



Jagruti

Vol. 67 No. 011 Mumbai October 2023

Prime Minister Shri Narendra Modi welcomed G20 leaders and other heads of international organisations as they arrived at Rajghat to pay homage to Mahatma Gandhi on 10th September, 2023 with a Khadi Ang Vastram



Minister, MSME leads the cleanliness campaign organized by the KVIC at Juhu Beach, Mumbai



KVIC inked three separate MoUs, and laid foundation stone of 'Modern Khadi of New India'





2nd October
birthday of
Mahatma Gandhi



Vol.67 No.11 Mumbai, October-2023

A Monthly Journal of KVIC on Rural Industrialisation

EDITORIAL BOARD

Chairman
Vinit Kumar

Editor
M.Rajan Babu

Associate Editor
Sanjeev Poswal

Sr. Sub Editor
Usha Misra

Sub Editor
Shiv Dayal Kushwaha

Sr. Artist
Sanjay Somade

Artist
Dilip Palkar

E-Published By:

Directorate of Publicity Film & P.E.P. for
Khadi and Village Industries Commission

Tel.: 2671 9465, 2671 6323

E-mail: editorialpublicitykvic@gmail.com

Website: www.kvic.gov.in

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

INSIDE

News Update 3 to 16

- › **PM Modi welcomes Joe Biden, Sunak, Trudeau, other G20 leaders with Khadi Ang Vastramat Rajghat**
- › **Khadi and Village Industries Commission signs three MoUs to promote Khadi Products**
- › **Tool-kits and machineries to artisans under 'Gramodyog Vikas Yojna' distributed in Bhubaneswar, Odisha**
- › **Precaution is better than cure says Police Inspector, Cyber Branch while addressing KVIC officials**

Press Coverage 17-18



Khadi India

PM Modi welcomes Joe Biden, Sunak, Trudeau, other G20 leaders with Khadi Ang Vastram at Rajghat



New Delhi , September 10 : Prime Minister Narendra Modi welcomed G20 leaders and other heads of international organisations as they arrived at Rajghat to pay homage to Mahatma Gandhi on 10th September, 2023. US President Joe Biden, United Kingdom Prime Minister Rishi Sunak, Canadian Prime Minister Justin Trudeau, President of the Union of Comoros and Chairperson of the African Union (AU), Azali Assoumani, Nigerian President Bola Ahmed Tinubu, Spain's Vice-President Nadia Calvino, Minister of Economy of United Mexican States, Raquel Buenrostro Sánchez and others arrived here to pay homage to Mahatma Gandhi and to also lay a wreath. PM Modi welcomed the leaders with a Khadi Ang Vastram with a cut out of Gandhi Ashram in the backdrop.



Khadi In G20 Summit

The 18th G20 Summit was successfully conducted at Bharat Mandapam in New Delhi during 9-10 September, 2023. Various types of stalls, including a handicraft market, were set up for the foreign guests at the Bharat Mandapam of Pragati Maidan. But the stall which was attracting the guests the most was the Khadi stall. The Khadi stall of Bharat Mandapam remained the center of attraction. Various types of garments made from Khadi products were displayed here.

Khadi stall becomes center of attraction in Bharat Mandapam

The Khadi stall at Bharat Mandapam became the center of attraction for the foreign guests who came to attend the G20 Summit. Hundreds of Khadi products were made available to the foreign guests at the Bharat Mandapam. From sarees, shawls to Khadi kurtas and jackets were also displayed for sale in the stall. Khadi 'Modi jackets' have also been installed here. The biggest craze among foreign guests was seen for 'Modi Jacket'. There is huge demand for it.

Khadi is a symbol of self-reliant India

-Manoj Kumar, Chairman, KVIC



On the Khadi shawls gifted by Prime Minister Modi to heads of states and international organizations at Rajghat, Khadi Village Industries Commission Chairman Manoj Kumar said, "Khadi is a symbol of self-reliant India. Khadi is the heritage of our country and it is a matter of pride for the entire countrymen." The theme is that Khadi is being delivered to foreign guests and being worn by them.



Narendra Modi's decision to gift world leaders a hand spun scarf in New Delhi on 10th September was an act rooted in history and symbolism for the Indian prime minister, as he aimed to spotlight the country's freedom movement on the global stage.

As leaders of the Group of 20 (G20) nations walked into the Rajghat memorial for Mahatma Gandhi, they were greeted with khadi scarves, a key symbol of his non-violent resistance campaign that helped win India's independence from British colonial rule.

Modi was seen draping the handwoven, off-white cotton material around the necks of US President Joe Biden and British Prime Minister Rishi Sunak, among others, posing for photos in front of a large backdrop of the Sabarmati Ashram in the state of Gujarat.

For Gandhi, a man who has become a global icon of peace and non-violence, khadi scarves were an emblem of self reliance, an item of clothing that could be made locally by Indians, and designed to boycott imported or British-made products during India's colonial rule.

It showed Indians that they were capable of growing their industrial potential, freeing the country from depending on its erstwhile colonial



Khadi and Village Industries Commission signs three MoUs to promote Khadi Products



The anchors on DD News and DD International to be dressed in Khadi attire

NBCC (India) Ltd. to develop nationwide infrastructure for KVIC

Digital India Corporation to offer IT-related solutions for Khadi

Margin Money subsidy of Rs.150 crores distributed under PMEGP



Embracing Prime Minister Shri Narendra Modi's mantra of 'Local for Vocal' and 'Atmanirbhar Bharat', Khadi and Village Industries Commission (KVIC), Ministry of Micro, Small and Medium Enterprises, inked three separate MoUs, and laid foundation stone of 'Modern Khadi of New India' in the Amritkal of Independent India here today.

In presence of Shri Manoj Kumar,



Chairman, Khadi & Village Industries Commission these agreements were signed with Prasar Bharati, NBCC (India) Limited, and Digital India Corporation. The objective of these MoUs is to prepare a roadmap to modernize the Khadi and Village Industries Commission and popularize its products among the youth as per the vision of the Prime Minister Shri Narendra Modi. On this occasion, Shri Kumar distributed margin money subsidy of Rs 150 crore to the beneficiaries under the Prime Minister's Employment Generation Programme.



According to the MoU signed with Prasar Bharati, very soon the anchors of DD News and DD International channels will be seen in Khadi apparels. Shri Kumar reiterated that under the leadership of Prime Minister Shri Narendra Modi, Khadi has now become identity self-reliant India. In such a scenario, this agreement with Prasar Bharati will substantiate to be a milestone in making Khadi popular among the youth. Along with this, NBCC (India) Limited will build new modern infrastructure for Khadi and Village Industries Commission across the country and to focus on keeping KVIC up-to-date with the latest technology, KVIC has joined hands with Digital India Corporation.

The MoUs were signed by Shri Sanjay Prasad, Deputy Director General of Prasar Bharati and Shri Sanjeev Poswal, Director Publicity of KVIC. Shri Pradeep Sharma, Chief General Manager of NBCC (India) Ltd. and by Shri Rajan Babu, Deputy Chief Executive Officer, Estate & Services of KVIC and Shri Debarat Nayak, Chief Technical Officer of Digital India Corporation and Shri Rajan Babu, Deputy Chief Executive Officer, Information Technology of KVIC.

Shri Kumar also launched a dashboard and ATR Portal. Dashboard will help the



Chairman for monitoring the schemes run by the Commission and ATR Portal will facilitate the efficient tracking of actions taken on Commission's decision.

Addressing the program, The KVIC Chairman said that the Prime Minister Shri Narendra Modi has promoted India's National Heritage Khadi on every platform of the world in the past 9 years. He said, the way Prime Minister Shri Narendra Modi did global branding of Khadi by gifting Khadi gifts to the world leaders at the recently held G-20 summit in Delhi, has given a new global identity to Khadi.

KVIC chairman further said that during the India's freedom struggle, Khadi, which was made the key weapon of the Swadeshi movement by the Father of the Nation, Mahatma Gandhi, the same Khadi has been magnificently used by Prime Minister Shri Narendra Modi in the last 9 years for poverty alleviation, artisan empowerment, food security, women empowerment and has created the most powerful, capable and successful tool and weapon to eradicate unemployment. Creating history in the last financial year under Prime Minister's leadership, the trade of Khadi and village industry products crossed Rs 1.34 lakh crore, while 9.54 lakh new jobs were generated. KVIC officers and employees were present in the program.



Tool-kits and machineries to distributed artisans under 'Gramodyog Vikas Yojna' in Bhubaneswar, Odisha



The Chairman of the Khadi and Village Industries Commission (KVIC), Ministry of Micro, Small and Medium Enterprises, Shri Manoj Kumar distributed tool-kits and machineries to artisans in a distribution ceremony in Bhubaneswar (Odisha) on September 01, 2023.

During this event, Electric Wheels were distributed to 100 potters, Footwear Toolkits were provided to 75 Leather Artisans and Paper Massey Machines were given to 60 artisans as a part of the Gramodyog Vikas Yojana. The Member of Parliament from the Bhubaneswar Lok-Sabha Constituency,

Smt. Aparajita Sarangi and Shri Manoj Kumar





Singh, Member East Zone KVIC were also present on the occasion.

An Artisan Sammelan and a Pottery-Expo organized under the Gramodyog Vikas Yojana

was organised at the Kalinga Institute of Industrial Technology campus in Bhubaneswar. Smt. Aparajita Sarangi highlighted the commendable achievements of KVIC in the last 9 years under

the leadership of the Prime Minister Shri Narendra Modi. She emphasized that KVIC is actively contributing to the realization of the "Atmanirbhar Bharat" vision and playing a vital role in generating employment opportunities in rural India.

Addressing at the





by the father of the nation Mahatma Gandhi. Remarkably, in the contemporary context, Prime Minister Shri Narendra Modi has now effectively positioned 'Khadi' as a potent and

event, Shri Manoj Kumar said that over the course of the past 9 years, the Prime Minister Shri Narendra Modi has actively elevated India's cherished national heritage called "Khadi," to various international platforms. Through his dedicated endeavours, Khadi has now evolved into a prominent global brand. Shri Manoj

successful instrument for alleviating poverty, empowering artisans, ensuring food security, promoting women's empowerment, and addressing unemployment. Under his capable leadership, KVIC's products achieved an unprecedented turnover of over Rs.1.34 lakh crores in the previous

Kumar further articulated that during India's struggle for independence, Khadi was embraced as the central tool in the Swadeshi movement



fiscal year, marking a historic milestone.

Citing data from NITI Aayog, the Chairman of KVIC highlighted that over the past 5 years, a remarkable 13.5 crore individuals have successfully transcended the poverty line in India. Notably, Khadi, under the visionary guidance of the

Prime Minister Shri Narendra Modi, has played a substantial role in uplifting people from poverty in rural areas throughout the nation. During the fiscal year 2022-23, KVIC has contributed significantly to employment generation, by providing impressive total of 9,54,899 new job opportunities.

During the inauguration of the three-day Pottery Expo at the Kalinga Institute of Industrial Technology campus, Shri Manoj Kumar further emphasized that, under the insightful guidance of the Prime Minister, KVIC is dedicatedly equipping artisans engaged in traditional Indian village industries with essential tools and machinery through the Gramodyog Vikas Yojana. This strategic initiative is significantly enhancing the quality of life for these artisans by augmenting their income levels. Up to this point, as part of the 'Kumhar Sashaktikaran' initiative, over 25,000 electric-driven pottery wheels have



been disbursed to potters nationwide. In Odisha, the Gramodyog Vikas Yojana has facilitated the distribution of more than 900 electric-driven pottery wheels, with a cumulative value of approximately Rs. 2 crores. This concerted effort has notably propelled the income of Odisha's potters to increase three to four folds. Shri Manoj Kumar further stressed the importance of embracing the dual approach of 'Make in India' and 'Make for World' to realize the the Prime Minister's vision of local-to-global initiative. Under the 'Kumhar Sashaktikaran Yojana', a hundred potters from diverse districts in Odisha have received electric pottery wheels, accompanied by a comprehensive ten-day training program. As a result of these interventions, these skilled artisans are now capable of generating a monthly livelihood ranging from 25,000 to 35,000 rupees.



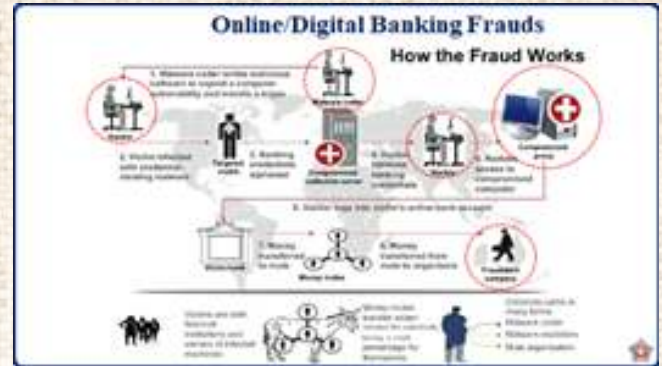
Precaution is better than cure says Police Inspector, Cyber Branch while addressing KVIC officials

Maintaining good cyber hygiene and security is critical but need of the hour. Hence, to raise awareness amongst KVIC officials and to keep sensitive data secure and protect it from theft or attack, a cyber-hygiene and security training programme was organised by Directorate of Vigilance in coordination with Capacity Building on 5th September 2023 at Central Office, Mumbai. The programme covered Pan India employees of the Organisation.

Ms. Suvarna Shinde, Police Inspector, Cyber Branch and her team member Shri Rajesh Khushalani, guest invitees on the occasion, threw light on Cyber Crimes in in-depth manner. Commencing her address here on 5th September 2023 at Central Office, Mumbai, she acknowledged that cyber-crime has tremendously increased in past 6 to 7 years.

She also cautioned on Social media crimes, financial frauds, banking frauds, electricity frauds, matrimony frauds, loan app frauds, sextortion or web claim frauds which further leads to blackmailing through misuse of





photographs etc. needs utmost precaution. Out of this 80% are financial frauds and 20% are Social media crimes which take place due to precautionary ignorance of people at large like sharing data and personal information on Social media sights, she reiterated.

While apprising on precautionary measures, she shared the **National helpline 1930 or cybercrime.gov.in** which has bank link to be used in golden hours and get the account frozen. This way Mumbai police has saved in crores, she shared.





Reporting of Cyber Crime

Portal :- cybercrime.gov.in
Or
Dial 1930

Checklist for Citizen before calling helpline 1930



1. Mobile number of the complainant.
2. Name of bank/wallet/ merchant from which the amount is debited.
3. Account no. / wallet / merchant UPI ID from which the amount is debited.
4. Transaction ID (12 Digit UTR Number)
5. Transaction Date
6. Debit/Credit Card Number in case of fraud using card credentials.
7. Screenshot of transaction or any other image related to the fraud (Filed by Citizen)



On this occasion Shri Rajesh Khushalani, through power point presentation explained on how to save yourself from such crime with practice demos of click on **have I been pwned?** Or **my activity** etc. besides other crucial details like avoid using the same password, using multi factor authentication, backing data regularly, ensuring privacy by not posting private information such as home address, private pictures, phone number, or credit card numbers publicly on social media etc in addition to do's and don't's to be remembered about cyber-crimes like active two step verification on Social media, keeping profile private, keeping international transaction off, use of secure antivirus, strong password, clearing history regularly and report Cyber-crime immediately besides following don't's like not to accept friend request from strangers, not to share OTP,CVV/PASS WORD PAN card,Adhar card details, don't open unknown emails, don't accept video calls from unknown no.s and so on.

Earlier, Presiding over the training programme Shri Pankaj Bodke FA, KVIC said that the Cyber hygiene, or cyber security hygiene is a set

of practice organizations and individuals need to perform regularly to maintain the health and security of users, devices, networks and data secure from theft or misuse.

By maintaining good cyber hygiene, an individual minimizes the risk of operational interruptions, data compromise and data loss by improving its overall, he added.

Earlier, Dr. Sanghmitra, CVO, KVIC said that at present IT technology is very robust, so are the challenges to use it in safe manner. The importance of cyber security in this progressively internet-centred world is absolute necessity but cyber-crime has increased in past few years to a great extent This has enforced us to give proper attention to this sensitive issue and opined that prevention is the utmost solutions to this increasing crime.

Do's

- Activate 2 Step / Factor Verification on Social Media Accounts.
- Always Lock / Keep your profile private.
- Keep International Transactions off & set permissi limit on credit & debit cards.
- Use Secure App Virus / Browser & risk genuine Websites / URL starts with https://
- Use Strong Passwords and use different Passwords for each accounts.
- Clear Cookies & Mobile Browser History regularly.
- Report Cyber Crime immediately.

Don't's

- Don't accept friend requests from strangers.
- Don't share OTP / CVV / Password / PAN Card / Aahar Card Details with unknown persons.
- Don't open unknown emails & suspicious links or scan unknown QR Codes.
- Don't accept video calls from unknown numbers.
- Don't succumb to temptation for easy money on Social Media.
- Don't download / share obscure Video, images online.
- Don't fall prey to fake Loan Schemes.



millenniumpost.in

millenniumpost

22 Sept 2023

NO HALF TRUTHS

Anchors on DD News & DD International will be dressed in Khadi attire

KVIC inked three MoUs aimed at preparing a roadmap to modernise the KVIC and popularize its products among the youth

NEW DELHI: Embracing Prime Minister Narendra Modi's mantra of 'Local for Local' and 'Atmanirbhar Bharat', Khadi and Village Industries Commission (KVIC), Ministry of Micro, Small and Medium Enterprises, Government of India, inked three separate MoUs, and laid foundation stone of 'Modern Khadi of New India' in the arrival of Independence Day on Monday at Kamati Auditorium, New Delhi.

In the presence of Manoj Kumar, Chairman, Khadi & Village Industries Commission (KVIC) these fundamen-



tal agreements were signed with Prasar Bharati, NBCC (India) Limited, and Digital India Corporation. The objective of these MoUs is to prepare a roadmap to modernise the KVIC and popularise its products among the youth.

On this occasion, Manoj Kumar distributed margin money subsidy of Rs 150 crore to the beneficiaries under the PM's Employment Generation Programme.

According to the MoU signed with Prasar Bharati, very soon the anchors of DD News and DD International channels will be seen in Khadi apparel. Manoj Kumar reiterated on this occasion that under the leadership of Prime Minister Narendra Modi, Khadi has now become identity self-reliant India. In such a scenario, this

agreement with Prasar Bharati will substantiate to be a milestone in making Khadi popular among the youth.

Along with this, NBCC (India) Limited will build new modern infrastructure for Khadi and Village Industries Commission across the country and to focus on keeping KVIC up-to-date with the latest technology, KVIC has joined hands with Digital India Corporation.

The MoU was signed by Sanjay Prasad, Deputy Director General on behalf of Prasar Bharati and Satejee Powal, Director Publicity on behalf of KVIC.

Whereas, on behalf of NBCC (India) Ltd. Pradyumn Sharma, Chief General Manager signed the MoU and on behalf of KVIC it was signed by Rajan Babu, Deputy Chief Executive Officer, Estate & Services. On behalf of Digital India Corporation, the MoU was signed by Debarat Nayak, Chief Technical Officer and Rajan Babu, Deputy Chief Executive Officer, Information Technology signed on behalf of KVIC. On this occasion Manoj Kumar also launched a dashboard and ATR Portal.

Dashboard dedicated to the Chairman for monitoring

the schemes run by the Commission and ATR Portal will facilitate the efficient tracking of actions taken on Commission's decision.

Addressing the program, Manoj Kumar said that Prime Minister Narendra Modi has promoted India's National Heritage Khadi on every platform of the world in the past nine years.

The way Prime Minister Narendra Modi did global branding of Khadi by getting Khadi coveted as the world leaders at the recently held G-20 summit in Delhi, has given a new global identity to Khadi.

जागरूक टाइम्स

नए भारत की 'आधुनिक खादी'

- डीडी न्यूज और डीडी इंटरनेशनल चैनल के एंकर पहनेंगे खादी के परिधान
- केवीआईसी के लिए एनबीसीसी (इंडिया) लि. देशभर में तैयार करेगा आधारभूत संरचना

जागरूक टाइम्स संवाददाता मुंबई। प्रधानमंत्री नरेंद्र मोदी के 'लोकल फॉर लोकल' और 'आत्मनिर्भर भारत' मंत्र को आत्मसात करते हुए खादी और ग्रामोद्योग आयोग (केवीआईसी), सूक्ष्म, लघु व मध्यम उद्यम मंत्रालय, भारत सरकार ने सोमवार को नई दिल्ली स्थित कमानी ऑडिटोरियम में तीन अलग-अलग समझौता ज्ञापनों पर मुहर लगाकर आजादी के अमृतकाल में 'नए भारत की आधुनिक खादी' की आधारशिला रखी। केवीआईसी अध्यक्ष मनोज कुमार की उपस्थिति में प्रसार भारती, एनबीसीसी (इंडिया) लिमिटेड और डिजिटल इंडिया कॉर्पोरेशन के साथ तीन महत्वपूर्ण समझौता ज्ञापनों पर



हस्ताक्षर हुए। इन समझौता ज्ञापनों का उद्देश्य प्रधानमंत्री नरेंद्र मोदी के विजन के अनुसार खादी और ग्रामोद्योग आयोग को आधुनिक और इसके उत्पादों को युवा वर्ग के बीच लोकप्रिय बनाने का रोडमैप तैयार करना है। इस अवसर पर केवीआईसी चेयरमैन मनोज कुमार ने प्रधानमंत्री रोजगार सृजन कार्यक्रम के अंतर्गत 150 करोड़ रुपये की मार्जिन मनी सब्सिडी लाभार्थियों को वितरण की। प्रसार भारती के साथ हुए समझौता ज्ञापन के अनुसार शीघ्र डीडी न्यूज

और डीडी इंटरनेशनल चैनल के एंकर खादी परिधान में नजर आएंगे। केवीआईसी अध्यक्ष मनोज कुमार ने इस अवसर पर कहा कि प्रधानमंत्री नरेंद्र मोदी जी के नेतृत्व में खादी अब आत्मनिर्भर भारत की पहचान बन चुकी है। ऐसे में प्रसार भारती के साथ हुआ ये करार खादी को युवा वर्ग में लोकप्रिय बनाने में मील का पत्थर सिद्ध होगा। इसके साथ ही खादी और ग्रामोद्योग आयोग के लिए देशभर में नए आधुनिक आधारभूत संरचना का निर्माण अब एनबीसीसी

(इंडिया) लिमिटेड करेगा, जबकि नवीनतम प्रौद्योगिकी से केवीआईसी को अद्यतन (up-to-date) रखने के लिए डिजिटल इंडिया कॉर्पोरेशन के साथ आयोग ने हाथ मिलाया है। प्रसार भारती की तरफ से संजय प्रसाद, उपमहानिदेशक तथा केवीआईसी की ओर से निदेशक प्रचार-प्रसार संजीव पोसवाल ने इस समझौता ज्ञापन पर हस्ताक्षर किए। वहीं, एनबीसीसी (इंडिया) लि. की तरफ से प्रदीप शर्मा, मुख्य महाप्रबंधक और केवीआईसी की तरफ से उप मुख्य कार्यकारी अधिकारी, संपदा राजन बाबू ने दस्तखत किए। डिजिटल इंडिया कॉर्पोरेशन की तरफ से इस समझौता ज्ञापन पर देवबत नायक, मुख्य तकनीकी अधिकारी तथा केवीआईसी की ओर से उप मुख्य कार्यकारी अधिकारी, सुचना प्रौद्योगिकी राजन बाबू ने हस्ताक्षर किए। खादी और ग्रामोद्योग आयोग के अध्यक्ष मनोज कुमार ने पीएमईजीपी के अंतर्गत देशभर में स्थापित 3491 इकाइयों के लिए 150 करोड़ रुपये की मार्जिन मनी सब्सिडी का भी वितरण किया। इन इकाइयों के माध्यम से पूरे देश में करीब 38401 नए लोगों को रोजगार मिल रहा है। कुमार ने कहा कि पीएमईजीपी के माध्यम से अभी तक पूरे देश में करीब 50 लाख से अधिक नए लोगों को रोजगार मिला है।

‘आत्मनिर्भर खादी’ की ‘ग्लोबल ब्रांडिंग’

आजादी के अमृत काल में 9 से 10 सितंबर तक राजधानी दिल्ली के भारत मंडपम से राजघाट तक ‘विश्व महाशक्तियों के महामंथन’ से जो अमृत निकला है, उसने विश्व और मानव कल्याण के लिए कई मील के पथर स्थापित किए हैं. जी-20 शिखर सम्मेलन भारत के लिए वैश्विक मंच पर अपनी सनातन संस्कृति, वैचारिक विरासत, आर्थिक शक्ति को प्रदर्शित करने के साथ ‘वोकल फॉर लोकल’ के मंत्र को वैश्विक पहचान दिलाने का एक अवसर था. साथ ही ये अवसर था विश्व के सामने एक ऐसे रोडमैप का खाका खींचने का, जिससे वैश्विक स्तर पर कार्बन उत्सर्जन को कम कर ‘ग्लोबल वार्मिंग’ को रोका जा सके.



प्रधानमंत्री नरेंद्र मोदी ने इस अवसर पर राष्ट्रपिता गांधी की विरासत और भारतीय स्वतंत्रता आंदोलन की धरोहर खादी की जिस तरह से ‘ग्लोबल ब्रांडिंग’ की, स्वयं प्रदर्शनी में कारीगरों के बीच जाकर उनका उत्साहवर्धन किया, उसने संपूर्ण विश्व को ये संदेश दिया है कि भारत की खादी को अब ‘लोकल से ग्लोबल’ होने से कोई रोक नहीं सकता है.

अद्भुत तस्वीर की साक्षी बनी पूरी दुनिया

सितंबर की सुबह राजघाट स्थित महात्मा गांधी के स्मारक पर विश्व नेता और परराष्ट्रीय संगठनों के प्रमुख जब बापू को श्रद्धांजलि देने पहुंचे तो पूरी दुनिया एक ही तस्वीर की साक्षी बनी. प्रधानमंत्री नरेंद्र मोदी ‘खादी अंगवस्त्र’ से जी-20 शिखर सम्मेलन में आये सभी विदेशी नेताओं का स्वागत कर रहे थे. साथ ही वो भूमि में लगी साबरमती आश्रम की उस तस्वीर से भी विश्व नेताओं को परिचित करा रहे थे, जो भारतीय स्वतंत्रता आंदोलन की अविस्मरणीय विरासत है. आजादी के दिनों में खादी को ऐसा मान-सम्मान पहले कभी मिला हो मुझे याद नहीं, लेकिन पिछले 9 दिनों में प्रधानमंत्री नरेंद्र मोदी के नेतृत्व में खादी ने चरखे पर ‘मान कांति’ का जो ना-बाना बुना है, ये उसका जीता जागता प्रमाण है. मेरा मानना है कि हमारी राष्ट्रीय विरासत खादी की ये ‘ग्लोबल वार्मिंग’ है और खादी की ग्लोबल वार्मिंग की इससे र, उत्तम और प्रभावशाली तस्वीर कोई हो भी नहीं सकती.

आकर्षण का केंद्र चरखे का ‘सजीव प्रदर्शन’

20 शिखर सम्मेलन के दौरान शिखर सम्मेलन में ‘खादी स्टॉल’ भी शी मेहमानों के लिए एक प्रमुख आकर्षण का केंद्र रहा. मैं स्वयं 8, 9 और 10 सितंबर को पूरे दिन वहां उपस्थित था. करीब से देखा कि खादी के प्रति देश-दुनिया भर से आए मेहमानों में गजब उत्साह है. विशेष रूप से ‘मोदी जैकेट’ की विदेशी मेहमानों का रुझान इस दिशा में प्रमाणित करता है कि प्रधानमंत्री नरेंद्र मोदी वैश्विक स्तर पर कितने प्रिय हैं और उनकी ‘ब्रांड शक्ति’ ने खादी को नेक्स्ट लेवल पर पहुंचा

दिया है. प्रदर्शनी की खास बात ये भी रही कि चरखे का ‘सजीव प्रदर्शन’ विदेशी मेहमानों के लिए विशेष आकर्षण का केंद्र रहा. कई मेहमानों ने चरखे पर सूत काटने का प्रशिक्षण लिया. कई ने चरखे के साथ सेल्फी लेकर भारत की इस विरासत को सदा के लिए अपने पास सजो लिया. ये वो तस्वीरें हैं जो आने वाली वैश्विक पीढ़ी के लिए भारत की ‘आत्मनिर्भर खादी’ का गौरव गान बनेगी.

- मनोज कुमार, अध्यक्ष खादी और ग्रामोद्योग आयोग

‘ई-कामर्स प्लेटफार्म’ पर भी मिलेंगे खादी उत्पाद

जागरण संवाददाता, नई दिल्ली : राष्ट्रपिता महात्मा गांधी और प्रधानमंत्री नरेंद्र मोदी की प्रिय खादी अब ई-कामर्स प्लेटफार्म पर भी उपलब्ध होगी. खादी को चाहने वालों को अब खादी के उत्पादों की तलाश में खादी स्टोर या उसकी वेबसाइट पर जाने की जरूरत नहीं पड़ेगी, बल्कि इन्टरनेट पर ही आने वाले ई-कामर्स प्लेटफार्म से वे उत्पाद खरीद सकेंगे। इसके लिए खादी ग्रामोद्योग आयोग (केवोआइसी) ने डिजिटल इंडिया कारपोरेशन (डोआइसी) के साथ करार किया है। इससे खादी की



मनोज कुमार

बिक्री में उछाल आने की उम्मीद है। यह बातें खादी ग्रामोद्योग आयोग के अध्यक्ष मनोज कुमार ने कम्पानो आडिटोरियम में करार को लेकर आयोजन में कही। उन्होंने बताया कि पिछले वित्त वर्ष में खादी उत्पादों के कारोबार ने 1.34 लाख करोड़ रुपये को पार कर गया है, जो वित्तीय वर्ष 2013-14 में 31 हजार 154 करोड़ रुपये था। कार्यक्रम में डिजिटल इंडिया कारपोरेशन और खादी ग्रामोद्योग आयोग के अधिकारियों के बीच करार हुआ है। इसी कार्यक्रम में दूसरा करार, प्रसार भारती से भी हुआ, जिसमें डोडी न्यूज और डोडी इंटरनेशनल चैनल के एंकर खादी परिधान में नजर आएंगे। खादी ग्रामोद्योग आयोग के अध्यक्ष

मनोज कुमार ने बताया कि डिजिटल इंडिया कारपोरेशन न सिर्फ ई-कामर्स प्लेटफार्म उपलब्ध कराएगा, बल्कि सामानों को उपभोक्ता के घर तक पहुंचाने की सुविधा उपलब्ध कराएगा। उन्होंने कहा कि समझौता ज्ञापनों का उद्देश्य प्रधानमंत्री नरेंद्र मोदी के विजन के अनुसार खादी और ग्रामोद्योग आयोग को आधुनिक और इसके उत्पादों को युवा वर्ग के बीच लोकप्रिय बनाने का रोडमैप तैयार करना है। खादी को देश में बढ़ावा देना है। उन्होंने कार्यक्रम में प्रधानमंत्री रोजगार सृजन कार्यक्रम (पीएमईजीपी) के अंतर्गत देशभर में स्थापित 3491 इकाइयों के लिए 150 करोड़ रुपये की मार्जिन मनो सब्सिडी का भी वितरण किया।