for the foreign hands?
Feel the warmth of India

Khadi and Village Industries Commission

Ministry of Micro, Small & Medium Enterprises, Govt. of India
Website: www.kvic.org.in



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