

MSME

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INSIDER

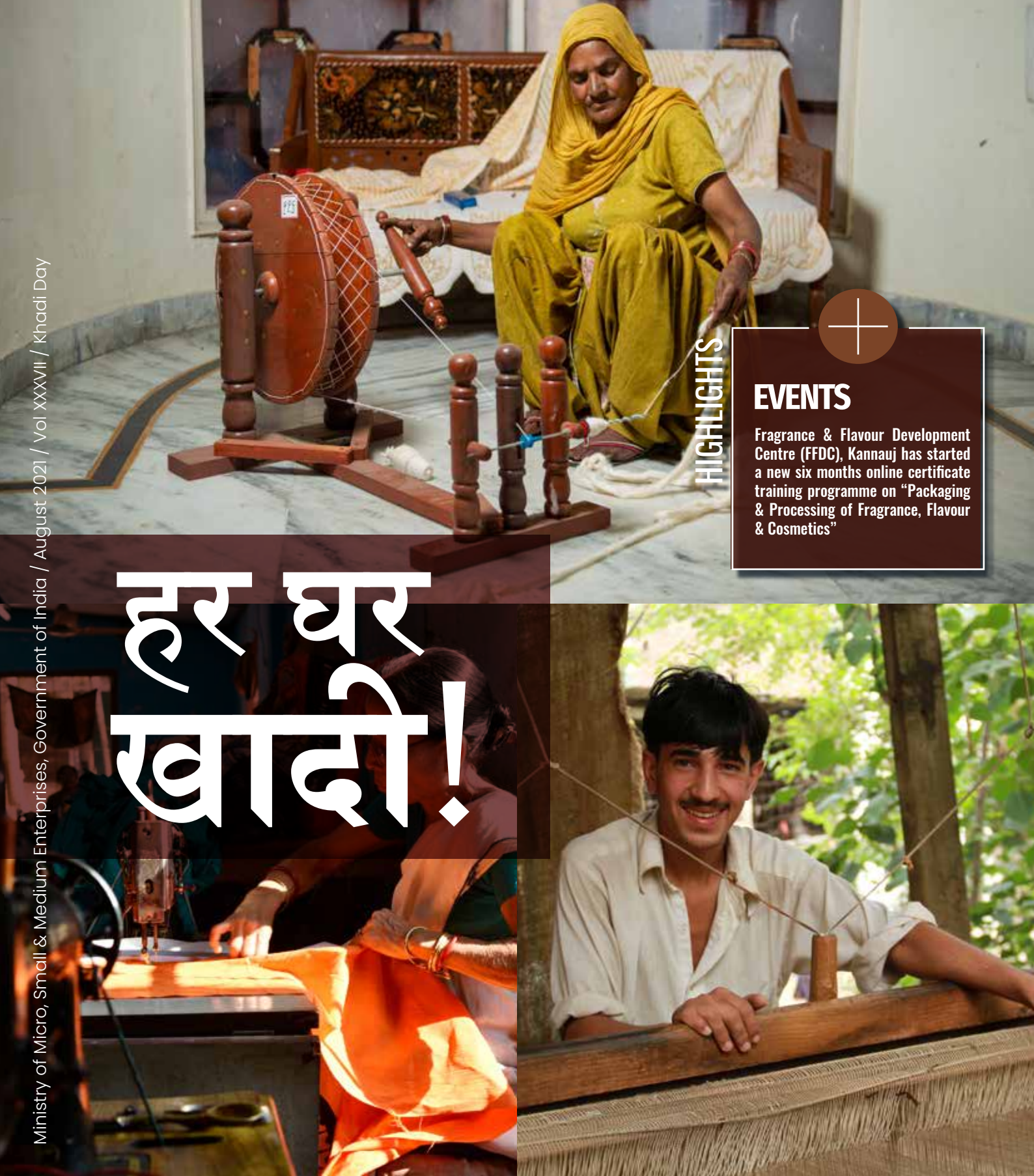
Ministry of Micro, Small & Medium Enterprises, Government of India / August 2021 / Vol XXXVII / Khadi Day

हर घर खादो!

HIGHLIGHTS

EVENTS

Fragrance & Flavour Development Centre (FFDC), Kannauj has started a new six months online certificate training programme on "Packaging & Processing of Fragrance, Flavour & Cosmetics"



**" The Charkha is an
outward symbol of truth
and nonviolence. "**

- Mahatma Gandhi

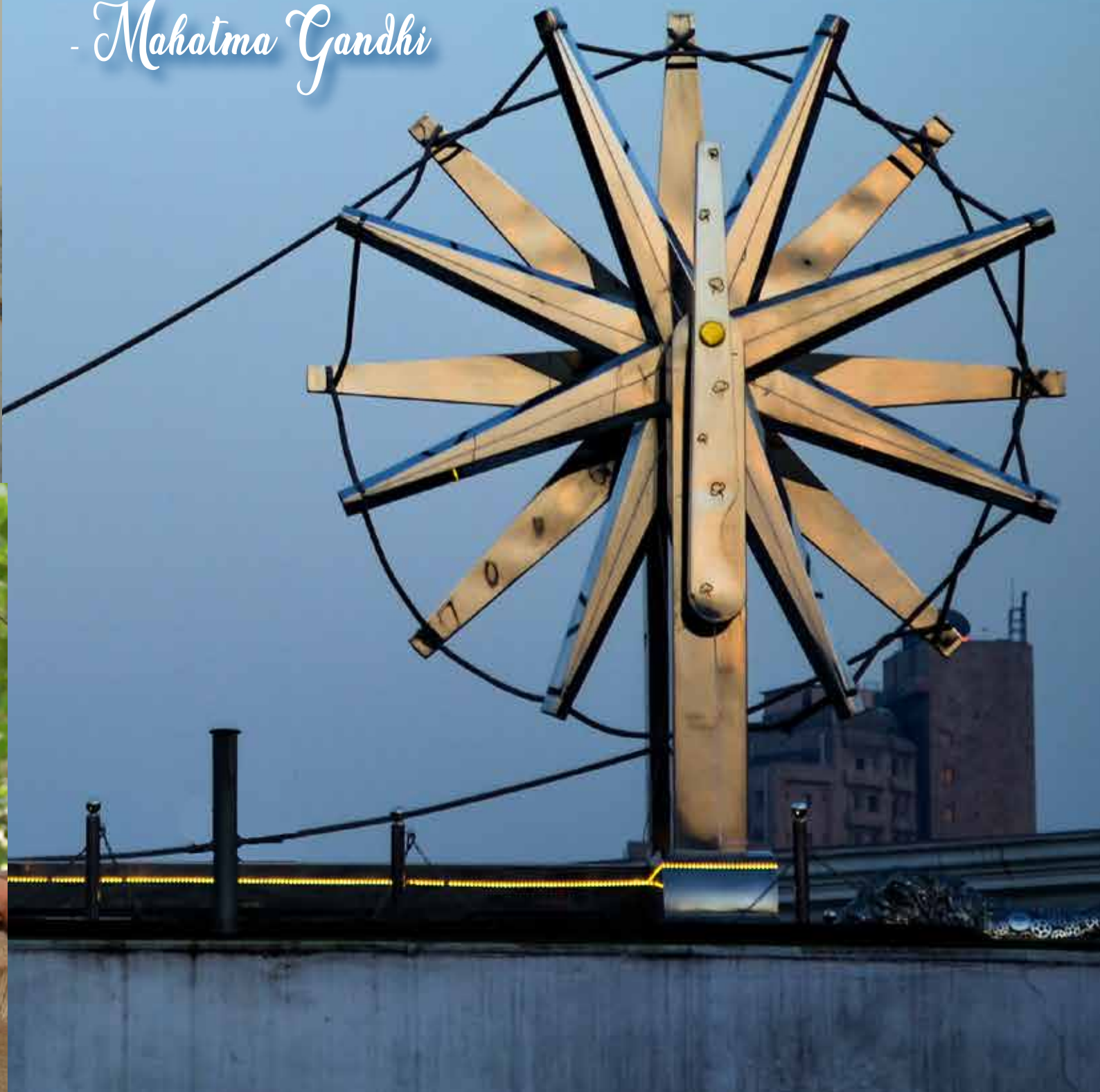
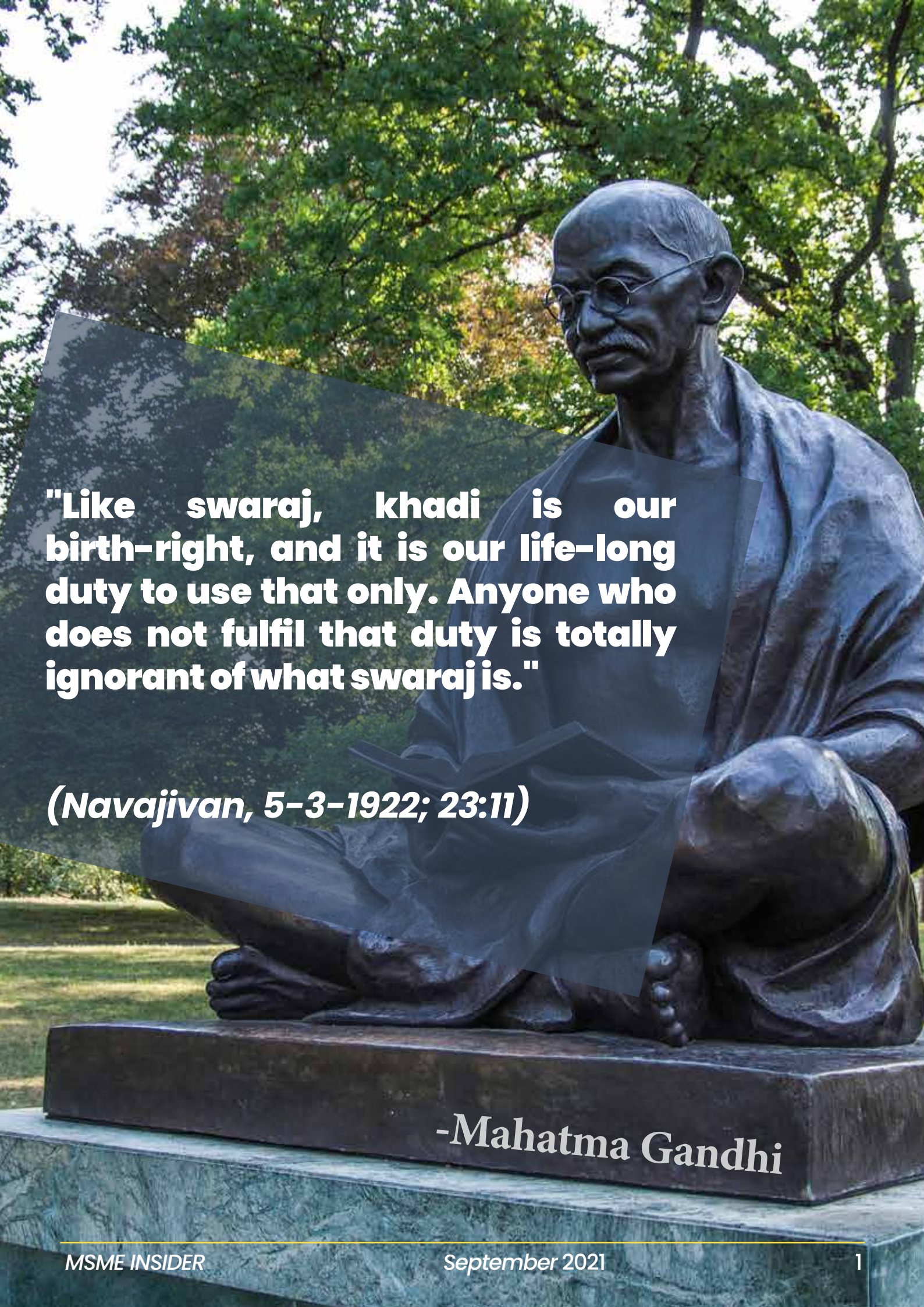


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WHAT is Khadi ?

Khadi was derived from khaddar, is a hand spun and woven natural fibre cloth coined in 1918 by Mahatma Gandhi during freedom struggle of the India.

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"Like swaraj, khadi is our birth-right, and it is our life-long duty to use that only. Anyone who does not fulfil that duty is totally ignorant of what swaraj is."

(Navajivan, 5-3-1922; 23:11)

-Mahatma Gandhi

Khadi a symbol of self-sufficiency & Independence

Reckoned as 'Fabric of the Nation', Khadi is a symbol of self – sufficiency and independence that played a major role during the freedom struggle of India is also a standing testimony to the nation's economic liberty and dignity. Gandhiji transcribed Khadi as “ A tonic effect but, like nourishing food, it may not please one's taste; its savour lies in its tonic effect. Increased production of khadi will correspondingly increase the vitality of the country and, in any case, will not bring about indigestion. To the workers in the field the immediate gain may seem too small, but, as a mango sapling yields thousands of mangoes when it grows into a tree, so a patient worker will certainly witness, in the long run, excellent results of his seemingly modest beginning.”

Once identified as a symbol of nationalism, equality and freedom from colonialism on the one hand and a feeling of self-reliance and economic self-sufficiency on the other, today Khadi creates employment at a very low per capita investment. In 1925 All India Charkha Sangh was established under the Chairmanship of Gandhiji and in 1957, Khadi & Village Industries Commission was established by an act of Parliament passed in the year 1956. Khadi activities are carried out at the dwelling place of the artisans, under the aegis of Khadi & Village Industries Commission living in rural areas. With growing time, Khadi sector not only serves the basic needs of processed goods of the vast rural sector of the country but also provides sustainable employment to rural artisans. Khadi today represents an exquisite, heritage product, which is 'ethnic' as well as 'ethical'. It has a potentially strong clientele among the middle and upper echelons of the society. With all its qualities the “zero carbon” footprints in Khadi is ecofriendly and plays pilot role in saving our nature. 1 meter of Khadi Cloth uses just 3 litres of water against 55 litres of waters in the spinning mills.

In his tribute to Bapu on his birth anniversary, Hon'ble Prime Minister extolled the virtues of khadi reportedly saying, “Khadi for nation and Khadi for fashion”.

In his most talked about Radio show Maan ki Baat he has repeatedly said” buy at least one piece of cloth of Khadi, this will light lamp in the house of our artisans In line with the Hon. Prime Minister's vision of promoting 'Khadi for Fashion' Khadi is positioned as a fabric of choice through multiple communications and promotions reaching out to the discerning consumer. Today there is an increasing demand for khadi cloth. In this sense, Gandhi ji can be seen as the counsellor the people to adorn their bodies with the nation's fabric— Khadi.

KVIC has also used wherewithal in work to increase the productions like Quality raw material is supplied to the institutions with least prize which has helped not only institutions but also helped in increasing sectors production from 5.6% to 33%. Recently Khadi Mark was launched to give Khadi a distinct identity in the market and also for curbing non genuine and spurious

khadi. Khadi and Village Industries production in the country during the year 2020 -21 is Rs. 72235.15 crore with the sale of Rs 95741.36 crores which has generated employment for 159.06 lakh person with the earnings of Rs. 32805.25 crores.

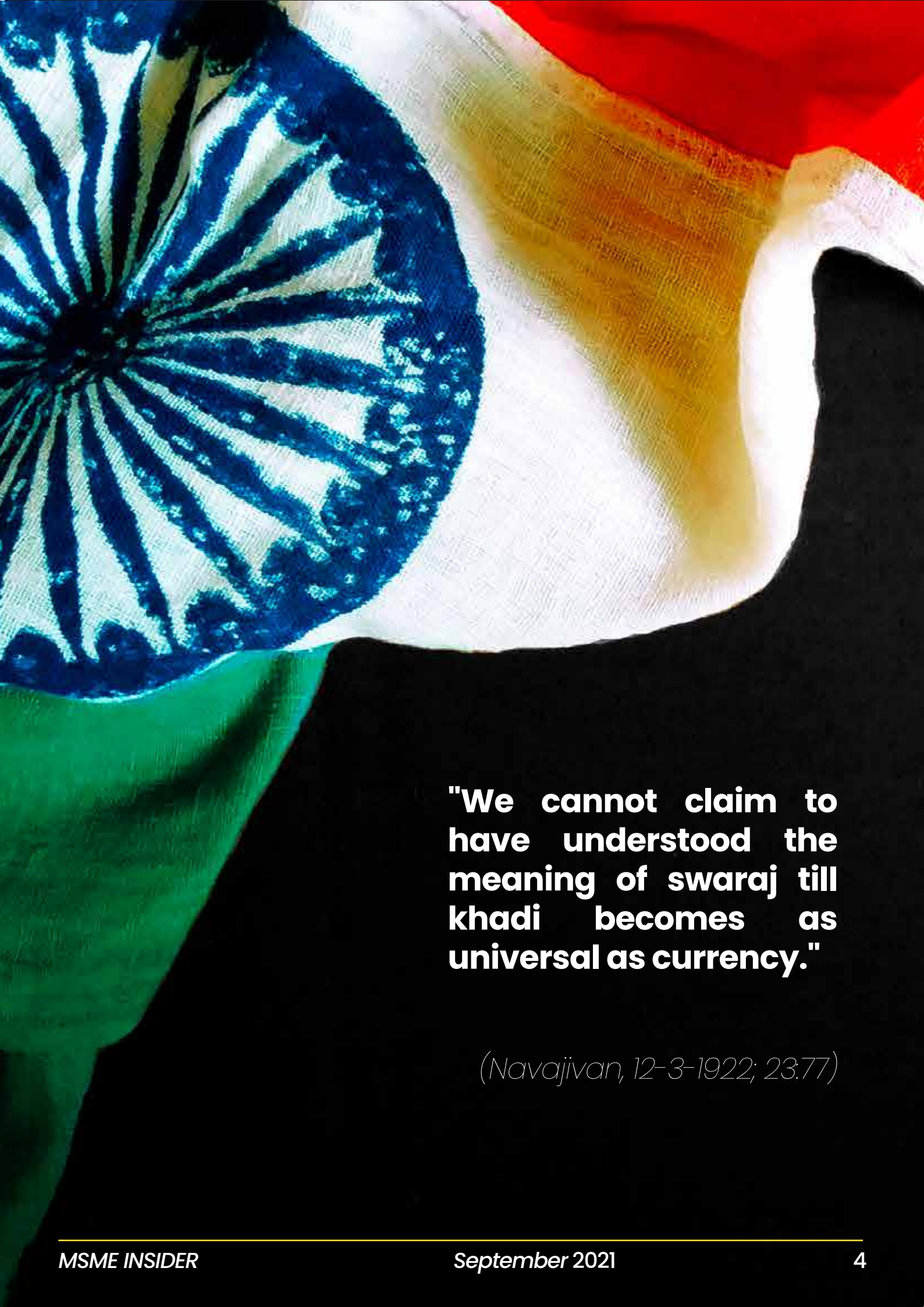
A major infrastructure boost and a host of innovative measures taken by KVIC in the last 7 years have led a solid foundation for realizing the dream of “Aatmanirbhar Bharat” and “Vocal for Local”. In the last 7 years, a record 53,000 charkha and 9000 modern looms were distributed to the Khadi artisans that is unprecedented in the history of KVIC. A record 527 new Khadi Institutions were set up during this period.

Further to this, Initiatives like unique plastic-mixed handmade paper, launch of Khadi e-portal, Khadi masks, high quality Khadi footwear, Khadi wrist watches, Khadi Prakritik Paint, etc., setting up of a record number of manufacturing units under Prime Minister’s Employment Generation Program (PMEGP), new clusters to strengthen tradition arts, government’s push to “Swadeshi” and KVIC’s historic agreements with Paramilitary forces for supply of provisions have increased the turnover of Khadi and village industry sector.

During the Covid-19 pandemic, KVIC faced a challenge of ensuring livelihood to Khadi artisans. To overcome this situation, KVIC launched skin-friendly and reusable double-layered Khadi Cotton and triple-layered Khadi Silk face masks in April 2020. KVIC has sold nearly 27 lakh face masks worth Rs 7.50 crore.

“During this period, KVIC’s main focus was to create sustainable employment for artisans and unemployed youth. Faced with economic distress, a large number of youths took up self-employment and manufacturing activities under PMEGP which increased the production in the village industry sector. At the same time, the sales of Khadi and village industry products grew significantly.

Though Khadi has found acceptance through government initiatives and Hon’ble Prime Minister Shri Narendra Modi’s radio show Mann Ki Baat, we still have a long way to go. Recognition of the freedom fabric is an individual responsibility that like the process of its production will weave its recognition with patience and time!



"We cannot claim to have understood the meaning of swaraj till khadi becomes as universal as currency."

(Navajivan, 12-3-1922; 23:77)

What's New around the Ministry

Memorandum of Understanding (MoU)

Institute for Design of Electrical Measuring Instruments (IDEMI), Mumbai has signed Memorandum of Agreement (MOA) with National Scheduled Castes Finance and Development Corporation (NSFDC) for Skill Development Training programme under PM-DAKSH (Pradhan Mantri Dakshta Aur Kushalta Sampann Hitgrahi Yojana) Scheme for the FY 2021-22.



Memorandum of Understanding (MoU)

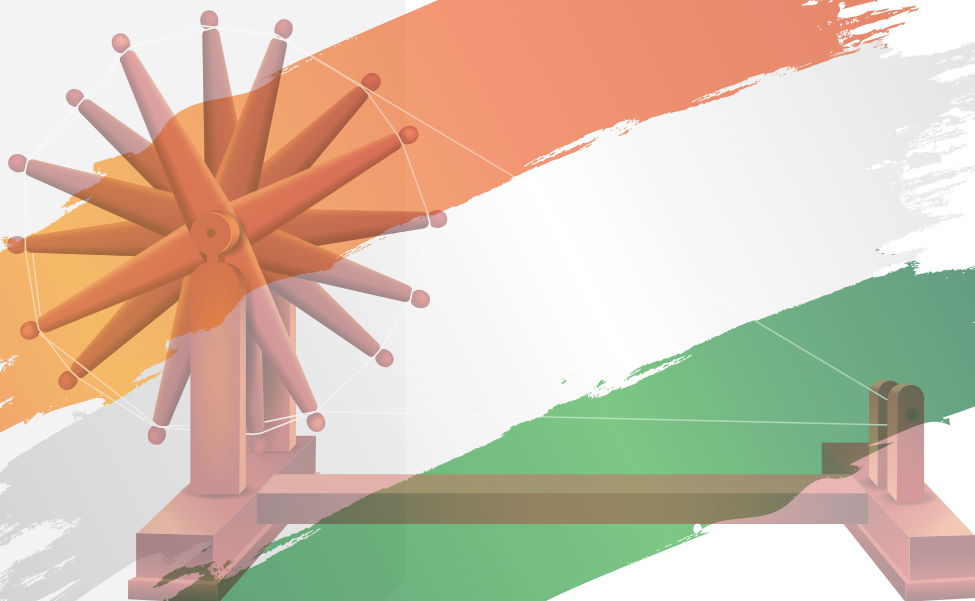
Process and Product Development Centre (PPDC), Agra has signed an MOU with SRM Institute of Science & Technology, Tamil Nadu on 17.08.2021 initially for 3 years with the objective to sensitize and induct awareness on protecting the ideas, design, process, product and business strategies for the MSMEs located at Chengalpattu, Kancheepuram, Tiruvallur and Chennai, Tamil Nadu through seminars, workshops and specialised training programmes.



Khadi and Village Industries Commission (KVIC)



Hon'ble Minister of Finance-Smt. Nirmala Sitharaman, visited Andhra Fine Khadi Karmikhabhivrudi Sangham (AFKKS) Ponduru, Srikakulam District of Andhra Pradesh on the occasion of National Handloom Day celebration for the year 2021, also laid the foundation stone for construction of proposed Khadi artisans 6 group workshops on 07.08.2021.



A man in a dark suit is seen from the side, standing on a series of concrete blocks that form a staircase. He is looking out over a city skyline at sunset. The sky is a mix of orange, yellow, and blue, with the city lights beginning to glow. The blocks are arranged in a way that leads the eye up towards the man and the city.

PROGRESS UPDATE

Progress Update

MSME SAMBANDH - Public Procurement Policy:

Implementation of public procurement policy for micro and small enterprises is monitored through MSME SAMBANDH portal. Upto 31.08.2021, the procurement details of CPSEs during 2020-21 & 2021-22 is as follows:

Year	CPSEs reported (Nos.)	Total Procurement (Rs. in crore)	Procurement from MSES (including MSES owned by SC/STs) (Rs. in crore)	Procurement from MSES owned by SC/STs (Rs. in crore)	Procurement from MSES owned by Women (Rs. in crore)
2020-21	150	1,44,257.94	40,650.13 (28.18%) (1,75,127 MSES benefited)	756.59 (0.52%) (6,806 MSES benefited)	724.24 (0.50%) (4,957 MSES benefited)
2021-22 (As on 31.06.2021)	95	40,090.89	10,719.18 (26.74%) (50,203 MSES benefited)	234.03 (0.58%) (1,843 MSES benefited)	250.49 (0.62%) (1,472 MSES benefited)

Guarantee Emergency Credit Line (GECL):

Under the Guarantee Emergency Credit Line (GECL) scheme, out of the total budgetary allocation of Rs.10,000 crore, Rs.1000 crore has been released to the implementing agency, i.e., National Credit Guarantee Trust Company (NCGTC) in the month of August 2021. Till 31.08.2021, the total release to the said agency by Ministry of MSME during the current financial year stands at Rs. 4,500 crore.

Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)

During the month of August 2021, upto 23.08.2021, as per the data provided by CGTMSE, 13,263 guarantees have been approved involving an amount of Rs. 1,871 crore.

Prime Minister's Employment Generation Programme (PMEGP)

Money Subsidy of Rs. 776.69 crore was disbursed by banks, upto 31.08.2021, under the 'Prime Minister's Employment Generation Programme' (PMEGP) which will facilitate setting up of 24640 micro enterprises creating employment of around 197120 persons.

Technology Centres:

During the month of August, 2021, 18 Technology Centres (TCs) under the Office of Development Commissioner (MSME) assisted 2,379 units for job works, testing & calibration, and consultancy services. These Technology Centres provide facilities for designing and manufacturing of dies and tools, moulds, jigs and fixtures, gauges and tool components, CAD/CAM, etc. Central Tool Room & Training Centre (CTTC), Bhubaneswar has manufactured Nozzle assembly (an import substitute, being imported from U.K. and France) for M/s Washmatic Systems (P) Ltd., Kolkata. Cost of the item has been reduced from Rs. 5000/- to Rs. 1000/-.

A woman wearing a red sari and a bindi is focused on working with a piece of khadi fabric. She is seated, and her hands are actively manipulating the threads. In the foreground, there are several stacks of khadi products, including a prominent pink folder or brochure. The folder features the 'Khadi India' logo and the text 'CREATION IS A SOLUTION FOR POLLUTION'. The background is a plain, light-colored wall.

Mahatma Gandhi Institute for Rural Industrialization (MGIRI), Wardha

Technology Insight:

16 No's of cotton khadi fabric samples pre-mordanted with Harda, Aluminium Sulphate, Potash Aluminium Sulphate and Stannous Chloride at various concentrations like, 5, 10, 15 & 20% (OWM) are dyed with 30% Catechu extract.

To include the additional 8 shades derived from two natural dye sources, viz, Annatto seed and Marigold flowers, a shade card with all the specifications is to be printed.

Accordingly, the write-up on colour extraction, pre-mordanting and dyeing of cotton khadi fabric with annatto seed and marigold flower extracts is prepared. Cotton khadi fabric dyed with annatto seed and marigold flower extracts at various dye concentrations is prepared for shade cards.



LA (K&T) is Preparing the standered shades of Cotton khadi fabric

Development of Soya based multigrain milk, Tofu and other allied products are under progress.

Development of Panchgavya based polyherbal immune-booster product is under progress.

Development of Herbal face-wash is under progress.

Fabrication of prototype Hank Dyeing Machine is completed and its assembly is in progress.

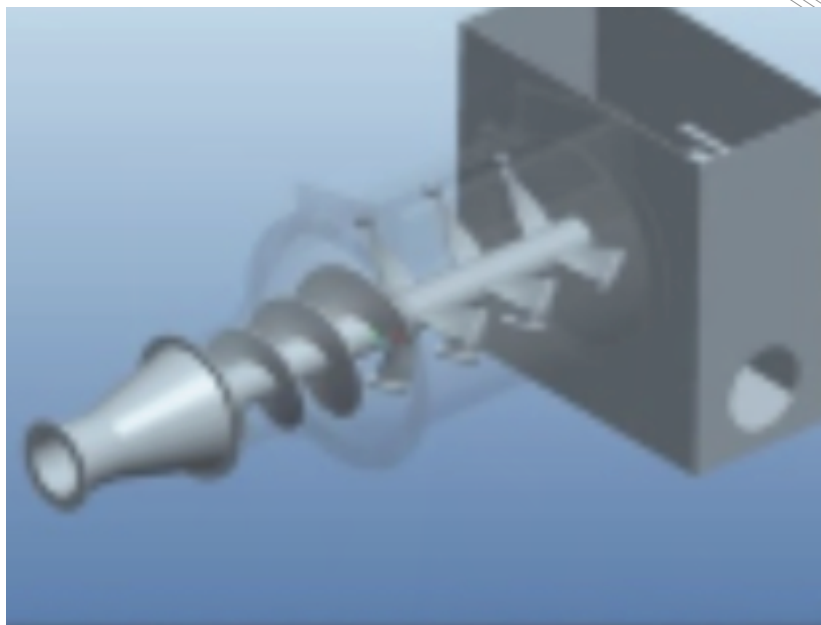
Blunger (hybrid) is under lab trial.

Fabrication of jigger jolly cum potter wheel is completed and assembly is in progress.



Assembly of jigger jolly cum potter wheel

Designing (on CAD Software) of Low Cost Multi functioning Pug Mill is under progress.



3D Model of Low Cost Multi functioning Pug Mill

The following Stoneware products has been Designed by the Department of RC&E.



Coffee Mugs/ Tea Cup (with different Shapes/ Sizes/Glazes)



Jewellery



Decorative Centre table products

Testing of Single Spindle Solar Charkha for wool yarn is under progress.

The downsizing of Orange grading machine, which is portable in size and trolley mounted, the machine has completed and ready for field trials.



Downsized Portable Orange grader

Based on the feedback from the farmers during the field trials of Groundnut pod remover machine, some modifications (separator mechanism development) has done, and it is ready for further field trials.



Laboratory level trials and testing of MGIRI Modified NM Charkha (20 NM charkhas) have been completed and ready for field trails. Processing for sending for field trials at all six Khadi institutions (one from each KVIC zones) are under progress.





EVENTS

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Fragrance & Flavour Development Centre (FFDC)

Fragrance & Flavour Development Centre (FFDC), Kannauj has started a new six months online certificate training programme on "Packaging & Processing of Fragrance, Flavour & Cosmetics" jointly with Indian Institute of Packaging, Mumbai. The programme was inaugurated by the Additional Secretary & Development Commissioner (MSME)



Virtual meeting between India and Ireland to discuss potential sectors for B2B cooperation

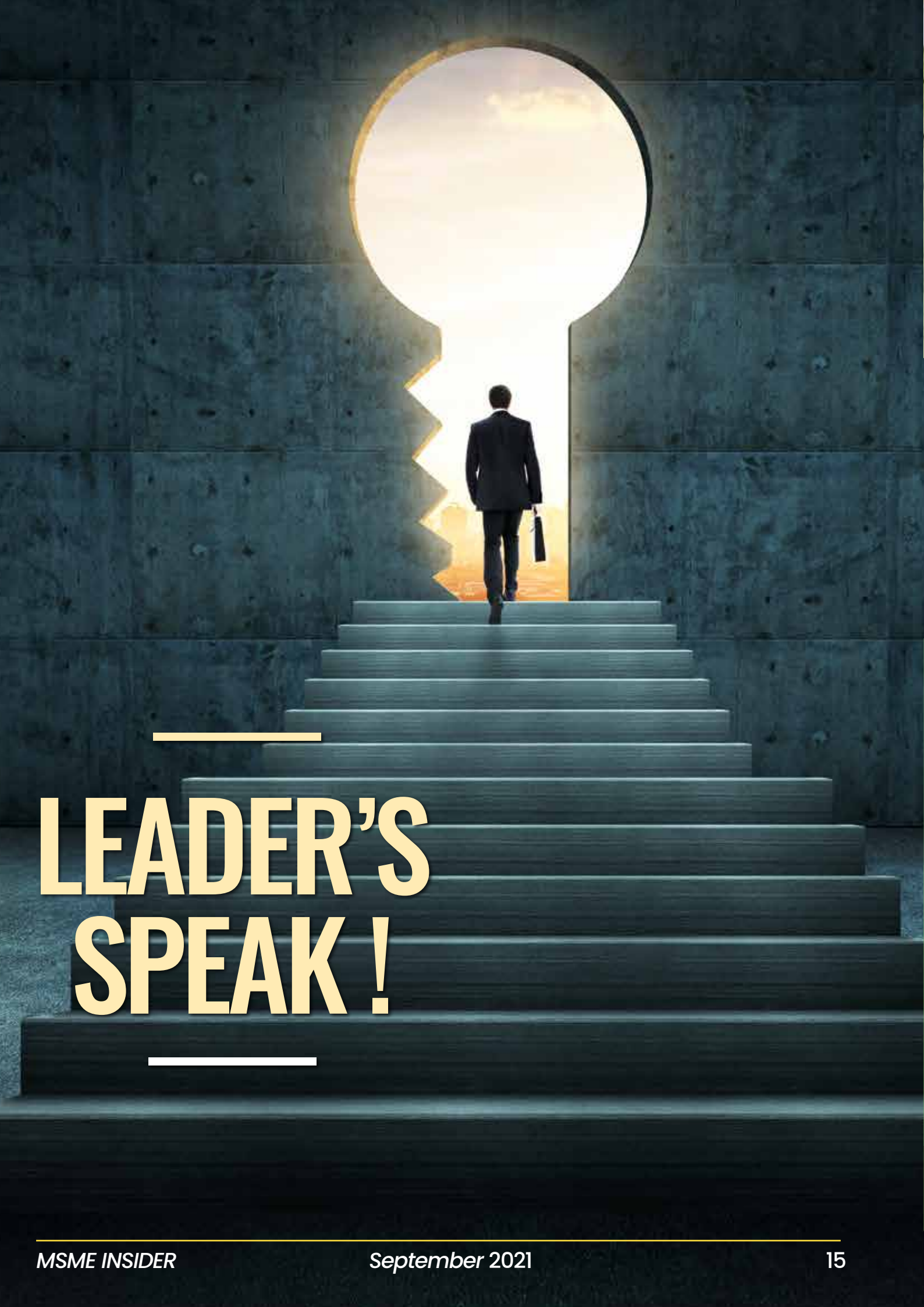
A virtual meeting on MSMEs was held between India and Ireland on 12th August, 2021. Indian side was led by Ms. Alka Arora, the then Joint Secretary(SME), Ministry of Micro, Small and Medium Enterprises(MSME), while Irish side was led by Ms. Laura Byrne, Executive Officer, SME and Entrepreneurship Policy Unit, Department of Enterprises, Trade and Employment, Government of Ireland. During the meeting both sides shared their policies and programs on development of MSMEs in their respective countries, exchanged views on potential sectors for B2B cooperation and



NSIC signed an MOU with Dalmia Cement (Bharat) Limited

NSIC signed an MOU with Dalmia Cement (Bharat) Limited on 18.08.2021 for supply of Blended and Composite Cement across India to MSMEs. The MoU will help MSMEs in getting quality cement material at competitive prices. The MoU was signed in the presence of Shri P. Udayakumar, Director (P&M), NSIC.





LEADER'S SPEAK!

Up, Close and personal with Chef Rajeev Janveja

CORPORATE CHEF
LEMON TREE HOTELS



In an exclusive conversation with enigmatic chef and a proud recipient of the 'TATA Award for Business Excellence' Chef Rajeev whose illustrious career and long list of achievements have made him among the most popular chefs of the country. Rajeev started his culinary journey with the Taj Group of Hotels after completing his studies from IHM Lucknow in the year 1985 and was trained at Haveli Indian restaurant at The Taj Mahal Hotel, New Delhi. Over the years, he has honed his skills at various Taj hotels across the country as well as with some other leading retail food businesses.

During his eminent career, Rajeev has re-launched many quality restaurants like the Machan and Ricks at the The Taj Mahal Hotel, New Delhi; ARENA, an international all day dining at the Taj Deccan and the iconic restaurant Thai Pavillion at Vivanta by Taj, Begumpet. He was closely involved in the renovation, planning and opening of the Indian restaurant Masala Bay at the Taj Land's End, Mumbai.

As the Corporate chef of Lemon Tree Hotels, Rajeev is directly responsible for F&B (Production) and F&B (Service) across 87 hotels in 54 destinations with 8500 rooms. Lemon Tree has a portfolio of 7 brands in the upscale and midscale segments including Aurika, Lemon Tree Premier, Lemon Tree Hotels and Red Fox brands. He also researches and plans menus for new, upcoming hotels Located in different parts of India. Rajeev's mandate at Lemon Tree is to develop food concepts that cater to the mid-market travellers who are looking for great food experiences at a competitive price.

To explore the entrepreneurial aspects of the food industry and its future, here MSME Insider gets Up, close and personal with Chef Rajeev

What tips would you give who wants to make it big in the food industry?

To adopt towards an entrepreneurial undertaking. "Don't do it because you want to open 100 outlets or become the next something. Do it for the fact that it is very exciting to feed your first ten customers and your next hundred customers. You're very excited to go in the kitchen and innovate on dishes and recipes. You're curious about what happens when you call people and ask them for feedback. Do it because you're very, very excited about building a brand, not a successful restaurant. Look forward to these individual milestones," he advises.

Always be true to your business

Rajeev explains that a lot of people believe, that opening one's business means setting their own hours, having flexibility, taking time off for vacations whenever you want, and not working as hard as an employed

professional. “The truth is you'll work much harder than you ever did when it's your own business. When you're working for someone else, you have to do just that job. But when you're working for yourself, you have to do everything—and trust me you will love it all.

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How do you see the food industry changing in India?

It's simple. More spending power = More Travelling = More Eating out. Cooking was once considered an option for the hopeless in academics but is now a sought-after career. Food is the 4th largest employer in India and there has been a huge thrust to the food economy of India recently. Travel is not about just the destination anymore, it's about sampling food. The latest trend in India is to go local, research and bring out the lesser known ingredients or dishes in a new avatar.





SOCIAL MEDIA

Social Media

SEPTEMBER

Ministry of MSME has an active social media presence that highlights the Ministry's day to day activities and engages with the public directly. This section highlights the social media buzz and the highest engagement posts for the month



twitter.com/minmsme

Impressions : 18,918



Answer 5 Questions & Win @kvicindia E-Coupons Worth Up To Rs. 10,000/- Everyday! Hon'ble @MVenkaiahNaidu will launch the Khadi India Quiz Contest on 31.08.2021 at 11.00 AM. The end to end quiz execution will be through the Microsite <https://kviconline.gov.in/kvicquiz/#AzadiKaAmritMahotsav>

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facebook.com/minmsme
Impressions: 5,747

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DID YOU KNOW?

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES

NATIONAL SC-ST HUB
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SC-ST Entrepreneurs
can apply
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under various sub
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