



कामधे कुखतप्रानाम्।  
प्राणिनाम् आतिनाशनम्।



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September 2023

# Jagruti

**“Those who weave the dreams of an Atmanirbhar Bharat and provide strength to ‘Make in India’ consider Khadi to be not just clothing but a weapon.”**



**Hon'ble Prime Minister, Shri Narendra Modi addressed the National Handloom Day Celebration at Bharat Mandapam in Pragati Maidan, New Delhi on 7th August, 2023**



**As part of the Independence Day celebrations, the KVIC officers and employees also took out a Tiranga Rally at Ville Parle (West), led by the Chairman.**

**This Independence Day Chairman Shri Manoj Kumar hoisted the tricolour at KVIC Central Office, Mumbai,**



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



Vol.67 No.10 Mumbai September-2023

# Jagruti

A Monthly Journal of KVIC on Rural Industrialisation

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## INSIDE

### News Update

3 to 28

- “Those who weave the dreams of an Atmanirbhar Bharat and provide strength to ‘Make in India’ consider Khadi to be not just clothing but a weapon” .....
- KVIC Celebrates 77th Independence Day.....
- Chairman, KVIC inaugurates the sales outlet of KGB, Kerala and distributed turn wood craft equipment and tool kits to artisans .....
- Turn wood craft equipment and tool kits distributed by hon,ble Chairman, KVIC.....
- Chairman, KVIC inaugurated several KVI activities during Tamil Nadu visit and launched many schemes with the aim of benefiting the people of South India .....
- Empowering ‘Atmanirbhar Bharat’: Introducing 'Khadi Rakshasoot'(Khadi-Rakhi) as a Step Forward” .....
- Chairman Shri Manoj Kumar Empowers Artisans: Modi's Vision Comes Alive Through KVIC's Gramodyog Vikas Yojana .....
- Khadi Artisans and artisans from 18 diverse trades invited to attend the Independence Day celebrations as Special Guests at the Red Fort, New Delhi.....
- Chairman, KVIC Distributes 120 potters and turnwood craft machines and toolkits to 40 in Dausa.....
- Khadi Artisans convention and Khadi Rakhi program organized at Udyog Bharti, Khadi Plaza, Gondal Institute at Rajkot.....
- Women artisans tied a Khadi Rakhi on the wrist of the Chairman, KVIC .....
- Training under preventive vigilance on overview of Government E-marketplace and recent updates at KVIC, Mumbai .....

### Press Coverage

29-30



# Khadi India



# राष्ट्रीय हथकरघा दिवस

7 अगस्त 2023

— भारत अस्मि —

श्री नरेंद्र मोदी



“Those who weave the dreams of an Atmanirbhar Bharat and provide strength to **‘Make in India’ consider Khadi to be not just clothing but a weapon**”

Hon'ble Prime Minister



The Prime Minister, Shri Narendra Modi addressed the National Handloom Day Celebration at Bharat Mandapam in Pragati Maidan, New Delhi on 7th August, 2023 and launched the e-portal 'Bhartiya Vastra evam Shilpa Kosh - A Repository of Textiles & Crafts' developed by the National Institute of Fashion Technology. The Prime Minister also visited the exhibition showcased on the occasion and interacted with the weavers.





Bharat Mandapam, the Prime Minister highlighted the contribution of the handloom industry of India and said that the confluence of old and new defines the new India of today. “The India of today is not just ‘Vocal for Local’ but also providing a global platform to take it to the world”, he said. Throwing light on his conversations with the weavers before the start of today’s program, the Prime Minister noted the presence of various handloom clusters from across the country in today’s grand celebrations and welcomed them.

“August is the month of ‘Kranti’”, the Prime Minister remarked. He underlined that this is the time to remember every sacrifice that was made for India’s independence. Highlighting the Swadeshi Movement, the Prime Minister said that it was not only limited to boycotting foreign-made textiles but

a source of inspiration for the independent economy of India. He said that it was a movement to connect the weavers of India with the people, and this was the inspiration behind the government choosing this day as National Handloom Day. In the last few years, the Prime Minister underlined that unprecedented work has been done for the expansion of the handloom industry as well as the weavers. “There is a new revolution in the country about Swadeshi”, Shri Modi remarked. He expressed pride in the success of India through the achievements of its weavers.

The Prime Minister emphasized that one’s identity is related to the clothes they wear and highlighted the diverse clothing that can be seen on the





behind it. The Prime Minister recalled urging the citizens to buy Khadi products during the early phase of the Mann Ki Baat program which resulted in more than a 3 fold rise in the production of Khadi in the last 9 years. He also noted that the sale of Khadi clothes has increased by 5 times and its demand in

occasion. He said that it is also an occasion to celebrate India's diversity through the clothes of different regions. "India possesses a beautiful rainbow of clothing", the Prime Minister said as he observed the diversity in clothing ranging from the tribal communities in far-fetched areas to people living in the snow-clad mountains, and from people in the coastal regions to those living in the desert as well as the clothing available in the markets of India. He recalled urging the need to enlist and compile the diverse clothing of India and expressed delight that it has come to fruition today with the launch of 'Bhartiya Vastra evam Shilpa Kosh'.

Noting that India's textile industry was well-founded in the past centuries, the Prime Minister lamented that no concrete efforts were made to strengthen it after independence. "Even Khadi was left in a moribund state", he said, adding that those wearing Khadi were looked down upon. After 2014, the Prime Minister said, the government is striving to change this circumstance and the thinking

foreign nations is also increasing. Shri Modi also recalled meeting the CEO of a huge fashion brand during his visit to Paris who informed him about the growing attraction towards Khadi and Indian handloom.

The Prime Minister informed that the turnover of Khadi and village industries was only around Rs 25-30 thousand crores nine years ago. but today it has reached more than one lakh thirty thousand crore rupees. He mentioned that the additional Rs 1 lakh





crore has reached those associated with the handloom sector in the villages and the tribals. The Prime Minister cited the Niti Aayog Report which states that 13.5 crore have come out of poverty in the last 5 years and acknowledged the contribution of the growing turnover for the same. “With the spirit of Vocal for Local, the citizens are buying indigenous products wholeheartedly and it has become a mass movement”, Shri Modi said. He also reiterated the need to repeat the Swadeshi resolution to support the weavers and handicraftsmen in the upcoming festivities of Raksha Bandhan, Ganesh Utsav, Dussehra and Deepavali.

The Prime Minister expressed satisfaction that the schemes implemented for the textile sector are becoming a major means of social justice as he pointed out that lakhs of people are engaged in handloom work in villages and towns across the country. Noting that most of these people come from dalit, backward, pasmanda and tribal societies, the Prime Minister said that the efforts of the government have led to an increase in employment in large numbers along with a boost to income. He gave examples of schemes for electricity, water, gas connection, Swacch Bharat and said that they have received the maximum benefits from such campaigns. “Free ration, pucca house, free treatment up to Rs.5 lakh, this is Modi’s guarantee”, the Prime Minister said as he underlined that the present government has put an end to the decades-long wait of the weaver community for basic amenities.



The Prime Minister emphasized the government not only strives to keep the traditions associated with the textile sector alive but also attract the world in a new avatar. That's why, the Prime Minister said, the government is emphasizing the education, training and income of those associated with this work and

giving wings to the aspirations of the children of weavers and handicraftsmen. He mentioned a scholarship up to Rs 2 lakh in textile institutes for skill training of the children of weavers. Shri Modi informed that more than 600 handloom clusters have been developed in the last 9 years and thousands of weavers have been trained. “It is the constant endeavor of the government to make the weavers’ work easier, increase their productivity and improve the quality and designs. He also mentioned that computer-operated punching machines are also being provided to them which enables the creation of new designs at a fast pace. “Warp-making is also becoming easier with motorized machines. Many such equipment, many such machines are being made available to the weavers”, he said. He also mentioned that the government is providing raw materials like yarn to handloom weavers at concessional rates and also bearing the cost of transporting the raw material. The Prime Minister also touched upon the Mudra Yojana and said that it has now become possible for weavers to get loans without guarantee.

The Prime Minister recalled his association with the weavers of Gujarat and also highlighted the contributions of the handloom industry of the entire Kashi region which is his constituency. He pointed out the challenges of supply chain and marketing faced by the weavers in selling their products and mentioned that the government is giving emphasis on the marketing of handmade products by organizing exhibitions throughout the country just like Bharat Mandapam. Shri Modi informed that a daily allowance is also provided along with a free stall. The Prime Minister also appreciated the startups and the youth of India that have brought innovation in techniques and patterns as well as marketing practices for products made by cottage industries and handlooms and said that one can witness its bright future. Speaking about ‘One District One Product’ scheme, the Prime Minister said that special products

from every district are being promoted. “Special stalls are also being set up at railway stations of the country for the sale of such products”, he said. He also mentioned the upcoming Ekta Mall being developed in every capital city of the states by the government to promote handicrafts and products made from handlooms from every state and district under one roof which will benefit those associated with the handloom sector. Shri Modi also touched upon the Ekta Mall at the Statue of Unity which gives an opportunity for the tourists to experience the unity of India and buy products from any state under a single roof.

Speaking about the various gifts that the Prime Minister presents to the dignitaries during his visits abroad, he said that it is not only appreciated by them but also creates a deep impact when they find out about those who manufacture it.

Speaking about the GeM Portal or Government e-Marketplace, the Prime Minister said that even the smallest artisan, craftsman, or weaver can sell their goods directly to the government and informed that about 1.75 lakh organizations related to handloom and handicrafts are linked to the GeM portal today. “Efforts are on to ensure that our brothers and sisters in the handloom sector get the benefits of Digital India”, he added.

“The government is working with a clear strategy to provide the world's biggest market to its weavers”, the Prime Minister remarked. He said that huge companies of the world are coming forward to take the products of India’s MSMEs, weavers, artisans and farmers to the markets across the world. He threw light on the direct discussions with the leaders of several such companies who have big stores, retail supply chains, online presence and shops all over the world. He mentioned that such companies have now resolved to take the local products of India to every

nook and corner of the globe. “Be it millets or handloom products, these big international companies will take them to the markets across the world”, he said. He emphasized that the products will be made in India and the supply chain will be used by these multinational companies.

Directing his address to those associated with the textile industry and fashion world, the Prime Minister stressed the need to increase the scope of our thinking and work apart from the steps taken to become one of the top-3 economies of the world. He underlined that ‘Sabka Prayas’ (everyone’s effort) will be required to make India’s handloom, Khadi and the textile sector as the world champions. “Be it a worker, a weaver, a designer or an industry, everyone will have to make dedicated efforts”, he said. He also stressed the need to connect the skill of the weavers with the scale and technology. Throwing light on the rise of a neo-middle class in India, the Prime Minister observed that a huge young consumer class is being formed for every product and it presents a huge opportunity for textile companies. Therefore, the Prime Minister said, it is also the responsibility of these companies to strengthen the local supply chain and invest in it. He denounced the approach of importing textiles if ready-made clothes are available outside India. He emphasized investing in the local supply chain and preparing it for the future and said that the big players in the sector must not make excuses as to how it will happen with such short notice. “If we want to take advantage in the future, then we have to invest in local supply chain today. This is the way to build a developed India and realize the dream of a 5 trillion dollar economy”, he said. He further added that the Swadeshi dream of our freedom fighters will be achieved only by following this path. “Those who

weave the dreams of an Atmanirbhar Bharat and provide strength to ‘Make in India’ consider Khadi to be not just clothing but a weapon”, the Prime Minister exclaimed.

Speaking about the relevance of the 9th of August, the Prime Minister said that the date has been a witness to the biggest movement of India - the Quit India movement under the leadership of Pujya Mahatma Gandhi who sent the message of Quit India to the British. Shortly after this, the Prime Minister said, the British had to leave India. The Prime Minister underlined the need of the hour today as the country moves forward with willpower. He said that the same mantra can be used which was once used to drive out the British and chase away such elements that have become an obstacle as the nation resolves to build a ‘Viksit Bharat’ or developed India. “Entire India is echoing in one voice - corruption, dynasty, appeasement must Quit India”, Shri Modi exclaimed. He underlined that these evils in India are a big challenge for the country and expressed confidence that the nation will defeat these evils. “The country will be victorious, the people of India will be victorious”, he added.

Concluding the address, the Prime Minister threw light on his interaction with the women who have dedicated themselves to weaving the Tricolour for years. He urged the citizens to hoist the Tricolour and celebrate the ‘Har Ghar Tiranga’ once again. “When the Tricolour is hoisted on the roofs, it also unfurls within ourselves”, the Prime Minister concluded.

Union Minister of Textiles, Shri Piyush Goyal, Union Minister of State for Textiles, Smt Darshana Jardosh and Union Minister for Micro, Small & Medium Enterprises, Shri Narayan Tatu Rane were present on the occasion among others.

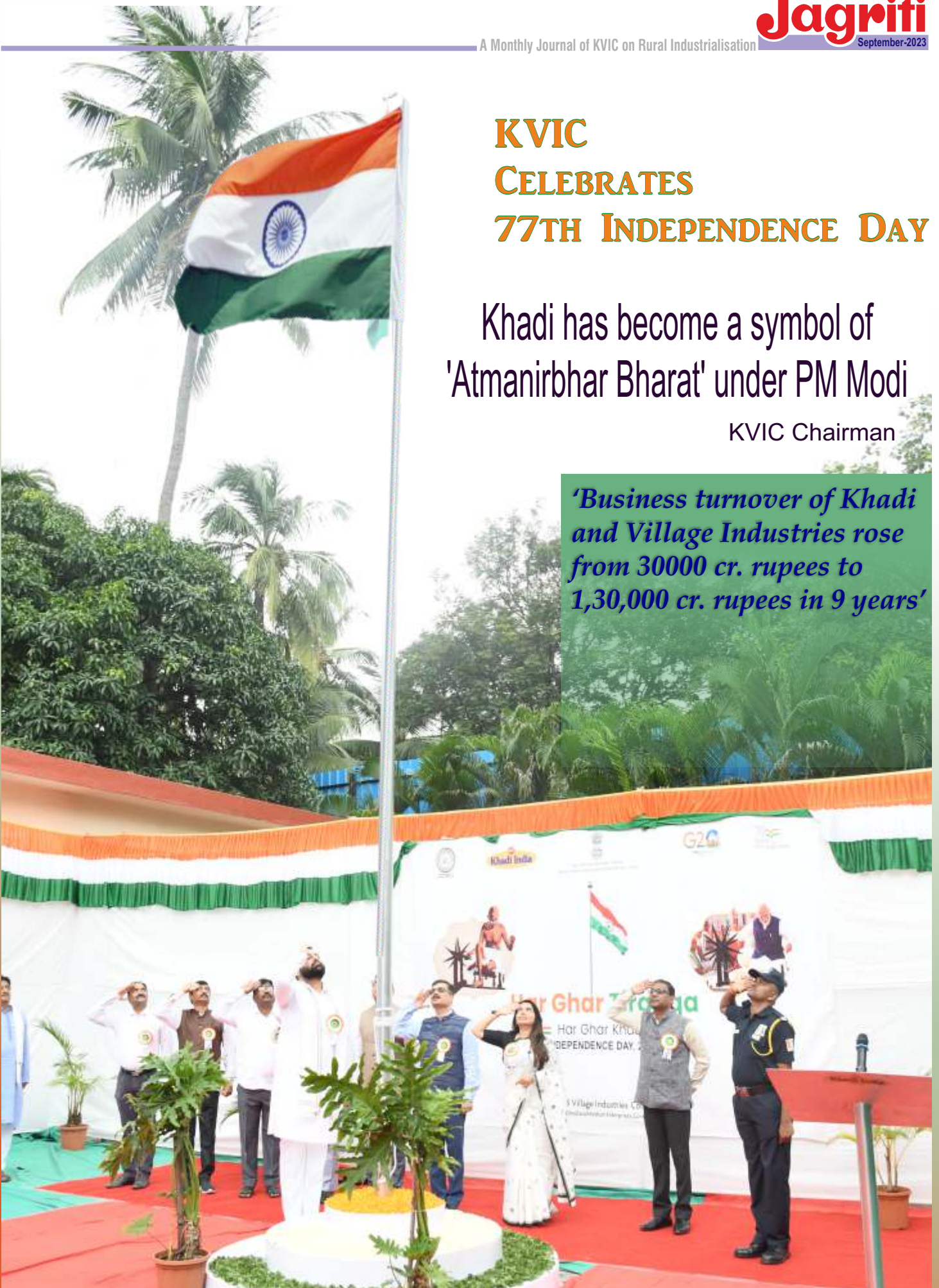


# KVIC CELEBRATES 77TH INDEPENDENCE DAY

Khadi has become a symbol of  
'Atmanirbhar Bharat' under PM Modi

KVIC Chairman

*'Business turnover of Khadi and Village Industries rose from 30000 cr. rupees to 1,30,000 cr. rupees in 9 years'*





Khadi and Village Industries Commission (KVIC) Chairman Shri Manoj Kumar hoisted the tricolour at KVIC Central Office, Mumbai, on the occasion of the 77th Independence Day celebrations today, 15 August, 2023.

Addressing the gathering, Shri Kumar said that the flag soaring high in the sky was not merely a piece of cloth, but a symbol of sacrifice, struggle and dreams of crores of people who believed in the power of unity and unwavering determination. Today, the dreams of the people are turning into reality under the leadership of Prime Minister Narendra Modi, He said that under the leadership of Hon'ble Prime Minister Shri Narendra Modi ji Har Ghar Tiranga-2.0 and Meri Mati, Mera Desh programme has lit the flame of nationalism in the entire country.

While Khadi was the pride of the national movement under the leadership of Mahatma Gandhi, it now stands as the symbol of 'Atmanirbhar Bharat' under the guidance of Prime Minister Modi, Manoj Kumar said. "Like Gandhiji who used Khadi as a powerful weapon against the British rule, Prime Minister Modi has transformed Khadi into a potent and successful weapon for eradicating poverty, empowering artisans, ensuring food security, uplifting social status of women, and overcoming unemployment," he said.

Recalling the extraordinary journey of Khadi and Village Industries, Manoj Kumar said that while the business







soon be available in Khadi stores, and the introduction of Lotus Silk, a silk fabric made from lotus flower stems by Manipur artisans, which will also be available in the market soon. He also talked about the upcoming KVIC Skill Artisan Development Scheme, which will provide training and toolkits to artisans in various service sectors, and the Rural Sewing Prosperity Scheme, which will provide training and sewing machines to women, aiming to empower them further.

turnover of Khadi and Village Industries was between 25 to 30 billion rupees nine years ago, now, it has crossed the milestone of 1,30,000 crore rupees. He said that over 1 lakh crore rupees has been added to this sector during the last nine years, benefiting the marginalized communities. He added that the KVIC's schemes have played a crucial role in the success of this journey.

The KVIC Chairman also explained various initiatives taken by the Commission such as the introduction of Khadi denim in coordination with National Institute of Fashion Technology, which will

As part of the Independence Day celebrations, the KVIC officers and employees also took out a Tiranga Rally at Ville Parle (West), which was led by the Chairman.

Shri Shirish Kedare, Member, KVIC; Shri Vineet Kumar, Chief Executive Officer; Shri Pankaj Bodkhe, Financial Advisor; Dr. Sanghamitra, Chief Vigilance Officer; Shri Satya Narayan, Joint Chief Executive Officer; and a large number of officers and employees of the Commission were present at the programs.





## Chairman, KVIC inaugurated the sales outlet of KGB, Kerala and distributed turn wood craft equipment and tool kits to artisans



The Hon'ble Chairman, KVIC Shri Manoj Kumar inaugurated the sales outlet of Khadi Gramodyog Bhavan, Kerala on 16.08.2023. In his inaugural address Shri Manoj Kumar informed about the Bhavan's sales performance which touched the mark of Rs.4.00 crores in the year 2022-23 and it is expected that after Renovation the sales of Khadi & V.I. would be more than Rs.6.5 crores in the consequent year 2023-24. Besides this, 3 proposals of KKVIB in particular KGB Kollam, Thrissur and Kannur to the cost of Rs. 55 Lakhs are under process. The performance of the 3 Bhavan would enhance 30% more than the present sales

of after renovation. He said that the Khadi Gramodaya Bhavan of Project Office, KKVIB at Kaloor, Ernakulam has been sanctioned and released funds of Rs.21.25 Lakhs under the Renovation of Sales outlet scheme of KVIC during the year 2022-23 which has been completed in the year 2023-24. He reiterated that frequent appeals of the Hon'ble Prime Minister to promote

and purchase "Swadeshi", particularly Khadi is having tremendous impact in increasing sales of Khadi products. He said that production and sale of





Khadi sector is increasing every year due to our Hon'ble Prime Minister's Shri Narendra Modi's support. In another function at Khadi Gramodyog Vidyalaya, Mallapally, Pathanamthitta he also distributed Turn wood craft equipment and tool kits worth Rs.4, 88,328/- to 20 artisans who have been imparted training for 20 days at KGV, Mallapally. (Rs.24, 416.40 each) under Gramodyog Vikas yojana.

Hon'ble Chairman addressing on this occasion opined that for skilled entrepreneurs, sky is the limit. He said that under the leadership of our Hon'ble Prime Minister, KVIC is contributing to the Indian economy by providing self - sustainable employment opportunities and producing KVI goods through Khadi institutions and units' setup under various schemes in the country. He reiterated that those who have undergone training should setup

their on enterprise for self-employment and providing employment opportunities to others.

He further added that KVIC is providing training, financial assistance support through banks to setup enterprise and marketing support by providing opportunities for sale their produce through sale outlets, exhibitions as well as other fares etc. He added that KVIC is working to implement the vision of our Honorable Prime Minister Shri Narendra Modi, "self-dependent India". This training centre is one of the pioneer unit of CHASS. It is providing training to more than 200 artisans and Entrepreneurs every year as per KVIC guidelines with the financial support of KVIC. The programmes marked presence of Mar.Thomas Tharayil, Auxiliary Bishop, Archdiocese of Changanacherry, Vice Chairman of KKVIB, Senior Officers of KVIC and KVIB, employees and artisans of the Board participated in the inaugural function.



## Chairman, KVIC inaugurated several KVI activities during Tamil Nadu visit and launched many schemes with the aim of benefiting the people of South India



*Hon'ble Chairman, KVIC Shri Manoj Kumar inaugurated several KVI activities during Tamil Nadu visit through the KVI schemes and interacted with Khadi workers during this visit.*

While presiding over a Khadi Karigar Sammelan held on August 19, 2023, at SITRA, Coimbatore, he expressed gratitude for the love and care extended by the Tamil people over the last 2 days. He emphasized that this event is not only a Khadi Karigar Sammelan but also a heartfelt interaction ("Man Ki Bath") between him and the rural artisans. He further informed that Khadi serves as a weapon against





poverty, starvation, and unemployment, while also contributing to development in villages and promoting women's empowerment. He honored the best-performing spinners and weavers by presenting them with certificates and momentum awards, in addition to distributing tool kits and equipment to around 40 Wood Craft artisans who have successfully completed the Training Programme on Waste Wood Craft. Shri. P. Vasudevan, the Director of SITRA, Shri. Raju, Chairman of Tamilnadu Sarvodaya Sangh, and Shri. Saravanan, Secretary of Tamilnadu Sarvodaya Sangh, alongside senior KVIC officials, participated in the Sammelan, which was attended by 800 rural artisans. During the event, a booklet showcasing success stories of the PMEGP beneficiaries was unveiled by the Hon'ble Chairman. In his address Hon'ble Chairman, KVIC stated that, according to data released by Niti Ayog, 13.05 Crore people have been lifted from poverty, and the dreams of the people are turning into reality



under the leadership of Prime Minister Narendra Modi. While Khadi was the pride of the national movement under the leadership of Mahatma Gandhi, it now stands as the symbol of 'Atmanirbhar Bharat' under the guidance of Prime Minister Modi, Manoj Kumar said. "Like Gandhiji who used Khadi as a powerful weapon against the British rule, Prime Minister Modi has transformed Khadi into a potent and successful weapon for eradicating poverty, empowering artisans, ensuring food security, uplifting social status of women, and overcoming





unemployment,” he said. Hon'ble Prime Minister Shri Narendra Modi has called on many occasions from national and international forums to buy Khadi and Village Industries products and has mentioned about promoting this sector, which 2014 has seen tremendous growth. For the last 9 years, production of Khadi has augmented 260%, while sales of Khadi has increased 450%. He further informed that the Khadi Institutions in Tamilnadu have registered a production of Rs.262.55 Crores and sales of Rs.466.77 Crores during the year 2022-23, which has helped to provide continuous employment to 14,396 artisans. Further, he informed that it has been proposed to increase the production to Rs.303.39 Crores and sales of Rs.477.02 Crores. He further, informed that KVIC through various schemes such as Khadi Vikas Yojana, Gramodyog Vikas Yojana, PMEGP, Scheme of Fund Regeneration of Traditional Industries (SFURTI) has generated more than 9.5 Lakhs employment. Chairman, KVIC said. Earlier, in his visit Shri. Manoj



Kumar, Hon'ble Chairman, KVIC inaugurated the PMEGP unit at

Kalapet, and the newly Renovated Sales outlet at Gandhigram Khadi Village Industries Public Charitable Trust at Gandhigram, Dindigul and a Common Facility Centre (CFC) of Yarn dying unit under KRDP Scheme of KVIC at the newly constructed workshed of Ramanathapuram District Sarvodaya Sangh, Srivilliputhur and

distributed tool kits and equipment to 25 Waste Wood Craft artisans and Pedal Operated Agarbathi Machines to 10 artisans under Gramodyog Vikas Yojana on 17th August 2023 and 18th August, 2023 respectively. Following this inauguration, Honorable Chairman interacted with Khadi spinners and weavers during the Khadi Artisans' meet, and visited Khadi Gramodyog Bhavan of Madurai District Sarvodaya Sangh at Madurai. The Prime Minister Employment Generation Programme is a flagship scheme of Ministry of MSME, Govt. of India, providing sustainable employment both



in Rural and Urban areas in setting up of micro and small units. The Scheme provides subsidy ranging from 15% to 35% depends upon the social category of the applicant and location of the unit with total project cost of Rs.50.00 Lakhs for manufacturing activity and Rs.20.00 Lakhs for Service activity



**Empowering  
'Atmanirbhar Bharat'**

**Introducing 'Khadi Rakshasoot'  
(Khadi-Rakhi) as a Step Forward”**

*On: 23 AUG 2023 : Shri Manoj Kumar, Chairman, Khadi and Village Industries Commission, launched 'Khadi Rakshasoot' to commemorate the Raksha Bandhan in New Delhi today.*



This 'Khadi Rakshasoot' (Khadi-Rakhi) was introduced under the aegis of Ministry of Micro, Small and Medium Enterprises. The Prime Minister, Shri Narendra Modi, in his address during the 'National Handloom Day' event on August 7th, 2023 in Pragati Maidan New Delhi urged the citizens to wholeheartedly support rural artisans by choosing Khadi and Village Industries products for their

upcoming festive celebrations, thereby ensuring optimal employment opportunities in the farthest rural parts of India.

On the occasion, Shri Manoj Kumar said that the uniqueness of 'Khadi Rakshasoot' lies in its creation by the dedicated spinner sisters from across the rural India, who spin multiple threads on the charkha. This

product is entirely natural, devoid of any chemical additives. To exemplify, the Rakhi crafted by the Gramodyogik Vikas Sansthan of Ambedkar Nagar in Uttar Pradesh is fashioned from the sacred cow dung of indigenous Holy Gau Mata. Additionally, incorporating Basil, tomato, brinjal seeds in it further enhances its composition. The conception behind its making is rooted in the notion that, when disposed off into the earth, it will sprout up



to basil, tomato, and brinjal plants. Prepared in different states of the country, a plethora of such Khadi Rakshasoots are now available for purchase at the Khadi Bhawan in New Delhi, with prices ranging from Rs.20 to Rs.250 each.

Addressing press conference, Shri Manoj Kumar said that this year 'Khadi Rakshasoot' is being introduced as a 'Pilot Project' initiative available exclusively at Khadi Bhawan, in New Delhi. Looking ahead, extensive preparations are underway to launch 'Khadi Rakshasoot' nationwide in the upcoming year. He fervently appealed to the public, urging them to embrace 'Khadi Rakshasoot' – a remarkable manifestation of India's national heritage through Khadi. By doing so, not only would they be preserving India's illustrious legacy, but also actively contribute to the vision of an 'Atmanirbhar Bharat,' as envisioned by our esteemed Prime Minister, Shri Narendra Modi ji.

Shri Manoj Kumar highlighted the profound significance of Khadi, which is an emblem of our national heritage, and its pivotal role during India's struggle for independence. Under the leadership of Prime Minister Shri Narendra Modi, Khadi has experienced a renaissance, entering its 'Golden Age' over the past nine years. In the previous fiscal year, the revenue from Khadi and Village Industries products surpassed Rs.1.34 lakh crores. Moreover, in the current financial year, Khadi has achieved a historic milestone by generating over 9.5 lakh new jobs. He further emphasized that, with this newfound vigor of Khadi, the Prime Minister Shri Narendra Modi has coined 'New India's new Khadi' as not only a symbol of clothing, but also as a 'weapon.' This weapon is wielded against poverty, geared towards empowering artisans, ensuring food security,



bolstering women's empowerment, and eradicating unemployment.

The Prime Minister, Shri Narendra Modi, through his popular radio program 'Mann Ki Baat' since 2014, encouraged the citizens of our nation to embrace Khadi and Village Industries products. The impact of this effort has been remarkable, with the Khadi industry undergoing a transformative resurgence. What was once a declining sector before the year 2013-14, has now experienced a new revitalization. The proficiency of rural artisans is not only receiving recognition but they are also receiving equitable compensation for their craftsmanship. In line with this commitment to uplift artisans economically, KVIC has introduced 'Khadi Rakshasoot' into the market. As we approach the auspicious occasion of Rakshabandhan, it's not only an opportunity to tie a Khadi Rakshasoot on your wrist as you celebrate the festival, but also a chance to bring a new smile on the faces of the women artisans of rural India.



## Chairman Shri Manoj Kumar Empowers Artisans: Modi's Vision Comes Alive Through KVIC's Gramodyog Vikas Yojana

Revolutionizing Traditional Crafts: Tools and Machinery Distributed to 210 Beneficiaries

On 13 AUG 2023: Under the astute leadership of Chairman Shri Manoj Kumar and inspired by the visionary Prime Minister Shri Narendra Modi, the Khadi and Village Industries Commission (KVIC) has embarked on a transformative journey. With fervor and purpose, KVIC distributed essential tools and machinery to 210 beneficiaries, marking a significant stride towards empowering artisans and fostering village industries.

The Gramodyog Vikas Yojana, a manifestation of Prime Minister Modi's vision, witnessed the distribution of electric chalk, leather tool kits, waste wood craft, and turner wood craft machines. These tools, a testament to the synthesis of tradition and modernity, found their way into the hands of artisans from villages like Jhumpa Kala, Gurera, Siwani, Baruva, Chaud. The event was graced by the presence of Chairman Mr. Manoj Kumar,



whose dedication to the cause of village industries and craftsmanship has been unwavering. Mr. Kumar extolled the resurgence of Khadi, once the beacon of India's freedom struggle, which has now evolved into a "Global Brand." Citing NITI Aayog statistics, he underscored how Khadi, under Prime Minister Modi's guidance, has played a pivotal role in uplifting over 13.5 crore people from poverty in the last five years.



These distributions are not just symbolic but transformative. With over 25,000 electric wheel sets already distributed nationwide, potters have witnessed their incomes skyrocket, illustrating the profound impact of grassroots empowerment.

The event also celebrated the disbursement of a substantial margin money subsidy of Rs 300 crore to 6844 cottage industries across the

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## Khadi Artisans and artisans from 18 diverse trades invited to attend the Independence Day celebrations as Special Guests at the Red Fort, New Delhi

On 13 AUG 2023 : The Independence Day celebrations at Red Fort, New Delhi this year will witness the presence of around 1800 Special Invitees from across the country representing various walks of life. Government of India has invited them for the National Flag hoisting ceremony by Hon'ble Prime Minister, Shri Narendra Modi, and to listen to his address to the Nation on the occasion.

Ministry of MSME has invited 50 Khadi artisans and 62 artisans (Vishwakarmas) from 18 diverse trades, along with their spouse from all over the country to

participate in the Independence Day celebrations in New Delhi this year. After attending the Independence Day Flag hoisting by the Prime Minister of India at the Red Fort, New Delhi, on 15th August, 2023, they will join the celebration at the residence of Union Minister of Micro, Small, and Medium Enterprises, Shri Narayan Rane.

The initiative to invite Khadi artisans and Vishwakarmas from across India, and be a part of the celebrations has been taken by the Government to pay deepest gratitude for their contribution in the nation building.

Contd from pg no .....20

country through the Prime Minister's Employment Generation Programme (PMEGP). This underscores the government's commitment to creating opportunities and nurturing self-reliance.

Chairman Shri Manoj Kumar's closing words encapsulated the vision: "Our self-reliant India stands as a global inspiration. Let us embrace the 'Make in India' and 'Make for World' ethos, converting local brilliance into global impact, as envisioned by Prime Minister Shri Narendra Modi."

The event was graced by officers and employees from the Haryana Government and KVIC, exemplifying the united efforts driving these transformative initiatives.

With tools at hand and aspirations in their hearts, the beneficiaries embark on a journey, forging a future where heritage and innovation coalesce, illuminating the path for villages across the nation.



Contd from pg no .....21



# Chairman, KVIC Distributes 120 potters' and turnwood craft machines and toolkits to 40 artisans in Dausa

“The Chairman of the Khadi and Village Industries Commission (KVIC), Ministry of Micro, Small, and Medium Enterprises, Government of India, Shri Manoj Kumar, in the presence of respected Member of Parliament from Dausa, Ms. Jasakaur Meena, distributed electric-powered wheels to 120 potters and turnwood craft machines and toolkits to 40 artisans under the Rural Industries Development Program. Addressing the distribution event held in the village of Balahedi in Dausa, esteemed Member of Parliament Ms. Jasakaur Meena stated that KVIC has accomplished significant work in the past 9 years. By playing an important role in the field of generating employment in rural India, KVIC is contributing to the realization of the dream of a self-reliant India. Shri Nagendra Raghuvanshi, a member of KVIC's North Region, was present at the event.

Addressing the distribution event, Shri Manoj



Kumar, the honorable Chairman of KVIC, said that the Khadi that Mahatma Gandhi revered during the Indian freedom struggle as the strongest weapon against the British government, has, under the leadership of Prime Minister Shri Narendra Modi, in the past 9 years, become a potent instrument in eradicating poverty, empowering artisans, ensuring food security, women's empowerment, and unemployment eradication, forming the most robust, capable, and successful 'weapon and tool'. Under his leadership, during the previous financial year, KVIC's turnover of Khadi and village industry products crossed INR 1.34 lakh crore.

According to Chairman Shri Manoj Kumar, the period after 2014 has seen the result of Prime Minister Shri Narendra Modi's leadership and efforts, as Khadi has transformed into a 'Global Brand' in just 9 years. Referring to data from NITI Aayog, he mentioned that in the last 5 years, 13.5 crore people have been lifted out of poverty in India. Khadi, under the guidance of





beneficiaries received 10 days of free training. Additionally, 40 artisans of turnwood craft received machines and toolkits after a 20-day free training, allowing them to earn a livelihood of up to 25,000 to 35,000 rupees per month.

Addressing the beneficiaries, Shri Manoj Kumar stated that in Rajasthan, 158 Khadi institutions are operational, providing employment to more than 30,000 people. Under the Prime Minister's Employment Generation Program (PMEGP), 30,083 PMEGP units have been established in Rajasthan, receiving a margin money subsidy of 860 crore rupees from the Indian government. Over the past 6 years in Dausa, nearly 670 units have been set up, receiving a financial aid of 17.47 crore rupees in the form of margin money

Prime Minister Shri Narendra Modi, has also significantly contributed to uplifting people from the poverty line in villages. KVIC created a total of 954,899 new jobs during the financial year 2022-23.

Addressing the beneficiaries and villagers, Shri Manoj Kumar stated that KVIC, under the guidance of Prime Minister Shri Narendra Modi, is distributing tools and machinery to artisans of traditional Indian industries under the Rural Industries Development Program. This distribution will lead to a substantial improvement in the income of these artisans and subsequently enhance their standard of living. He emphasized the need to move forward with both 'Make in India' and 'Make for the World' to realize Prime Minister Shri Narendra Modi's vision of local to global.

Under the distribution program, under the Kumhar Sashaktikaran Yojana, 120 potters from Dausa, Alwar, Bharatpur, and Karauli in Rajasthan were provided with electric-powered wheels. All



subsidy, creating employment for 5,360 people. Shri Manoj Kumar stated that under PMEGP, an amount of around 22,000 crore rupees in margin money subsidy has been distributed across the country. Between the financial years 2008-09 and 2022-23, through 8.69 lakh projects, more than 50 lakh new employment opportunities have been generated.

The distribution program saw the presence of officials and staff from the Rajasthan government and KVIC.





# Khadi Artisans convention and Khadi Rakhi program organized at Udyog Bharti, Khadi Plaza, Gondal Institute at Rajkot

*On the occasion of Rakshabandhan Festival on 30.08.2023, KHADI ARTISANS SAMMELAN & KHADI RAKHI PROGRAM was organized at Khadi Plaza, Udyog Bharti Sanstha, Ta. Gondal Dist. Rajkot, Gujarat.*

On this occasion women spinners from different Khadi

Institution from all over the Gujarat State celebrated the festival of Rakshabandhan by presenting “KHADI RAKSHA SOOT” and tied the Raksha soot on the wrist of Shri Manoj Kumar, Hon’ble



Chairman, KVIC, MoMSME (GoI).

Addressing the ARTISANS SAMMELAN & KHADI RAKHI PROGRAM the Hon’ble Chairman, KVIC said that under the leadership of Hon’ble Prime Minister Shri Narendra Modi, KVIC is continuously

making women self-reliant by providing means of employment in the rural area. He told that in the last 9 years, the remuneration of spinners who spin yarn on Charkha has been increased by more than 233%, due to which there has been a big change in the financial condition of the women in the rural area as most of the spinners are women. Addressing the program, the Hon’ble Chairman, KVIC

contd.. on pg no 26



## Women artisans tied Khadi Rakhi on the wrist of the Chairman, KVIC

Women artisans tied a Khadi Rakhi on the wrist of the Chairman of the Khadi and Village Industries Commission (KVIC) on August 31, 2023, the festival of Raksha Bandhan is being celebrated with joy and enthusiasm all over the Nation. This festival of Raksha Bandhan, symbolizing the love between brothers and sisters, has been celebrated in India since the time of the Mahabharata.

On this auspicious occasion on Raksha bandhan, artisan sisters from various regions of the country gathered at the Khadi Bhavan in New Delhi and tied a Khadi Rakhi on the wrist of the hon'ble Chairman of



the Khadi and Village Industries Commission (KVIC), Shri. Manoj Kumar, as a symbol of warmth and love towards him.

It's noteworthy that our dynamic Prime Minister, Shri. Narendra Modi, during the 'National Handloom Day' event held on August 7, 2023, at the Pragati

Maidan in New Delhi, appealed to citizens to support rural artisans by choosing Khadi and Village Industries products for their upcoming festivities, thus ensuring the best employment opportunities in the far-flung rural areas of India. In orientation with the 'Atmanirbhar Bharat' campaign, which emphasises on the development of other half population of the county, Prime Minister Narendra Modi Ji has always encouraged women artisans





from various nooks and corners of the nation to make Khadi Rakhis.

As a symbol of their affection, they tied a Rakhi of protection on the wrist of the Chairman of the Commission. Reflecting on this affectionate moment, Shri Manoj Kumar reiterated that the uniqueness of the 'Khadi Rakhi' lies in the perseverance of rural Indian spinners who work tirelessly to create it, meticulously spinning threads on the spinning wheel (Charkha). This product is entirely natural, devoid of any synthetic components. Such Khadi Rakhis prepared in different states of the country are now available in sufficient quantities at the Khadi Bhavan in New

Delhi, with prices ranging from 20 to 250 rupees each. He also mentioned that the Khadi and Village Industries Commission, in support of the Make in India initiative, is contributing its best efforts to make Prime Minister Narendra Modi's 'Atmanirbhar Bharat' campaign successful. Under this effort, the Commission is providing grants of up to 35% of the approved loan amount under major schemes like PMEGP. Furthermore, 80% of the workforces involved in Khadi activities are women. He wished for fulfilment of their potential through skill development and self-reliance, giving paramount importance to the elimination of poverty, illiteracy and ill health among women

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## contd.. from pg 24

Shri Manoj Kumar said that our national heritage Khadi has gone from 'Local to Global' under the leadership of Hon'ble Prime Minister Shri Narendra Modi. Khadi has seen its 'Golden Age' in the last 9 years. In the financial year 2022-23, the business of Khadi and Village Industries products crossed Rs 1.34 lakh crore. In this financial year also, Khadi has created history by creating more than 9.54 lakh new jobs.

He further said that in view of this new power of Khadi, Hon'ble Prime Minister Shri Narendra Modi has defined 'New India's New Khadi' as a 'weapon' along with clothing. These are weapons against poverty alleviation, artisan empowerment, food security, women empowerment, and unemployment

eradication.

During the program, Khadi women spinners from different districts of Gujarat tied 'Khadi Rakshasutra' to the KVIC Chairman and wished for the progress of the country. On this occasion, Hon'ble Chairman, KVIC said that the indigenous 'Khadi Raksha soot' tied on his wrist is a symbol of the fact that under the leadership of Hon'ble Prime Minister Shri Narendra Modi, our India is rapidly moving towards self-reliance.

During the program the State Director, KVIC, Gujarat, Chairman, Gujarat Khadi Sanstha Sangh, Chairman, Khadi Federation, representatives of Khadi Institutions of Gujarat, Officials from KVIC and Khadi workers and women spinners were present in the program.

## TRAINING UNDER PREVENTIVE VIGILANCE ON OVERVIEW OF GOVERNMENT E-MARKETPLACE AND RECENT UPDATES AT KVIC, MUMBAI

*Training on Government e-Marketplace (GeM) & Preventive Vigilance in Procurement was organized by Directorate of Vigilance in Coordination with Capacity Building on 11.08.2023 at KVIC, H.Q., Mumbai.*

Training was participated and appreciated by KVIC officials, since it will benefit those who deal with GeM procurement and need to know intricacies of purchase procedure, administration and preventive measures. The training focused on training methods which includes lecture, group discussion and detailed presentations. The training was imparted by Shri Nikhil Patil, Trainer/Business Facilitator of GeM Portal and more than 80 persons participated in this training programme.

Presiding over the training, Shri Vinit Kumar, CEO, KVIC highlighted the objective of this training and said that many officials are facing a number of procurement issues while placing order on GeM. He felt that the training will enable the participants to get overall understanding and adequate knowledge of procuring goods and services on GeM. This training will certainly help in preventing happening of any untoward incidents with adverse implications during the procurement process.



Shri Pankaj Bodkhe, IRS, F.A., KVIC urged the participants to take advantage of the training and update knowledge and skills aspects with respect to placement of orders for procurement of goods and services, formalities, procedures, special conditions for parties, GFR Rule 149 for GeM, and most significantly preventives to be taken during procurement.

Speaking on role of preventive vigilance in procurement on GeM, Dr. Sanghmitra, Chief Vigilance Officer, KVIC said that Preventive Vigilance proposes to confront the areas vulnerable to corruption within the organisation. Knowledge of Procurement process on GeM and technical/official ways to deal with market buyers/sellers need specific attention. She said that training also aims to generate knowledge among KVIC officials regarding Conduct rules and regulations, extant guidelines, etc. to ensure ease in performing their duties and







to ensure ease of understanding by means of PPT, giving information of Pre-requisites for Primary as well as Secondary User Registration such as email ID hosted by NIC, AADHAAR linked mobile Number etc. which are mandatory for the user.

Price trends and price comparison from multiple suppliers is facilitated to search, compare, select and buy, he added.

Detailing on the function of the portal, he informed that the portal also facilitates to select bid duration; delivery period and multiple consignee location. During technical evaluation buyer can make a MSE seller eligible or ineligible for MSE purchase preference etc.

While explaining the mode of cashless payment through PFMS he informed that 18 banks have enabled GeM Pool Account.

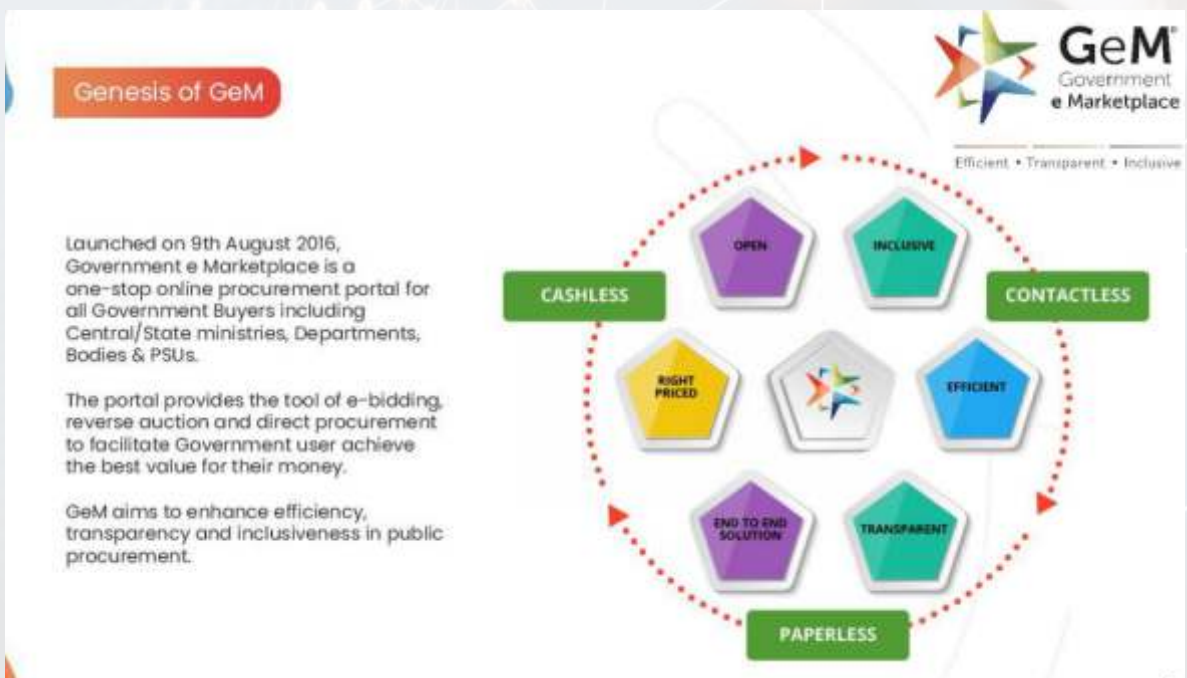
Later, participants were given an insight on online grievance redressal mechanism for quick resolution. With a view to throw insight and enrich the awareness of GeM among the participants, interactive session was also organized to answer the queries/doubts raised by the participants.

responsibilities. Officials need to follow all Do's & Don'ts & Preventive Vigilance measures, CVC guidelines, etc.

Shri Nikhil Patil, Trainer/Business Facilitator of GeM Portal gave an overview of the topics he was going to cover such as pre-requisite for registration as primary and secondary users, their role and responsibilities etc. While introducing the GeM portal, he threw light on genesis of GeM portal as one stop online procurement portal for all Govt. buyers, promoting a transparent efficient and inclusive market place.

The whole idea to use this fully automated platform is to ensure transparency in procurement, ensuring right quality at right price and creating a sustainable eco-system covering all stakeholders to ensure inclusive development in India.

He also educated on Buyers Registration Flow











खादी और ग्रामोद्योग आयोग ने 77वां स्वतंत्रता दिवस हर्षोल्लास और देशभक्तिपूर्ण उत्साह के साथ मनाया. अध्यक्ष मनोज कुमार ने खादी मुख्यालय में महात्मा गांधी की प्रतिमा को माल्यार्पण कर ध्वजारोहण किया.



**கைத்தறி தினத்தையொட்டி பிரதமர் மோடி பங்கேற்ற நிகழ்ச்சி நேரடியாக ஒளிபரப்பு**

● சரியலூர்

நாட்டின் வளமான கலை மற்றும் கைவினைக் கலை பாரம்பரியத்தை உயிர்ப்புடன் வைத்திருக்கும் கைவினைஞர்கள் மற்றும் கலைஞர்களுக்கு ஊக்குவிப்பு மற்றும் ஆதரவு வழங்கும் வகையில், டெல்லியில் உள்ள பிரகதி மையதானத்தில் தேசிய கைத்தறி தினம் நேரடி கொண்டாடப்பட்டது. இந்நிகழ்ச்சியில் பிரதமர் மோடி பங்கேற்று உரை நிகழ்த்தினார்.

இந்நிகழ்ச்சி சரியலூர் மாவட்டம் உடையார் பாளையத்தில் உள்ள ஒரு திருமண மண்டபத்தில் நேரடியாக ஒளிபரப்பு செய்யப்பட்டது. இதில், மாவட்டத்தில் உள்ள தூற்பிார், நெய்வேலி மற்றும் பொதுமக்கள் பங்கேற்று, நிகழ்ச்சியைப் பார்த்தனர். நிகழ்ச்சிக்கான ஏற்பாட்டை திருச்சி வடக்கு சர்வோதய சங்கச் செயலாளர் த. சுப்பராமணியன் மற்றும் நிர்வாகிகள் செய்திருந்தனர்.

MUMBAI  
FRIDAY, AUGUST 18, 2023

**Hosts the National 77th Independence Day**  
KVIC hosted the 77th National Independence Day in Mumbai on Friday, while the weather was warm and sunny. The families of the freedom fighters who were instrumental in India's freedom struggle and who witnessed many struggles. Railwaymen have their houses as part of their heritage.

**KHAADI... along with "ASTRA-SHASTRA" will now become "BHARAMASTRA" of India's Progress**  
Khaadi and Village Industries Commission celebrated 77th Independence Day. Speaking on the occasion, Hon'ble Chairman, KVIC said that this tricolor flying in the sky is not merely a piece of cloth, it symbolizes the sacrifice, struggle and dreams of innumerable freedom fighters, who believed in the power of unity and unwavering determination and dreamed of building an India, a great India, with the values of justice, freedom, equality and brotherhood. Today the dream of all those sacrifice is being fulfilled under the leadership of Hon'ble Prime Minister Shri Narendra Modi.

**KRCL Celebrates Independence Day - 2023**  
On the occasion of Independence Day, Shri Sanjay Gupta, Chairman & Managing Director of Konkan Railway Corporation Limited (KRCL), hosted the National Flag at Konkan Rail Vihar in Navi Mumbai followed by a parade conducted by the Railway Protection Force (RPF) of Konkan Railway. Addressing the spirited gathering of Officers and Staff of Konkan Railway, Shri Sanjay Gupta applauded the remarkable achievements of the corporation through the tireless dedication and selfless efforts of both the staff and employees.

**WVO visited Bharat Ratna Sitlwa Hospital, Byculla 7th Independence Day**  
WVO inaugurated the variant of Pathology and Microbiological Tissue Processor (Autoclave) for Histopathology, Collection Trolleys and Web Laboratory Report Generation, of art 3D Imaging Centre of & Maxillofacial Surgery. It is a Cone Beam CT Scan Machine (3D CBCT Scan). Shri Lakshmi, equipped, air-conditioned 12 bedded Paediatric Intensive Care Unit and the are Unit. On this occasion, Dr. B. M. H. and inaugurated the two numbers of "Single safe conduct of labour, deliv-