



Entrepreneurship Development
Institute of India

Media Coverage Report

October 2022

From:
Adfactors PR Pvt. Ltd.
Ahmedabad

November 6, 2022

Ms. Julie Shah
Business Development Cell
Entrepreneurship Development Institute of India

Sub: Public Relations report for the month of October 2022

Dear Ms. Shah,

Please find enclosed the media coverage report for the month of October 2022, covering the Public Relations activities done by Adfactors PR.

This is for your reference and records. Kindly let me know if you need further information on the same.

Warm Regards from
Adfactors PR

October 2022 – Major Media Activities

- 1) **Media Release:** Celebrating the values and ideals of Mahatma Gandhi on the occasion of Gandhi Jayanti
- 2) **Media Release:** Hon'ble Shri Bhanu Pratap Singh Verma, Union Minister of State for Micro, Small and Medium Enterprises (MSME), Govt. of India visits EDII, Ahmedabad For Interaction on MSME and Entrepreneurship Related Projects
- 3) **Media Release:** EDII-trained Hastakala Setu artisans team up with top designers to Connect Heritage to Contemporary Lifestyle
- 4) **Centres from where coverage was received**

No.	Media Engagement	Coverage	Centers Covered
1.	Celebrating the values and ideals of Mahatma Gandhi on the occasion of Gandhi Jayanti	(Print) The Times of India, The Indian Express, Divya Bhaskar, Rajasthan Patrika	Ahmedabad
2.	Celebrating the values and ideals of Mahatma Gandhi on the occasion of Gandhi Jayanti	(Online) PTI, The Times of India, The Indian Express, The Week, Matrubhumi, The Print, Amar Ujala, Ten News, Passionate in Marketing, NRI News, Crazy Bollywood	National
3.	Celebrating the values and ideals of Mahatma Gandhi on the occasion of Gandhi Jayanti	(Electronic) Zee 24 Kalak, TV9 Gujarati	National
4.	Hon'ble Shri Bhanu Pratap Singh Verma, Union Minister of State for Micro, Small and Medium Enterprises (MSME), Govt. of India visits EDII, Ahmedabad For Interaction on MSME and Entrepreneurship Related Projects	(Print) Divya Bhaskar, Rajasthan Patrika, Gujarat Samachar	Ahmedabad
5.	Hon'ble Shri Bhanu Pratap Singh Verma, Union Minister of State for Micro, Small and Medium Enterprises (MSME), Govt. of India visits EDII, Ahmedabad For Interaction on MSME and Entrepreneurship Related Projects	(Print) Aaj, Jansandesh, Everyday News, Lucknow News, Readers Messenger	Lucknow

6.	Hon'ble Shri Bhanu Pratap Singh Verma, Union Minister of State for Micro, Small and Medium Enterprises (MSME), Govt. of India visits EDII, Ahmedabad For Interaction on MSME and Entrepreneurship Related Projects	(Online) Business News This Week, Business News Week, Media Bulletins, Smart Business News, Shreyas Web Media Solutions, Content Media Solutions, Online Media Café, Passionate in Marketing, Hello Entrepreneurs, Mix Point, News Patrolling, Konexio Network, Success Insights India	National
7.	EDII-trained Hastakala Setu artisans team up with top designers to Connect Heritage to Contemporary Lifestyle	(Print) Ahmedabad Mirror, Sandesh, Gujarat Samachar	Ahmedabad
8.	EDII-trained Hastakala Setu artisans team up with top designers to Connect Heritage to Contemporary Lifestyle	(Online) Content Media Solution, Konexio Network, Passionate in Marketing, Online Media Café, Business News Week, Shreyas Web Media Solutions, Biz News Desk, Media Bulletins, Business News This Week, Smart Business News	National

Media Coverage

On

Celebrating the values and ideals of
Mahatma Gandhi on the occasion of
Gandhi Jayanti

Print

PUBLICATION NAME : **The Times of India**

EDITION : **Ahmedabad**

DATE : **03-10-2022**

PAGE : **4**

‘Diversity is law of nature’

TIMES NEWS NETWORK

Pics : Yogesh Chawda, TOI

Ahmedabad: Kerala governor **Arif Mohammed Khan**, who was in Ahmedabad on Sunday on the occasion of Gandhi Jayanti, rooted for diversity, calling it the law of nature. He was speaking at EDII on the theme ‘Global Peace and Sustainability’. “Diversity is the law of nature and if we wish to live in

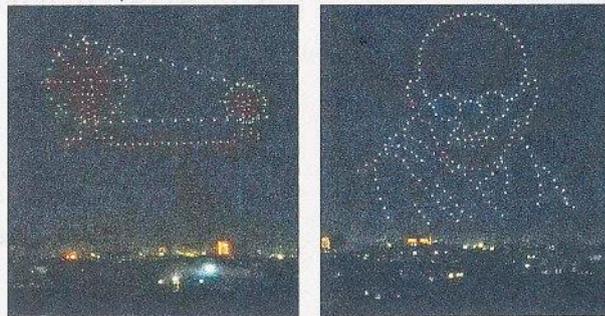


Children pay tribute to Mahatma Gandhi at Sabarmati Ashram

GANDHI JAYANTI

peace, we have to acknowledge that the foundational virtue of civilization is diversity,” he said.

Meanwhile, political parties too organized events to commemorate Gandhi Jayanti. CM Bhupendra Patel participated in a prayer meeting at Kirti Mandir in Porbandar. The Congress organized a prayer meeting at Kochrab Ashram in Ahmedabad.



DRONE SHOW ENTHRALLS CITIZENS: A cluster of drones created light-filled formations of India’s map, Mahatma Gandhi’s image, charkha and rockets in the sky over Science City on Sunday

PUBLICATION NAME : **The Indian Express**
EDITION : **Ahmedabad**
DATE : **03-10-2022**
PAGE : **4**



Social activist Sandeep Pandey ends his fast at Gandhi Ashram in Kochrab Sunday after his padyatra aimed at apologising to Bilkis Bano for justice not being delivered. *Nimal Harindran*

Gandhi's agitation was political but not like today's politics: Kerala Governor

EXPRESS NEWS SERVICE
AHMEDABAD, OCTOBER 2

MAHATMA GANDHI'S agitation was also political, but it was not like today's politics, which is considered bad, said Kerala Governor Arif Mohammad Khan Sunday.

Delivering an address at the Sabarmati Ashram in Ahmedabad on the International Day of Peace and Mahatma Gandhi's birth anniversary, Khan said, "Bapu's agitation was political but not this politics... Those doing politics in the House and outside the House tell their opposition that this issue is of national interest so look at it by rising above politics, as if politics in itself is only doing bias... this was not Gandhi's way."

Khan was addressing the au-

dience during a prayer meet organised at the Ashram by the Sabarmati Ashram Preservation and Memorial Trust.

Adding on Gandhi's idea of India and a politician, he said, "A politician who has taken an oath of public service should be ready for greater sacrifice. He should have knowledge, culture and most importantly, see everyone equally." The Kerala Governor added that had Gandhi been around today, he would have talked about nation's unity and national solidarity more than Hindu-Muslim unity.

"Mahatma Gandhi would talk about Hindu-Muslim unity because that time the legal system did not consider country as a nation. They would say that this country is a coalition of different

religious and social units. They didn't consider us as a nation. Any religious or social units were considered as building blocks for the community. But today our Constitution says we are a nation and nation's unit is citizen and not community," he said.

Referring to the caste system, Khan said that no one needs to feel proud or guilty. "It is our responsibility to think beyond what we have no control over. Nobody asked me where I need to be born. Where I was born was my destiny and what I achieve depends upon my hardwork," he said. Khan also delivered a special lecture on "Global Peace and Sustainability" organised by Entrepreneurship Development Institute of India (EDII), Ahmedabad and India Think Council, New Delhi.

PUBLICATION NAME : **Divya Bhaskar**
EDITION : **Ahmedabad**
DATE : **03-10-2022**
PAGE : **5**

જ્ઞાનથી જ વિશ્વાસ, પુશી, શાંતિ મળે છે: કેરળના રાજ્યપાલ

એજ્યુકેશન સિપોટર | અમદાવાદ

મહાત્મા ગાંધીજીનાં મૂલ્યો અને આદર્શોને બિરદાવવા માટે ઈડીઆઈ (આંત્રપ્રિન્સિપલ્સ ડેવલપમેન્ટ ઇન્સ્ટિટ્યૂટ ઓફ ઈન્ડિયા)માં ગાંધી જયંતીએ 'વૈશ્વિક શાંતિ અને સાતત્યતા' પર વિશેષ લેક્ચરનું આયોજન કરાયું હતું, જેમાં ઉપસ્થિત કેરળના રાજ્યપાલ આરિક મોહમ્મદ ખાને જણાવ્યું હતું કે, 'શાંતિના માર્ગ પર સૌથી મોટો અહેસાસ એ છે કે જ્ઞાનથી વિશ્વાસ, પુશી અને શાંતિ મળે છે. એટલે વ્યક્તિએ સતત જ્ઞાન મેળવતા રહેવું જોઈએ. જ્યારે આપણે સમજીએ કે વિવિધતા જ પ્રકૃતિનો કાયદો છે. આપણે શાંતિથી જીવવા ઈચ્છતાં હોય તો આપણે સ્વીકારવું પડશે કે સત્યતાનો પાયો વિવિધતા છે. વિવિધતામાં એકતા અને તેની તમામ વિવિધતા સાથે માનવજાતની સેવા કરવી તે મુખ્ય લક્ષ્યાંક હોવો જોઈએ.'

PUBLICATION NAME : **Rajasthan Patrika**
EDITION : **Ahmedabad**
DATE : **03-09-2022**
PAGE : **2 & 3**

ईडीआईआई में विशेष व्याख्यान

सभ्यता का आधार विविधता: खान

अहमदाबाद@पत्रिका. केरल के राज्यपाल आरिफ मोहम्मद खान ने कहा कि जब हम यह समझते हैं कि विविधता ही प्रकृति का कानून है। ऐसे में यदि हम शांति से जीना चाहते हैं, तो हमें यह स्वीकार करना होगा कि सभ्यता का आधार विविधता है। विविधता में एकता और उसकी तमाम विविधता के साथ मानव की सेवा करना हमारा मुख्य लक्ष्य होना चाहिए। वे गांधी जयंती पर रविवार को भारतीय उद्यमिता विकास संस्थान (ईडीआईआई) में इंडिया थिंक काउंसिल नई दिल्ली के साथ मिलकर 'ग्लोबल पीस एंड सस्टेनेबिलिटी' विषय पर आयोजित विशेष व्याख्यान को संबोधित कर

रहे थे। उन्होंने कहा कि ज्ञान से विश्वास और खुशी से शांति मिलती है। इसलिए व्यक्ति को हमेशा निरंतर ज्ञान प्राप्त करते रहना चाहिए। उन्होंने सेल्फ यानि खुद को सबसे अच्छा मित्र और सबसे बड़ा दुश्मन बताते हुए कहा कि यह आप पर निर्भर करता है कि आप अपने आपको किस प्रकार से गढ़ते हैं। ईडीआईआई के महानिदेशक डॉ.सुनील शुक्ला, ईडीआईआई की गवर्निंग बॉडी के सदस्य डॉ.शैलेन्द्र नारायण, डॉ. बाबा साहब अंबेडकर ओपन यूनिवर्सिटी अहमदाबाद की कुलपति प्रो.अमी उपाध्याय, इंडिया थिंक काउंसिल के निदेशक सौरभ पांडे ने भी विचार व्यक्त किए।

केरल के राज्यपाल का संबोधन

साबरमती आश्रम आना तीर्थ यात्रा के समान: आरिफ

कहा, गांधीजी यदि आज रहते तो राष्ट्रीय एकता की बात करते

पत्रिका न्यूज नेटवर्क
patrika.com

अहमदाबाद. केरल के राज्यपाल आरिफ मोहम्मद खान ने कहा कि उनके लिए साबरमती आश्रम आना तीर्थ यात्रा के समान है। यहां पर किसी भी साल या किसी भी दिन आना तो हमारा राष्ट्रीय तीर्थ है, लेकिन गांधी जयंती के दिन 2 अक्टूबर को यहां पर आने की बात ही कुछ और है। वे रविवार को बापू की जयंती पर साबरमती आश्रम में गांधी स्मारक संग्रहालय में 'सबका भारत-महात्मा गांधी जी की नजरों में' विषय पर संबोधन दे रहे थे।

उन्होंने कहा कि आइंस्टीन ने लिखा है कि भविष्य में आनेवाली नस्लों के लिए यह विश्वास करना मुश्किल होगा कि गांधीजी जैसा हांड मांड का कोई व्यक्ति इस धरती पर चलता फिरता था।

खान के मुताबिक उन्होंने बापू को लेकर जो कुछ भी पढ़ा है, यहां बैठकर यह लगता है कि वे उसके साक्षी बन रहे हैं। गांधीजी सर्व धर्म प्रार्थना से यह बताने की कोशिश करते थे कि सबका साथ एक है।

उन्होंने कहा कि बापू ने हमें कोई नई चीज नहीं दी बल्कि हमें हमारी सांस्कृतिक विरासत को वापस लौटा दिया जिसे हम भूले हुए थे। केरल के राज्यपाल ने कहा कि गांधीजी आजादी की लड़ाई के



गांधीनगर स्थित ईडीआईआई में आयोजित विशेष व्याख्यान देने पहुंचे केरल के राज्यपाल आरिफ मोहम्मद खान को स्मृति चिन्ह भेंट करते संस्थान के महानिदेशक डॉ. सुनील शुक्ला।

हम हमेशा बापू के कर्जदार रहेंगे

खान ने साबरमती आश्रम के डिजिटर्स बुक में यह लिखा कि इस जगह पर 2 अक्टूबर को आना एक ऐसी खुशी है जिसे बयां नहीं किया जा सकता। यहां आना तीर्थयात्रा के समान है। उन्होंने लिखा कि हम हमेशा बापू के कर्जदार रहेंगे, न केवल यह

सुनिश्चित करने के लिए कि हम एक स्वतंत्र देश में गरिमा के साथ रहते हैं, बल्कि हमें अपनी सांस्कृतिक विरासत का भी ध्यान रखना है जो हमें अपने लोगों, अपने राष्ट्र और मानवता के प्रति अपना कर्तव्य निभाने के लिए बाध्य करती है।

दौरान हिन्दू-मुस्लिम एकता की बात करते थे क्योंकि अंग्रेजी हुकूमत हमें तब राष्ट्र नहीं मानती थी। यदि आज गांधीजी रहते तो वे आज राष्ट्रीय एकता की बात करते।

उन्होंने कहा कि उन्हें बापू को पढ़ने पर गीता का श्लोक व कुरान की आयत याद आ जाती है। बापू की सारी चीजें आध्यात्मिकता में लिप्त थी, हालांकि उनका आंदोलन

राजनीतिक था। वैष्णव जन तो तेने कहिए गांधीजी का प्रिय भजन इसलिए है क्योंकि यह भारतीय संस्कृति की आत्मा है।

केरल के राज्यपाल के मुताबिक उन्होंने कहा कि आजादी की लड़ाई के दौरान गांधीजी ने समाज के तनावों को खत्म कर प्यार, मोहब्बत व एकता कायम करने का काम किया।

Online



Democracy, freedom and unity are precious, eternal vigilance needed to safeguard them: Kerala Governor

<https://www.ptinews.com/news/national/democracy-freedom-and-unity-are-precious-eternal-vigilance-needed-to-safeguard-them-kerala-governor/427808.html>

Ahmedabad, Oct 2 (PTI) Kerala Governor Arif Mohammad Khan on Sunday termed democracy, freedom and unity as "precious things", and said there was a need for "eternal vigilance" to protect them.

Calling ignorance as the real enemy of peace, he said unity among people was important for progress.

"There is a need to protect precious things. Your democracy is precious because you have no right without it, your freedom is precious because a life of slavery is no life, and your unity is precious because you cannot progress without it and walk side by side with the world," he said.

"There is a famous saying in English - 'Eternal vigilance is the price of liberty'. Not just liberty, but for democracy, liberty, unity, progress and development - eternal vigilance is required for everything precious," he said.

Khan was delivering a lecture at Sabarmati Ashram in Ahmedabad on the occasion of Mahatma Gandhi's birth anniversary.

"It doesn't sound very good that we continue to talk about 'India for all' even after 75 years of independence. It means we are feeling somewhere we are lacking in unity," he said.

Khan also termed the sense of the 'other' as a threat to peace. The 'other' comes into existence when one is ignorant about them, he said.

"Our own tradition tells us, the 'other' is always the source of fear, and fear always gives rise to hatred. Ignorance leads to your assumption about the other person, and the 'other' gives rise to hatred, and hatred gives rise to violence. This is how a vicious circle comes into existence," he said.

Later, Khan also spoke at the Entrepreneurship Development Institute of India (EDII) in Gandhinagar on the topic of "Global peace and sustainability".

The fear of the 'other' can be tackled with the acquisition of knowledge and defeat of ignorance, he said.

"Knowledge is belief, happiness, peace. Ignorance is the opposite of that. The real enemy of peace is ignorance. Knowledge is power...India has believed in the divinity of truth, in the divinity of knowledge, in the divinity of goodness and in the divinity of perfect union," he said.

Khan also underscored the need for unity and said that it is important not just for safety like it used to be in the past, but more so for progress.

"Today it is much more important not just for safety, but for progress. In the race for modernity, you cannot afford to lag behind. It is not possible," he said.

Diversity is the law of nature, and therefore one has no option but to respect and accept diversity of every kind, he added.

"This has been the message of Indian culture. If you want to live in peace, then recognise diversity as a foundational virtue of civilisation," Khan further said.

India suffered at the hands of conquerors, because we celebrated the festival and burnt Ravana's effigy, but did not pay attention to the Ravana inside us. The real purpose behind the celebration of festivals like burning the effigy of Ravana is to direct our attention to our Ravani (evil) tendencies, he said.

PTI KA NP
NP 10021643



Ahmedabad: 'Diversity is law of nature'

<https://timesofindia.indiatimes.com/city/ahmedabad/diversity-is-law-of-nature/articleshow/94609114.cms>

TNN

1 minute

AHMEDABAD: Kerala governor Arif Mohammed Khan, who was in Ahmedabad on Sunday on the occasion of Gandhi Jayanti, rooted for diversity, calling it the law of nature. He was speaking at EDII on the theme 'Global Peace and Sustainability'. "Diversity is the law of nature and if we wish to live in peace, we have to acknowledge that the foundational virtue of civilization is diversity," he said.

Meanwhile, political parties too organized events to commemorate Gandhi Jayanti. CM Bhupendra Patel participated in a prayer meeting at Kirti Mandir in Porbandar. The Congress organized a prayer meeting at Kochrab Ashram in Ahmedabad.

The Indian EXPRESS

Gandhi's agitation was also political but not like today's politics: Kerala Governor

<https://indianexpress.com/article/cities/ahmedabad/gandhis-agitation-political-todays-politics-kerala-governor-8186343/>

IE Online

5-6 minutes

Mahatma Gandhi's agitation was also political, but it was not like today's politics, which is considered bad, said Kerala Governor Arif Mohammad Khan on Sunday.

Delivering an address at the Sabarmati Ashram in Ahmedabad on the International Day of Peace and Mahatma Gandhi's birth anniversary, Khan said, "Bapu's agitation was political but not this politics... Those doing politics in the House and outside the House tell their opposition that this issue is of national interest so look at it by rising above politics, as if politics in itself is only doing bias... this was not Gandhi's way."

Khan was addressing the audience during a prayer meet organised at the Ashram by the Sabarmati Ashram Preservation and Memorial Trust.

Adding on Gandhi's idea of India and a politician, he said, "A politician who has taken an oath of public service should be ready for greater sacrifice. He should have knowledge, culture and most importantly, see everyone equally."

The Kerala Governor added that had Gandhi been around today, he would have talked about nation's unity and national solidarity more than Hindu-Muslim unity.

"Mahatma Gandhi would talk about Hindu-Muslim unity because that time the legal system did not consider country as a nation. They would say that this country is a coalition of different religious and social units. They didn't consider us as a nation. Any religious or social units were considered as building blocks for the community. But today our Constitution says we are a nation and nation's unit is citizen and not community," he said.

Referring to the caste system, Khan said that no one needs to feel proud or guilty. "It is our responsibility to think beyond what we have no control over. Nobody asked me where I need to be born. Where I was born was my destiny and what I achieve depends upon my hard work. No one has the right or guilt to feel pride for which caste you were born in rather every person should have self confidence," he added.

Further, he stated that that gives birth to ego, could be anything but religion. "The feeling of being supremacist, I am everything and especially for dharm we started using religion but I will use panth, The feeling that the panth I am born in is right and everything else is wrong. I am saying this in the context of Bapu. He would conduct prayer meet everyday irrespective of where he was, he would pick

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T: +91 22 6757 4444 F: +91 22 6757 4488 W: www.adfactorspr.com CIN No. U74140MH1997PTC110210

from all cultures and tell that everyone is together. That gives birth to ego could be anything but religion. Gandhi, at that time when these evils were spread everywhere, on one side he launched the agitation for independence and on the other eliminate society's tensions from the country and create love and unity," he said.

We call him rashtrapita (father of the nation), his legacy is not only independence but to make India of his dreams, that message needs to be internalised, the Governor added.

"Bapu got us independence. People jokingly would say that during British rule even the sun would not set because even God was not ready to make them trust in darkness of night. Such was their regime and that rule Gandhi bina khadak bina dhaal Sabarmati ke lal tune kar diya kamaal,"

Kerala Governor also delivered a special lecture on 'Global Peace and Sustainability' organised by Entrepreneurship Development Institute of India (EDII), Ahmedabad and India Think Council, New Delhi on Gandhi Jayanti Sunday.

Commemorating the values of Gandhi the Governor said, "The greatest realization on the path of peace is that knowledge emanates belief, happiness and peace, and hence one must always be persistent about gaining knowledge."

He also stressed on the significance of creating strong societies, which he said was possible only when we understood that "Diversity is the law of nature and if we wish to live in peace, we have to acknowledge that the foundational virtue of civilization is diversity. Unity in Diversity and serving mankind with all its diversity should be the primary goal."

Stressing on the importance of self through a shloka from the Gita, the Governor said, "Self can be your best friend and also your worst enemy so cultivate it accordingly. It becomes friend when you have yourself under control which means self restraint which means I do not have to live my life by my desires and unchecked by moral values and ideals. This creates unscrupulous individuals. Restraint and under control senses then yourself becomes your friend and uncontrolled become totally your worst state."



Democracy freedom and unity are precious eternal vigilance needed to safeguard them Kerala Governor

<https://www.theweek.in/wire-updates/national/2022/10/02/bom20-qj-kerala-governor-democracy.html>

Ahmedabad, Oct 2 (PTI) Kerala Governor Arif Mohammad Khan on Sunday termed democracy, freedom and unity as "precious things", and said there was a need for "eternal vigilance" to protect them.

Calling ignorance as the real enemy of peace, he said unity among people was important for progress.

"There is a need to protect precious things. Your democracy is precious because you have no right without it, your freedom is precious because a life of slavery is no life, and your unity is precious because you cannot progress without it and walk side by side with the world," he said.

"There is a famous saying in English - 'Eternal vigilance is the price of liberty'. Not just liberty, but for democracy, liberty, unity, progress and development - eternal vigilance is required for everything precious," he said.

Khan was delivering a lecture at Sabarmati Ashram in Ahmedabad on the occasion of Mahatma Gandhi's birth anniversary.

"It doesn't sound very good that we continue to talk about 'India for all' even after 75 years of independence. It means we are feeling somewhere we are lacking in unity," he said.

Khan also termed the sense of the 'other' as a threat to peace. The 'other' comes into existence when one is ignorant about them, he said.

"Our own tradition tells us, the 'other' is always the source of fear, and fear always gives rise to hatred. Ignorance leads to your assumption about the other person, and the 'other' gives rise to hatred, and hatred gives rise to violence. This is how a vicious circle comes into existence," he said.

Later, Khan also spoke at the Entrepreneurship Development Institute of India (EDII) in Gandhinagar on the topic of "Global peace and sustainability".

The fear of the 'other' can be tackled with the acquisition of knowledge and defeat of ignorance, he said.

"Knowledge is belief, happiness, peace. Ignorance is the opposite of that. The real enemy of peace is ignorance. Knowledge is power...India has believed in the divinity of truth, in the divinity of knowledge, in the divinity of goodness and in the divinity of perfect union," he said.

Khan also underscored the need for unity and said that it is important not just for safety like it used to be in the past, but more so for progress.

"Today it is much more important not just for safety, but for progress. In the race for modernity, you cannot afford to lag behind. It is not possible," he said.

Diversity is the law of nature, and therefore one has no option but to respect and accept diversity of every kind, he added.

"This has been the message of Indian culture. If you want to live in peace, then recognise diversity as a foundational virtue of civilisation," Khan further said.

India suffered at the hands of conquerors, because we celebrated the festival and burnt Ravana's effigy, but did not pay attention to the Ravana inside us. The real purpose behind the celebration of festivals like burning the effigy of Ravana is to direct our attention to our Ravani (evil) tendencies, he said.

Democracy, freedom and unity are precious, eternal vigilance needed to safeguard them: Ker Guv

<https://english.mathrubhumi.com/news/kerala/democracy-freedom-and-unity-are-precious-eternal-vigilance-needed-to-safeguard-them-ker-guv-1.7925150>

02 October 2022, 05:20 PM IST

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ThePrint

**Democracy, freedom and unity are precious, eternal vigilance needed to safeguard them:
Kerala Governor**

<https://theprint.in/india/democracy-freedom-and-unity-are-precious-eternal-vigilance-needed-to-safeguard-them-kerala-governor/1151954/>

PTI

3-4 minutes

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अमर उजाला

Gujarat: केरल के राज्यपाल ने साबरमती आश्रम में कही बड़ी बात, बोले- लोकतंत्र-स्वतंत्रता और एकता हैं अनमोल

<https://www.amarujala.com/india-news/gujarat-kerala-governor-arif-mohammad-khan-delivers-lecture-at-sabarmati-ashram>

Amar Ujala Digital Team
2 minutes

केरल के राज्यपाल आरिफ मोहम्मद खान ने रविवार को महात्मा गांधी की जयंती के अवसर पर अहमदाबाद के साबरमती आश्रम में एक व्याख्यान दिया। उन्होंने अपने व्याख्यान में कहा कि लोकतंत्र, स्वतंत्रता और एकता सबसे अनमोल हैं और इनकी रक्षा के लिए लगातार सतर्क रहने की आवश्यकता है। अज्ञानता शांति की असली दुश्मन है और प्रगति के लिए लोगों के बीच एकता बेहद जरूरी है।

उन्होंने कहा, आपका लोकतंत्र अनमोल है क्योंकि इसके बिना आपका कोई अधिकार नहीं है, आपकी स्वतंत्रता अनमोल है क्योंकि गुलामी का जीवन कोई जीवन नहीं है। आपकी एकता अनमोल है क्योंकि इसके बिना आप प्रगति नहीं कर सकते। यह कोई अच्छी बात नहीं है कि हम आजादी के 75 साल बाद भी सबके भारत की बात कर रहे हैं। इसका मतलब है कि कहीं न कहीं हमारे पास एकता की भावना की कमी है।

उन्होंने आगे कहा कि हमारी अपनी परंपरा हमें बताती है कि अन्य या दूसरे की भावना हमेशा भय को जन्म देती है। भय हमेशा नफरत को जन्म देता है और नफरत हिंसा की ओर ले जाती है। इस तरह एक दुष्चक्र जन्म ले लेता है। इसके बाद आरिफ मोहम्मद खान ने गांधीनगर में उद्यमिता विकास संस्थान (ईडीआईआई) में वैश्विक शांति और स्थिरता विषय पर भी व्याख्यान दिया।

Celebrating the values and ideals of Mahatma Gandhi on the occasion of Gandhi Jayanti

<https://tennews.in/celebrating-the-values-and-ideals-of-mahatma-gandhi-on-the-occasion-of-gandhi-jayanti/>

Ahmedabad, October 02, 2022: Entrepreneurship Development Institute of India (EDII), Ahmedabad and India Think Council, New Delhi conducted a special lecture on 'Global Peace and Sustainability' on the occasion of Gandhi Jayanti. The Distinguished Speaker on the occasion was Hon'ble Governor of Kerala, Shri Arif Mohammad Khan. Also present on the occasion were Prof. Ami Upadhyay, Vice Chancellor, Baba Saheb Ambedkar University; Dr. Sailendra Narain, Former Chairman & Managing Director, Small Industries Development Bank of India (SIDBI) and Mr. Saurabh Pandey, Director, India Think Council.

Commemorating the values of Gandhiji on the occasion of Gandhi Jayanti, Shri Arif Mohammad Khan, Hon'ble Governor of Kerala said, "The greatest realization on the path of peace is that knowledge emanates belief, happiness and peace, and hence one must always be persistent about gaining knowledge." The distinguished speaker stressed on the significance of creating strong societies, which he said was possible only when we understood that "Diversity is the law of nature and if we wish to live in peace, we have to acknowledge that the foundational virtue of civilization is diversity. Unity in Diversity and serving mankind with all its diversity should be the primary goal." Stressing on the importance of 'SELF', the Hon'ble Governor said, "SELF could be your best friend and also your worst enemy so cultivate it accordingly."

Motivating the audience, Dr. Sunil Shukla, Director General- EDII said that Gandhiji's ideals are so relevant to the modern day principles of global peace and sustainable development. He said, "Gandhiji's principles of self-belief, conviction and the spirit to explore uncharted paths inspire every person. Mahatma Gandhi's life acts as a guiding force for every fabric of society. Going Swadeshi and establishing cottage industries was something that Gandhiji preached. Today, the government is encouraging the Make in India movement and EDII is also working in line with it, training and skilling people to harness indigenous resources, employ their learnings and set up enterprises."

Dr. Sailendra Narain, Former Chairman & Managing Director, Small Industries Development Bank of India (SIDBI) and EDII Governing Board Member, termed language and culture as integral in keeping a nation united. Dr. Narain appreciated Shri Arif Mohammad Khan's depth and knowledge on culture, and proficiency in Urdu, English, Hindi and Sanskrit. He added, "No wonder Shri Arif Mohammad Khan showcases how Language and Culture can come in sync to ultimately lead in the development of the country."

Prof. Ami Upadhyay, Vice Chancellor, Baba Saheb Ambedkar University proposing the Vote of Thanks, talked about the significance of inclusive society and hence the need to bring together diverse groups of people to ensure global peace and sustainability.

Shri Saurabh Pandey, Director, India Think Council talked about the ideals that Gandhiji professed with the ultimate aim of peace in view. Shri Pandey said that societies, the world over, remember and admire Gandhiji's principles of non-violence, truth and perseverance in achieving peace, happiness and freedom.



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<https://www.passionateinmarketing.com/celebrating-the-values-and-ideals-of-mahatma-gandhi-on-the-occasion-of-gandhi-jayanti/>

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CB

News & Updates

Gujarat: Kerala Governor Arif Mohammad Khan Delivers Lecture At Sabarmati Ashram CB News

<https://crazybollywood.com/gujarat-kerala-governor-arif-mohammad-khan-delivers-lecture-at-sabarmati-ashram-cb-news/>

2 minutes

Kerala Governor Arif Mohammad Khan delivered a lecture on the birth anniversary of Mahatma Gandhi at the Sabarmati Ashram in Ahmedabad on Sunday. He said in his lecture that democracy, freedom and unity are the most precious and there is a need to be constantly vigilant to protect them. Ignorance is the real enemy of peace and unity among people is very important for progress.

“Your democracy is priceless because without it you have no rights, your freedom is priceless because a life of slavery is not a life,” he said. Your unity is priceless because without it you cannot progress. It is not a good thing that we are talking about India even after 75 years of independence. It means that somewhere we lack a sense of unity.

He further said that our own tradition tells us that the feeling of the other or the other always gives rise to fear. Fear always breeds hatred and hatred leads to violence. In this way a vicious cycle is born. After this, Arif Mohammad Khan also delivered a lecture on the topic of Global Peace and Sustainability at the Entrepreneurship Development Institute (EDI) in Gandhinagar.

Electronic

Publication	Zee 24 Kalak
Date	02-10-2022
Link	https://youtu.be/W6J7kfXMU6A



Publication	TV9 Gujarati
Date	02-10-2022
Link	https://www.youtube.com/watch?v=CI2hC876xso



Media Coverage

On

Hon'ble Shri Bhanu Pratap Singh Verma,
Union Minister of State for Micro, Small
and Medium Enterprises (MSME), Govt.
of India visits EDII, Ahmedabad For
Interaction on MSME and
Entrepreneurship Related Projects

Print

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EDITION : Ahmedabad
DATE : 11-10-2022
PAGE : 3

કોરોનામાં નાના ઉદ્યોગકારો પર અસર થઈ હવે તેના વિકાસ માટે સરકાર પ્રતિબદ્ધ છે : કેન્દ્રીય મંત્રી વર્મા
અમદાવાદ | કેન્દ્રીય રાજ્ય કક્ષાના સૂક્ષ્મ, લઘુ અને મધ્યમ ઉદ્યોગ સાહસિકો (એમએસએમઈ)ના મંત્રી ભાનુપ્રતાપસિંહ વર્માએ ઈડીઆઈઆઈની મુલાકાત લીધી હતી. મુલાકાતમાં તેમણે જણાવ્યું હતું કે, એમએસએમઈ ઝડપથી વૃદ્ધિ કરી રહ્યાં છે. કોવિડમાં આ ક્ષેત્રને નોંધપાત્ર રીતે માઠી અસર થઈ હતી. હવે સરકાર તેના વિકાસ માટે પ્રતિબદ્ધ છે. વધુમાં તેમણે જણાવ્યું કે, ઈડીઆઈઆઈ 40 વર્ષથી એમએસએમઈ ક્ષેત્રને વિકસાવવાનાં મિશન સાથે કામ કરે છે. નવા ઉદ્યોગસાહસિકોને જરૂરીયાત પ્રમાણે મદદ કરવા હંમેશા તત્પર રહે છે.

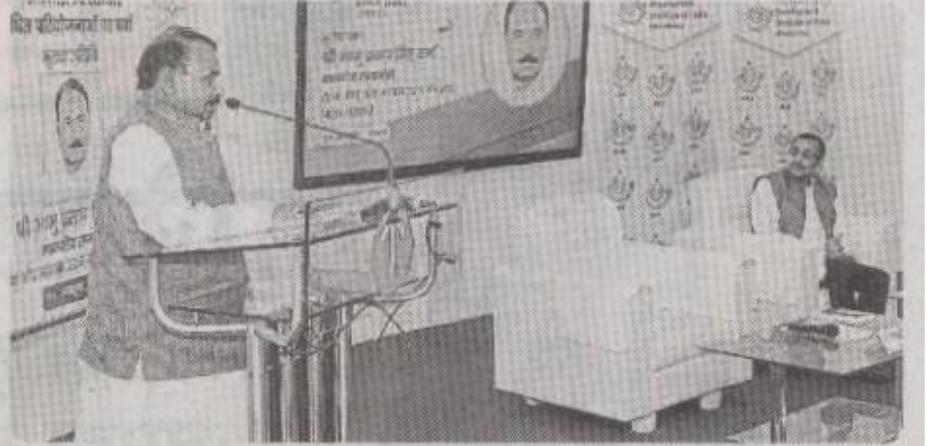
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DATE : 11-10-2022
PAGE : 2

एमएसएमई राज्यमंत्री वर्मा ने उद्यमियों, शिक्षाविदों से की चर्चा

पत्रिका न्यूज़ नेटवर्क
patrika.com

अहमदाबाद. सूक्ष्म, लघु एवं मध्यम उद्योग केन्द्रीय राज्य मंत्री भानूप्रताप सिंह वर्मा ने सोमवार को गांधीनगर स्थित भारतीय उद्यमिता विकास संस्थान (ईडीआईआई) का दौरा किया।

उन्होंने गुजरात के उद्यमियों, संस्थान के प्राध्यापक, विद्यार्थियों, इनोवेटर्स के साथ विभिन्न मुद्दों व योजनाओं पर चर्चा की। संस्थान के महानिदेशक डॉ.सुनील शुक्ला ने



उनका स्वागत किया और संस्थान की गतिविधियों की जानकारी दी। मंत्री ने संस्थान की ओर से उद्यमिता

को बढ़ावा दिए जाने के लिए किए जा रहे विभिन्न प्रयासों की सराहना की।

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EDITION : Ahmedabad
DATE : 11-10-2022
PAGE : 2

EDIIમાં MSME અને ઉદ્યોગસાહસિકતાના સાથે સંબંધિત પ્રોજેક્ટ પર સંવાદ



ઈડીઆઈઆઈમાં એમએસએમઈ અને ઉદ્યોગસાહસિકતાના સાથે સંબંધિત પ્રોજેક્ટ પર સંવાદનું આયોજન કરવામાં આવ્યું હતું. આ સંવાદમાં ભારત સરકારના રાજ્ય

કક્ષાના કેન્દ્રીય સૂક્ષ્મ, લઘુ અને મધ્યમ ઉદ્યોગ (એમએસએમઈ) મંત્રી ભાનુ પ્રતાપસિંહ વર્માએ એમએસએમઈ અને ઉદ્યોગસાહસિકતા વિશે કઠ્ઠું કે, સેગમેન્ટ ક્ષેત્ર અને સમૂહમાં સારી રીતે બનાવેલી હસ્તક્ષેપો સાથે ઉદ્યોગસાહસિકતાને વેગ આપવાની પ્રક્રિયાની પ્રશંસા કરી હતી.

PUBLICATION NAME : **Aaj**
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DATE : **11-10-2022**
PAGE : **9**

ईडीआईआई ने एमएसएमई और उद्यमिता संबंधी परियोजनाओं पर की बातचीत

नई दिल्ली। भानु प्रताप सिंह वर्मा, केंद्रीय सूक्ष्म, लघु और मध्यम उद्यम राज्य मंत्री एमएसएमई ने उद्यमिता और एमएसएमई संबंधित परियोजनाओं पर एक संवाद सत्र के लिए संस्थान का दौरा किया। मंत्री ने विभिन्न एमएसएमई और उद्यमिता संबंधी परियोजनाओं पर उद्योग के अधिकारियों, शिक्षाविदों और ईडीआईआई के अधिकारियों के साथ बातचीत की और अच्छी तरह से क्यूरेटेड हस्तक्षेपों के माध्यम से विभिन्न क्षेत्रों और समूहों के बीच उद्यमिता को बढ़ावा देने के लिए ईडीआईआई के संकाय सदस्यों की टीम को बधाई दी। मंत्री ने कहा कि कैसे हस्तक्षेपों से उद्यमों की स्थापना हुई और कैसे नए जमीनी स्तर के उद्यमियों को नए तरीकों और साधनों के माध्यम से बाजारों नए ग्राहकों से जुड़ने में मदद की जा रही है। मंत्री ने कहा मुझे लगता है कि मैं यह मानने और घोषणा करने में सही होगा कि एमएसएमई क्षेत्र में विकास गहरा है और पूरे देश में कई तरह से खुद को प्रकट कर रहा है। सरकार एमएसएमई क्षेत्र को पंख देने पर ध्यान केंद्रित कर रही है, खासकर कोविड के बाद जब यह क्षेत्र काफी प्रभावित हुआ था। एमएसएमई पर्यावरण पहले से कहीं अधिक उत्साहित होने के लिए नवीनीकृत और पुनर्जीवित हो रहा है। मंत्री ने यह सुनिश्चित करने के लिए की सराहना की कि भारतीय एमएसएमई उद्योग कच्चे माल की खरीद से लेकर प्रतिस्पर्धा से निपटने के लिए उत्पादों की बिक्री के लिए नए रास्ते तलाशने के लिए नवाचारों को पेश करने से लेकर कई नए दृष्टिकोण और तकनीकों को अपनाता है।

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ईडीआईआई ने एमएसएमई और उद्यमिता संबंधी परियोजनाओं पर की बातचीत

नई दिल्ली। भानु प्रताप सिंह वर्मा, केंद्रीय सूक्ष्म, लघु और मध्यम उद्यम राज्य मंत्री (एमएसएमई), सरकार। भारत सरकार ने उद्यमिता और एमएसएमई संबंधित परियोजनाओं पर एक संवाद सत्र के लिए संस्थान का दौरा किया। माननीय मंत्री ने विभिन्न एमएसएमई और उद्यमिता संबंधी परियोजनाओं पर उद्योग के अधिकारियों, शिक्षाविदों और ईडीआईआई के अधिकारियों के साथ बातचीत की, और अच्छी तरह से क्यूरेटेड हस्तक्षेपों के माध्यम से विभिन्न क्षेत्रों, क्षेत्रों और समूहों के बीच उद्यमिता को बढ़ावा देने के लिए ईडीआईआई के संकाय सदस्यों की टीम को बधाई दी। मंत्री ने कहा कि कैसे हस्तक्षेपों से उद्यमों की स्थापना हुई और कैसे नए जमीनी स्तर के उद्यमियों को नए तरीकों और साधनों के माध्यम से बाजारों, नए ग्राहकों से जुड़ने में मदद की जा रही है। मंत्री ने कहा, मुझे लगता है कि मैं यह मानने और घोषणा करने में सही होगा कि एमएसएमई क्षेत्र में विकास गहरा है, और पूरे देश में कई तरह से खुद को प्रकट कर रहा है। सरकार एमएसएमई क्षेत्र को पंख देने पर ध्यान केंद्रित कर रही है, खासकर कोविड के बाद जब यह क्षेत्र काफी प्रभावित हुआ था। एमएसएमई पर्यावरण पहले से कहीं अधिक उत्साहित होने के लिए नवीनीकृत और पुनर्जीवित हो रहा है। माननीय मंत्री ने यह सुनिश्चित करने के लिए ईडीआईआई की सराहना की कि भारतीय एमएसएमई उद्योग कच्चे माल की खरीद से लेकर प्रतिस्पर्धा से निपटने के लिए उत्पादों की बिक्री के लिए नए रास्ते तलाशने के लिए नवाचारों को पेश करने से लेकर कई नए दृष्टिकोण और तकनीकों को अपनाता है।

PUBLICATION NAME : **Everyday News**
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ईडीआईआई ने एमएसएमई और उद्यमिता संबंधी परियोजनाओं पर की बातचीत

लखनऊ। भानु प्रताप सिंह वर्मा, केंद्रीय सूक्ष्म, लघु और मध्यम उद्यम राज्य मंत्री (एमएसएमई), सरकार। भारत सरकार ने उद्यमिता और एमएसएमई संबंधित परियोजनाओं पर एक संवाद सत्र के लिए संस्थान का दौरा किया। मंत्री ने विभिन्न एमएसएमई और उद्यमिता संबंधी परियोजनाओं पर उद्योग के अधिकारियों, शिक्षाविदों और ईडीआईआई के अधिकारियों के साथ बातचीत की।

PUBLICATION NAME : **Lucknow News**

EDITION : **Lucknow**

DATE : **11-10-2022**

PAGE : **3**

EDII OFFICIALS ON VARIOUS MSME AND ENTREPRENEURSHIP RELATED PROJECTS

Lucknow : Hon'ble Shri Bhanu Pratap Singh Verma, Union Minister of State for Micro, Small and Medium Enterprises (MSME), Govt. of India visited the Institute for an interactive session on entrepreneurship and MSME Related Projects.

Hon'ble Minister interacted with industry officials, academia and EDII officials on various MSME and entrepreneurship related projects, and congratulated EDII's team of faculty members for nurturing entrepreneurship among various segments, sectors and clusters through well-curated interventions. The Minister noted how the interventions had led to setting up of enterprises and how the new grassroots entrepreneurs, were being helped in connecting with the markets, new customers through innovative ways and means.

The Minister said, "I think I would be right in assuming, and announcing, that growth in the MSME sector is profound, and is manifesting itself in many ways all across the country. Government is focussed on giving wings to the MSME sector, especially after COVID when the sector was quite noticeably affected. The MSME environment is renewing and reviving to become more upbeat than ever."

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EDITION	:	Lucknow
DATE	:	11-10-2022
PAGE	:	3

ईडीआईआई ने एमएसएमई और उद्यमिता संबंधी परियोजनाओं पर की बातचीत

रीडर्स मैसेंजर नेटवर्क

लखनऊ। माननीय श्री भानु प्रताप सिंह वर्मा, केंद्रीय सूक्ष्म, लघु और मध्यम उद्यम राज्य मंत्री (एमएसएमई), सरकार। भारत सरकार ने उद्यमिता और एमएसएमई संबंधित परियोजनाओं पर एक संवाद सत्र के लिए संस्थान का दौरा किया। माननीय मंत्री ने विभिन्न एमएसएमई और उद्यमिता संबंधी परियोजनाओं पर उद्योग के अधिकारियों, शिक्षाविदों और ईडीआईआई के अधिकारियों के साथ बातचीत की, और अच्छी तरह से व्यूरेटेड हस्तक्षेपों के माध्यम से विभिन्न क्षेत्रों, क्षेत्रों और समूहों के बीच उद्यमिता को बढ़ावा देने के लिए ईडीआईआई के संकाय सदस्यों की टीम को बधाई दी। मंत्री ने कहा कि कैसे हस्तक्षेपों से उद्यमों की स्थापना हुई और कैसे नए जमीनी स्तर के उद्यमियों को

नए तरीकों और साधनों के माध्यम से बाजारों, नए ग्राहकों से जुड़ने में मदद की जा रही है। मंत्री ने कहा, "मुझे लगता है कि मैं यह मानने और घोषणा करने में सही होगा कि एमएसएमई क्षेत्र में विकास गहरा है, और पूरे देश में कई तरह से खुद को प्रकट कर रहा है। सरकार एमएसएमई क्षेत्र को पंख देने पर ध्यान केंद्रित कर रही है, खासकर कोविड के बाद जब यह क्षेत्र काफी प्रभावित हुआ था। एमएसएमई पर्यावरण पहले से कहीं अधिक उत्साहित होने के लिए नवीनीकृत और पुनर्जीवित हो रहा है।" माननीय मंत्री ने यह सुनिश्चित करने के लिए ईडीआईआई की सराहना की कि भारतीय एमएसएमई उद्योग कच्चे माल की खरीद से लेकर प्रतिस्पर्धा से निपटने के लिए उत्पादों की बिक्री के लिए नए रास्ते तलाशने के लिए नवाचारों को पेश करने से लेकर कई नए दृष्टिकोण और

तकनीकों को अपनाता है। ईडीआईआई जिन कुछ योजनाओं में काम कर रहा है, उन पर प्रकाश डालते हुए, मंत्री ने कहा, "संस्थान ने पिछले 40 वर्षों से एमएसएमई क्षेत्र को बढ़ाने के मिशन के साथ काम किया है। संभावित और मौजूदा उद्यमियों और देश भर के कारीगरों और औद्योगिक समूहों में ईडीआईआई का काम परिणाम आधारित रहा है। यह मंत्रालय की उद्यमिता और कौशल विकास कार्यक्रम (ईएसडीपी) योजना के तहत युवाओं और एमएसएमई उद्यमियों को संवेदनशील बनाने और क्षमता निर्माण में महत्वपूर्ण भूमिका निभा रहा है। एमएसएमई समूहों की संरचना के अलावा, ईडीआईआई ने अनुसंधान विकास और नवाचार की संस्कृति को पोषित करने के लिए एक सहायक संस्थागत तंत्र भी सुनिश्चित किया है।

Online



Hon'ble Shri Bhanu Pratap Singh Verma, Union Minister of State for MSME visits EDII for an interaction on MSME & entrepreneurship related projects

<http://businessnewssthisweek.com/business/honble-shri-bhanu-pratap-singh-verma-union-minister-of-state-for-msme-visits-edii-for-an-interaction-on-msme-entrepreneurship-related-projects/>

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The Minister noted how the interventions had led to setting up of enterprises and how the new grassroots entrepreneurs, were being helped in connecting with the markets, new customers through innovative ways and means.

The Minister said, "I think I would be right in assuming, and announcing, that growth in the MSME sector is profound, and is manifesting itself in many ways all across the country. Government is focussed on giving wings to the MSME sector, especially after COVID when the sector was quite noticeably affected. The MSME environment is renewing and reviving to become more upbeat than ever."

Hon'ble Minister appreciated EDII for ensuring that the Indian MSME industry embraces a host of novel approaches and techniques, right from procurement of raw materials, introducing innovations to exploring new avenues for sale of products, to dealing with competition. Highlighting some of the schemes in which EDII is working, the Minister said, "The Institute has worked for last 40 years with the mission of upscaling the MSME sector. EDII's work for potential and existing entrepreneurs and in the artisanal and industrial clusters across the country has been outcome-based. It has been playing a crucial role in sensitising and building capacities of youth and MSME entrepreneurs under the Entrepreneurship & Skill Development Programme (ESDP) scheme of the Ministry. Apart from structuring MSME clusters, EDII has also ensured a supportive institutional mechanism to nurture the culture of research development and innovation. I look forward to EDII playing the role of Mentor Institute for ASPIRE scheme of the Ministry, and facilitate strengthening of rural and agro incubation ecosystem by establishing Livelihood Business Incubators."

Emphasizing on enhancing the role of accelerators and incubators, the Minister said that Incubators are needed for creating a supportive environment and help new enterprises overcome their vulnerability and enhance competitiveness.

BUSINESS NEWS WEEK

Hon'ble Shri Bhanu Pratap Singh Verma, Union Minister of State for MSME visits EDII for an interaction on MSME & entrepreneurship related projects

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<http://mediabulletins.com/business/honble-shri-bhanu-pratap-singh-verma-union-minister-of-state-for-msme-visits-edii-for-an-interaction-on-msme-entrepreneurship-related-projects/>

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Shreyas Webmedia Solutions

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<http://pr.shreyaswebmediasolutions.com/business/honble-shri-bhanu-pratap-singh-verma-union-minister-of-state-for-msme-visits-edii-for-an-interaction-on-msme-entrepreneurship-related-projects/>

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<https://www.passionateinmarketing.com/union-minister-of-state-for-msme-visits-edii-for-interaction-on-msme-entrepreneurship-related-projects/>

Passionate in Marketing

3-4 minutes

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Hello **Entrepreneurs**

Union Minister of MSME visit EDII for interaction on Entrepreneurship and MSME Related Projects

<https://helloentrepreneurs.in/union-minister-of-msme-visit-edii-for-interaction-on-entrepreneurship-and-msme-related-projects/>

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<https://newspatrolling.com/honble-shri-bhanu-pratap-singh-verma-union-minister-of-state-for-micro-small-and-medium-enterprises-msme-govt-of-india-visits/>

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<https://konexionetwork.com/NewsDetails.aspx?newsid=281dc743-b476-43cc-8a10-1c3f766e10cc>

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<https://successinsightsindia.com/honble-shri-bhanu-pratap-singh-verma-union-minister-of-state-for-micro-small-and-medium-enterprises-msme-govt-of-india-visits-entrepreneurship-development-institute-of-india-edii-ahm/>

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Media Coverage On

**EDII-trained Hastakala Setu artisans team up
with top designers to Connect Heritage to
Contemporary Lifestyle**

Print

PUBLICATION NAME : Sandesh (City Life)
EDITION : Ahmedabad
DATE : 16-10-2022
PAGE : 2



02



સાંસ્કૃતિક વારસા સાથે જોડાયેલ ટ્રેન્ડી આઉટફિટ EDIIના ફેશન શોમાં રજૂ કરાયા

EDII દ્વારા એક યુનિક ફેશન શોનું આયોજન કરવામાં આવ્યું હતું જેમાં ઇડીઆઇઆઇના હસ્તકલા સેતુ કલાકારોએ આધુનિક જીવનશૈલી સાથે સાંસ્કૃતિક વારસાને જોડીને આઉટફિટ ડિઝાઇન તૈયાર કરી હતી. હતા. શોમાં સમગ્ર ગુજરાતમાંથી કલાકારોએ વણેલા કલા કોટન, મશરુ, અજરખ, ટંગલિયા, સુવર્ની, આશાવલી જેવા હાથવણાટ અને ડબલ ઇકાર્ટ પટોળાનો વારસો રજૂ કરવામાં આવ્યો હતો જેનાથી પરંપરાગત ભારતીય કબાઓ અને હેરિટેજ ટેક્સટાઇલ્સને મોટું પ્રોત્સાહન મળ્યું હતું.

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EDITION : **Ahmedabad**
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PAGE : **2**

2 Ahmedabad City
Saturday, 15 October, 2022



ઈડીઆઈઆઈ ખાતે વિશિષ્ટ ડેશન શોનું આયોજન કરાયું હતું, જેમાં હસ્તકલા સેતુ પ્રોજેક્ટ અંતર્ગત તાલીમબદ્ધ કલાકારોના વણાટ અને કેબ્રિક ડિઝાઈનથી ડેશન ડિઝાઈનરોએ ડિઝાઈન તૈયાર કરી હતી. ડેશન શોમાં મોડલ્સે પરંપરાગત ભારતીય કળાઓ અને હેરિટેજ ટેક્સટાઈલ્સને મોટું પ્રોત્સાહન મળ્યું હતું.

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Showcasing fashion, crafts



The EDII organized a fashion show and crafts bazaar on its campus recently. The fashion show featured weaves and fabric by artisans trained under the Hastkala Setu Project. Chief Guest Jagdishbhai Vishwakarma (Panchal), minister of cottage industries, inaugurated both the events.

Online

EDII-trained Hastakala Setu artisans team up with top designers to Connect Heritage to Contemporary Lifestyle

A Fashion Show and Crafts Bazaar at EDII draw attention.....

<https://konexionnetwork.com/NewsDetails.aspx?newsid=5ee60e67-c5f7-483b-b58d-2d9679cb9fa1>

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Shri Jagdishbhai Vishwakarma (Panchal), Hon'ble Minister of Cottage Industries, Gujarat inaugurated the Fashion Show and the Crafts Bazaar as the Chief Guest. Shri Pravin Solanki (IAS), Secretary & Commissioner of Cottage & Rural Industries, Gujarat, was the Guest of Honour at the event.

The spectacular show displayed heritage handlooms like Kala Cotton, Mashroo, Ajrakh, Tangalia, Sujani, Ashavali, and Double Ikat Patola woven by artisans from all over Gujarat and creatively styled by prominent designers Anuj Sharma, Gaurav Jai Gupta, Padmaja Krishnan, Yogesh Chaudhary, Anisha Khiyani, Ujjwal Dubey, Karishma Shahani Khan, Gaurav Khanijo and Nishigandha Khaladkar.

Speaking about the Hastkala Setu Yojana at the event, Shri Jagdishbhai Vishwakarma said, "This project is focused on bringing artisans to the forefront, connecting them with contemporary markets by imparting relevant training and exposure. The efforts have stimulated the development and preservation of local crafts in a sustainable and commercially viable way. The outcomes have encouraged the artisans and weavers to explore the potential."

Stressing on the importance of the collaboration with designers, Dr Sunil Shukla, Director General, EDII, said, "Engaging entrepreneurship trainers and designers with craftspeople is not only helpful for the regeneration of traditional crafts, Product development, imparting business skills and expanding avenues broaden business horizons for the country's traditional crafts. We have witnessed how weavers and artisans have come back with amazing creativity with just a little handholding and training. Platforms like these give them an opportunity to showcase their products. These efforts will also boost the demand for traditional craft products."

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Government to transform rural entrepreneurship ecosystem by reaching out to youths and artisans in the state to get outcome-based results. Under the project, each district will have Gujarat Cottage Industries Development Centre (GCIDC) to fulfil various need-based support. The project covers 33 districts across Gujarat and has trained about 10,000 artisans through 354 training/capacity building programmes.

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3-4 minutes

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BUSINESS NEWS WEEK

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Shreyas Webmedia Solutions

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BiZ News Desk

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A Fashion Show and Crafts Bazaar at EDII draw attention.....

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Entrepreneurship Development Institute of India (EDII), Ahmedabad organized a unique fashion show on its premises on 14th October 2022. Weaves and fabric of artisans trained by EDII under the Hastakala Setu Project were designed by top Indian fashion designers to create unique outfits, which were donned by models at the Fashion Show. Traditional Indian crafts and heritage textiles were greatly encouraged. The Hastakala Setu Yojana, being implemented by EDII, is supported by the Department of Cottage and Rural Industries, the Government of Gujarat

A one-of-a-kind exhibition – Craft Bazaar-was also organized in tandem with the fashion show displaying 22 different crafts of Gujarat.

Shri Jagdishbhai Vishwakarma (Panchal), Hon’ble Minister of Cottage Industries, Gujarat inaugurated the Fashion Show and the Crafts Bazaar as the Chief Guest. Shri Pravin Solanki (IAS), Secretary & Commissioner of Cottage & Rural Industries, Gujarat, was the Guest of Honour at the event.

The spectacular show displayed heritage handlooms like Kala Cotton, Mashroo, Ajrakh, Tangalia, Sujani, Ashavali, and Double Ikat Patola woven by artisans from all over Gujarat and creatively styled by prominent designers Anuj Sharma, Gaurav Jai Gupta, Padmaja Krishnan, Yogesh Chaudhary, Anisha Khiyani, Ujjwal Dubey, Karishma Shahani Khan, Gaurav Khanijo and Nishigandha Khaladkar.

Speaking about the Hastakala Setu Yojana at the event, Shri Jagdishbhai Vishwakarma said, “This project is focused on bringing artisans to the forefront, connecting them with contemporary markets by imparting relevant training and exposure. The efforts have stimulated the

development and preservation of local crafts in a sustainable and commercially viable way. The outcomes have encouraged the artisans and weavers to explore the potential.”

Stressing the importance of collaboration with designers, Dr Sunil Shukla, Director General, EDII, said, “Engaging entrepreneurship trainers and designers with craftspeople is not only helpful for the regeneration of traditional crafts, Product development, imparting business skills and expanding avenues broaden business horizons for the country’s traditional crafts. We have witnessed how weavers and artisans have come back with amazing creativity with just a little handholding and training. Platforms like these give them an opportunity to showcase their products. These efforts will also boost the demand for traditional craft products.”

The Hastakala Setu Yojana which commenced in 2020, is the first innovative project of Gujarat Government to transform the rural entrepreneurship ecosystem by reaching out to youths and artisans in the state to get outcome-based results. Under the project, each district will have Gujarat Cottage Industries Development Centre (GCIDC) to fulfil various need-based support. The project covers 33 districts across Gujarat and has trained about 10,000 artisans through 354 training/capacity-building programmes.

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Thank You