



KVIC



GOVERNMENT POLYTECHNIC, VIJAYAWADA – 08

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KVIC – KHADI VILLAGE INDUSTRIES COMMISSION

Khadi and Village Industries Commission (KVIC) is a statutory body created by an Act of Parliament (No. 61 of 1956 as amended by Act No. 12 of 1987). It was established in April 1957 as KVIC and it took over the work of the former All India Khadi and Village Industries Board set up in 1950. It is engaged in the task of promoting and developing Khadi and Village Industries (KVI) with a view to creating employment opportunities in the rural areas, thereby strengthening the rural economy. It functions under the administrative control of Ministry of Micro, Small and Medium Enterprises, Government of India.

KVIC has been charged with the function of planning, promotion, organization and implementation of programmes for the development of Khadi and other village industries in the rural areas in coordination with other agencies engaged in rural development. Its functions also comprise building up of a reserve of raw materials and implement for supply to producers, creation of common service facilities for processing of raw materials as semi-finished goods and provision of facilities for marketing of KVI products. It organizes training of artisans engaged in Khadi and Village Industries. KVIC is also charged with the responsibility of encouraging and promoting research in the production techniques and equipments employed in the KVI sector and providing facilities for the study of the problems relating to the same. It also promotes the use of non-conventional energy, bio-fertilizer and other organic products.

MISSION

1. To create employment opportunities in the non-farm sector in the rural areas.
2. To produce saleable articles or to provide services for which there is effective demand.
3. To support rural development in its widest sense and to improve the quality of life.

IT'S MOTTO

1. To ensure employment at door steps,
2. To ensure production by the masse,
3. To harness human technology,
4. To preserve environment,
5. To impart dignity of labor.
6. To manage with low capital,
7. To rejuvenate rural economy,
8. To act as a bulwark against migration to city schemes,
9. To promote decentralized economic activities,
10. To invite participation of women in economic activity.

NATIONAL LEVEL AWARENESS PROGRAMME :

The **Ministry of Micro, Small and Medium Enterprises (MSME)** launched a **National Level Awareness Programme (NLAP) 2020** from 17-28 February 2020.

Aim:

The main objective of NLAP is to spread awareness about the schemes and activities undertaken by the Ministry of MSME and its attached organizations including Office of Development Commissioner (MSME), MSME Technology Centres, **Khadi & Village Industries Commission (KVIC)**, Coir Board, National Small Industries Corporation Limited, National Institute of MSME, and **Mahatma Gandhi Institute of Rural Industrialization.**

M.S.M.E :

Ministry of Micro Small & Medium Enterprises (MSMEs) implements a number of schemes to provide assistance to MSME entrepreneurs. These schemes are implemented either directly or through various organizations under the Ministry.

The Schemes of Ministry of MSME have been divided in the following groups:

1. Prime Minister's Employment Generation Programme and other Credit Support Schemes.
2. Development of Khadi, Village and Coir Industries
3. Technology Up gradation and Quality Certification
4. Marketing Promotion Schemes
5. Entrepreneurship and Skill Development Programme
6. Infrastructure Development Programme
7. Schemes of National Small Industries Corporation (NSIC)

Ministry of MSME provides assistance to set up new enterprises as well as to existing MSME units. The Schemes to assist in setting up new enterprises include schemes for skill development and PMEGP. In PMEGP, bank loan and capital subsidy is provided to set up new enterprises.

There are a number of schemes to assist existing MSME units. These include schemes for technological up gradation; schemes to support availing of credit for expansion including through credit guarantee and credit rating; participation in domestic and international exhibitions; and development of common facility centers and cluster development. Ministry of MSME also has sector specific schemes to provide assistance to Khadi & Village Industry units and Coir sector units.

NLAP 2020:

- ◆ The programme is conducted in **126 field offices** of the Ministry and its organizations across the country to disseminate information amongst students of colleges and educational institutes.
- ◆ The awareness drive will be conducted in more than **600 colleges** covering almost **60,000 students** from all parts of the country.
- ◆ The programmes are an attempt taken by the Ministry of MSME to encourage **students/ youth** to take up entrepreneurship as their career.
- ◆ During the programme interactive sessions will be held for the students, taking up their queries, doubts about the schemes, and providing solutions to their inquiries. The students will be shown audio-video films and presentations on the activities of the Ministry and its organizations and provided details of schemes implemented by the Ministry.

KVIC – NATIONAL AWARENESS PROGRAMME REPORT

We profoundly thank the KVIC Vijayawada for proposing to organize National Awareness Programme at our institute for the benefit of the students by creating awareness about the various schemes to establish individual own industries with the support of banks under subsidy schemes.

Presentation :

A Presentation on various schemes of KVIC has been held on 19-02-2020 in the counseling hall of our institute. The following delegates have presided over the event and have delivered their valuable speech over the entrepreneurship to a gathering of over 250 students.

Sri R K CHOUDHURY., DY.CHIEF EXECUTIVE OFFICER, KVIC, Vijayawada, A.P

Sri R RAMAMOHANA RAO., L D M , Indian Bank , Vijayawada

Sri A SUDHAKAR., General Manager District Industries Center, Vijayawada

Sri CH SAI PRASAD., Assistant Director, A.P. Khadi & V I Board, Vijayawada

Sri M SUBRAHMANYAM., Assistant Director-I, KVIC, Vijayawada

Sri A G RAO., Assistant Director, KVIC, Vijayawada

Sri V S CHALAPATHI RAO., Principal, Government Polytechnic, Vijayawada

Sri Dr. K VIJAYA BHASKAR., H.M.E.S, Government Polytechnic, Vijayawada.



The chief guest Sri **K CHOUDHURY.**, DY.CHIEF EXECUTIVE OFFICER, KVIC addressing the gathering said :

“As a student you are very intelligent and part of the coming future. You may be aiming to get a job from state government or Central government or a bank. Whatever you may choose you are trying to set up your future in a bright way. But the very problem is there are no enough jobs available for everyone. So the main objective of this program is after completion of your course you should be in a position to generate employment rather than just seeking it. Hence the Government of India has introduced various schemes under Prime Minister Employment Generation Programme (PMEGP) for setting up a small industry and is trying to bring awareness with the tag line ‘Build the Enterprise of Your Dreams’.

So KVIC is making awareness of various programmes all over the country and this is the first program in Andhra Pradesh which is named as 'National Awareness Programme' under the MSME. I request you to go through the booklets given to you. It is not an ordinary calendar, it is the program calendar and you can ask the details of any program that you are interested in to us. In addition to the information provided on this booklets please go through the internet and our web site which provides details in a discrete manner of our various programs. To be an entrepreneur you should be having the qualities of determination, motivation. These days money isn't a problem, to get a bank loan and start a unit is not a problem, the main thing to keep in mind is you have to take your own decisions how to do, where to do and what to do.

Now that you are in final year of your education I request you first to study and adopt the various rules, the various procedures in getting bank loans, to establish a plant, to procure the land and always please remember that motivated and determined man can do anything. So in order to help you in accomplishing the various tasks all the officers pertaining to the various departments are available here right in front of you. The objective of all of us here is to let you know of the various schemes that are available for you. After passing of your examination, after processing your final degree you're wondering what I have to do? Then nobody will come to you and you have to go to each and every department for getting guidance which is very tiresome and time taking.

So today you have an opportunity to interact with each of these officials at least 10 to 15 minutes so that you can get a preliminary idea. Our technical officers will explain how the department is giving different loans and also other various senior officers are available here and they will be explaining of the various

programs like Prime Minister Employment Generation Programme, Beekeeping program, Spoorthi program and other small programs. Many people who don't have a strong education background coming from Rajasthan have become big Industrialists in Andhra Pradesh and in other parts of the country. If they can make such accomplishment despite being low qualified, I feel & I am pretty confident that you people can achieve such feat with ease.

Rather than asking jobs from America or from London we need to start creating jobs in our country India and to assist you in this there are lots of programs provided by the Ministry of India. Kindly please contact our KVIC branches and the other departments' branches and they are very much ready to guide you. I sincerely believe that you shouldn't be ending up as a job seeker and you should be a job provider and in being so you are not working only for yourself and your working for the upliftment of the others as well which leads to higher satisfaction and standard of living. So my dear friends and the upcoming engineers, you are the brain of the society and you can do very much for the better future and our KVIC is ever ready to assist you. My heartfelt wishes to you all. Thank you”



The KVIC Asst. Director Sri **M. Subrahmanyam** said :

“The Micro Small Medium Enterprises (MSME) Government of India instructed and planned to conduct National Level Awareness Programmes from 17th February to 29th February by our 38 offices across the country. In every state KVIC is conducting this program. In the inaugural session we will explain what is the Khadi Commission and its various programs. In the next technical session it will be elaborately explained how Khadi Village Industries Commission and our offices can help you after completion of your degree in becoming a job provider. Kindly be patient and preserve the material such as the palm plates and brochures for future reference.”



The District Industries Centre, Vijayawada Dy. Director Sri. **Venkateswara Rao** said :

This program sponsored by the government of India has planned to conduct in your polytechnic through the KVIC. As you can see in the present time there is great difficulty in providing jobs to each and every person who has completed a degree. Hence the main objective of this program is to guide you in moulding your career as a job provider and to make you aware of the various opportunities available for self employment. In the detailed technical session I will try to explain how the district Industries centre can help you in establishing an industry. Kindly make use of this rare opportunity in which many higher officials have congregated to guide and assist you in becoming self employed.



The L D M, Indian Bank
Sri. **R. Rama Mohana
Rao** said :

“You are presently the final year students and after the completion of the course you have three options you can either choose a job, go for higher studies or self employed. As this program underlines ‘Build the Enterprise of your dreams’ it aims you to be a job giver rather than a job seeker. A job seeker earns only for himself and his family whereas a job giver can

provide jobs to many families. In Krishna district there are 41 banks with 865 branches. Approximately for every 5000 people there is a branch in our district. Through the banks we can provide educational loan and also loans for self employment for the various schemes provided by the central and state government. For example in PMEGP there is a subsidy from about 25% to 45% based on the category of borrower. Similarly in the ‘Stand up India’ loans of about 10 lacs to 1 crore are provided and also as per your interest the banks are ready to provide loans to agriculture and its allied activities like poultry, fisheries, plantation, horticulture crops etc. So it is time for you to decide whether to be a job seeker or

job giver. In the next technical session there will be an elaborate explanation of each and every scheme. To become self employed many organizations such as district industry centre, KVIC and skill development centers (SDC) are there to help and guide you. Kindly make use of this great opportunity”





Concluding the technical session and clarifying the doubts of the gathering Sri **A.G. Rao** Asst Director KVIC, Vijayawada has shown real time examples and beneficiaries of KVIC introducing Sri **Ravi Kumar** and Smt. **Kanaka Lakshmi** who are kind enough for sharing their experience in elaborate about how they have benefited from the KVIC and the practical challenges they have faced in establishing own industry.



“Few Glimpses of the Event”





ఔత్సాహిక పారిశ్రామికవేత్తలుగా ఎదగాలి

కరెన్సినర్, మ్యాన్ టుడే : విద్యార్థులు చిన్నతనం నుంచే ఔత్సాహిక పారిశ్రామికవేత్తలుగా ఎదగాలని ఖాదీ విలేజ్ ఇండస్ట్రీస్ కమిషన్ అధికారి ఆర్.కె. చౌదరి అన్నారు. నగరంలోని ప్రభుత్వ పాలిటెక్నిక్ కళాశాల ఖాదీ విలేజ్ ఇండస్ట్రీస్ కమిషన్ సౌజన్యంతో జాతీయ స్థాయి అవగాహన కార్యక్రమాన్ని బుధవారం కళాశాల కొన్వాలింగ్ హాలులో నిర్వహించారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ... ప్రభుత్వం నుంచి విద్యార్థులకు అందుతున్న ఉపకార వేతనాలు, రుణాలు, ఔత్సాహిక పారిశ్రామికవేత్తలుగా ఎదగడానికి అవసరమైన విధివిధానాలను వివరించారు. కళాశాల

సదస్సులో మాట్లాడుతున్న ఖాదీ విలేజ్ ఇండస్ట్రీస్ కమిషన్ అధికారి ఆర్.కె.చౌదరి

ప్రిన్సిపల్ వీఎస్ చలపతిరావు ఆద్యక్షత వహించగా, మెకానికల్ విభాగాధిపతి కె.విజయ భాస్కర్ సమన్వయకర్తగా వ్యవహరించారు. సదస్సులో జిల్లా పరిశ్రమల కేంద్రం మేనేజర్ వి.సుధాకర్, ఇండియన్ బ్యాంక్ జిల్లా మేనేజర్ ఆర్.రామ్మోహనరావు, ఏపీ ఖాదీ విలేజ్ ఇండస్ట్రీస్ బోర్డు ఆఫీస్ డైరెక్టర్ సీహెచ్ సాయి ప్రసాద్, ఖాదీ విలేజ్ ఇండస్ట్రీస్ కమిషన్ ఏజీఎం. సుబ్రహ్మణ్యం, ఎజీ రావుల తదితరులు పాల్గొన్నారు.

స్వయం ఉపాధిపై దృష్టి పెట్టాలి

మొగ్గలజువురం(విజయవాడ తూర్పు): విద్యార్థులు స్వయం ఉపాధిపై దృష్టి పెట్టడం వల్ల వారు ఉపాధి పొందడమే కాకుండా మరికొంత మందికి ఉపాధిని చూపించినవారు ఆవుతారని ఖాదీ అండ్ విలేజ్ ఇండస్ట్రీస్ కమిషన్ డెప్యూటీ ఎగ్జిక్యూటివ్ ఆఫీసర్ ఆర్.కె.చౌదరి అన్నారు. స్థానిక ప్రభుత్వ పాలిటెక్నిక్ కళాశాల ఆవరణలో బుధవారం ఖాదీ విలేజ్ అండ్ ఇండస్ట్రీస్ కమిషన్ ఆధ్వర్యంలో యువతకు స్వయం ఉపాధిపై అవగాహనా కార్యక్రమం జరిగింది. చౌదరి మాట్లాడుతూ విద్యార్థులు స్వయం ఉపాధిపై దృష్టి పెట్టాలని సూచించారు. స్వయం ఉపాధితో వారు ఆర్థికంగా ఆధిష్టత చెందడంతో పాటుగా రాష్ట్ర, దేశాభివృద్ధిలో కూడా భాగస్వాములవుతారని చెప్పారు. యువత స్వయం ఉపాధిపై ఆసక్తి చూపితే ప్రభుత్వాలు అనేక రకాల ప్రోత్సాహాలను అందజేస్తుందని వివరించారు. చిన్న మధ్య తరహా పరిశ్రమలు స్థాపించడానికి ఉన్న ఆవకాశాలు, వాటికి ప్రభుత్వం కల్పిస్తున్న రాయ



మాట్లాడుతున్న ఆర్.కె.చౌదరి

తీలు, ప్రోత్సాహాల గురించి విద్యార్థులకు అవగాహన కల్పించారు. డిప్యూటీ ఇండస్ట్రీయల్ సెంటర్ ఇన్ ఛార్జ్ వి.సుధాకర్, ఇండియన్ బ్యాంక్ ప్రతినిధులు ఆర్.రామ్మోహనరావు, సిహెచ్.సాయి ప్రసాద్, ఎం.సుబ్రహ్మణ్యం, ఎ.జి.రావు, పాలిటెక్నిక్ కళాశాల ప్రిన్సిపల్ చలపతిరావు ఆధ్వర్యంలో పాటుగా అధ్యాపకులు, విద్యార్థులు, బోధనేతర సిబ్బంది పాల్గొన్నారు.

Summary

The Programme has immensely helped in boosting the morale of the students towards the creation of employment rather than just being employed in an organization. The clear and patient explanation by the honorable guests about the vast opportunities present and the assistance provided by the government in realizing them has left everyone inspired in becoming an entrepreneur.

Programme Convened By :

Mechanical Department, Government Polytechnic, Vijayawada-08.

Event Organizers:

1. Sri Dr. K. Vijaya Bhaskar., H.M.E.S
2. Sri N.Gopichand., SL/ME
3. Sri K. Mallikarjuna Rao., SL/ME
4. Sri S S R Prasad., SL/ME
5. Sri CH. Rajasekhar., L/ME
6. Sri S. Vijay Kumar., L/ME
7. Sri S V N D V Prasadu., L/ME
8. Sri A. N. Vamsi., L/ME
9. Sri G. Ravi Prasad., CL/ME
10. Miss. M. Durga Malleswari., CL/ME
11. Smt. R. Sumati., CL/ME
12. Sri Ch. Madhusudhana Rao., WI
13. Sri K. Manmadha Rao., WI
14. Sri K. Venkateswara Rao., WI
15. Sri L. Prakasa Rao., W/Att
16. Sri K. Ravi., CW/Att
17. Sri. D. Poul Raju., CW/Att
18. Sri. A. Jaya Ram., CW/Att

The mechanical department and the organizers of the Government Polytechnic, Vijayawada profoundly thank the KVIC Vijayawada Officials for choosing this institute for the NLAP. The support and the guidance provided by them in successful conduction of the event are unforgettable.

Dr. K VIJAYA BHASKAR
(H.M.E.S)

Er. V S CHALAPATHI RAO
(PRINCIPAL)

