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## MENU

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## Topics Covered



- What is the news?
- Who created this?
- Khadi Prakritik Paint: Ingredients and Crafting Process:
- How can the government purchase cow dung in a simple and concise manner?
- Comparing Khadi Prakritik Paint and Regular Paints: A Story of Two Brushes
- About Khadi and Village Industries Commission (KVIC):
  
- QuizTime:
  - Are you Ready!
- Read the Below Instructions Carefully:
  - Please Rate!
- Mains Questions:
  - Question 1:
  - Model Answer:
  - Question 2:
  - Model Answer:
  - Relevance to the UPSC Prelims and Mains syllabus under the following topics:

***Introducing Khadi Prakritik Paint: Embracing the Beauty of Nature for a Sustainable Future***

## *What is the news?*

- In a world where synthetic paints reign supreme, a quiet revolution is taking shape. This movement is infused with natural hues and fueled by an authentic essence. Introducing Khadi Prakritik Paint, a product created by the creative team at KVIC (Khadi and Village Industries Commission) under the GOI (Government of India).
- This incredible creation, made from simple cow dung, is not only a decorative piece, but also a symbol of a sustainable future and a source of empowerment for rural communities. Let's dive into the colourful world of Prakritik Paint and discover how it can make a positive impact on our planet and its people.

## *Who created this?*

- The Kumarappa National Handmade Paper Institute (KNHPI), Jaipur, a unit of Khadi and Village Industries Commission (KVIC), under the administrative control of the Ministry of MSME, has developed Khadi Prakratik Paint from cow dung. Our Khadi Prakratik paint is not only environmentally friendly, but also offers great value for money.
- The Khadi Prakratik Paint, developed by KNHPI, has undergone rigorous testing at reputable institutions such as the National Test House in Ghaziabad (Govt. of India), National Test House in

Mumbai (Govt. of India), and Shri Ram Institute of Industrial Research in Delhi (An ISO certified test lab). It meets all the necessary parameters for paint.

## *An Exploration of Sustainability:*

- **The Green Palette:** Prakritik Paint is proud to be an organic option that minimises environmental pollution and waste, setting it apart from petroleum-based alternatives. Picture replacing harmful chemicals found in plastic with a paint made entirely from natural sources!
- **Sustainable Solution:** Bid farewell to plastic-filled nightmares! Prakritik Paint's organic compounds decompose easily, providing nourishment to the soil and supporting the growth of healthier ecosystems. Imagine vibrant landscapes emerging from once colourless canvases.
- **Efficiency Expert:** This environmentally conscious champion minimises its impact on the planet. Prakritik Paint is produced with minimal energy, helping to conserve resources and promote a more sustainable future.

## *Step Towards Empowerment: How?*

- **Rural Rejuvenation:** Prakritik Paint utilises cow dung as a valuable resource, providing a source of income for farmers and entrepreneurs in rural India. Picture small towns alive with vibrant

economic growth.

- **Developing skills** through KVIC enables individuals to produce Prakritik Paint, fostering self-reliance and enhancing rural pride. Imagine the power of skilled hands creating a brighter future.
- **Supporting Local Communities:** Prakritik Paints focuses on promoting local manufacturing, which helps reduce dependence on imports and contributes to the development of rural infrastructure. This simple and concise approach paves the way for sustainable development.

## ***Beyond the Brushstrokes:***

- **Nature's Armor:** Cow dung's inherent anti-bacterial and anti-fungal properties become Prakritik Paint's hidden superpower. Imagine hospital walls and homes shielded by nature's own defensive shield.
- **Weather Warrior:** Don't be fooled by its eco-friendly name! Prakritik Paint stands strong against heat and moisture, ensuring your walls stay vibrant and protected for years to come.
- **A Rainbow of Possibilities:** Available in a spectrum of captivating colors, Prakritik Paint delivers a smooth, aesthetically pleasing finish. You can embrace sustainability without sacrificing beauty.



## ***Challenges and the Way Forward:***

- It's important to raise awareness and make Prakritik Paint accessible in urban areas to encourage wider adoption. Picture the seamless connection between rural production and urban demand.
- Streamlining the Canvas: Finding ways to increase production without compromising on quality or cost will be crucial in meeting the growing demand for this environmentally-friendly marvel. Picture practical solutions leading to widespread production.
- Dispelling Misconceptions: Educating people about the scientific support behind cow dung paint is crucial for changing perceptions and gaining acceptance. Imagine replacing negative thoughts with a better understanding and appreciation.

## ***Praktik Paint: A Stroke of Hope:***

- Despite some remaining challenges, Khadi Prakritik Paint is a major step towards a more sustainable and inclusive future. It demonstrates how indigenous knowledge and natural resources can be used to tackle environmental issues and uplift rural communities. Prakritik Paint is dedicated to transforming walls and painting a brighter future for India, all while being eco-friendly.

# ***Khadi Prakritik Paint: Ingredients and Crafting Process:***

The special formula of Khadi Prakritik Paint sets it apart as an environmentally friendly and fascinating option. Let's dive into the main components and the intriguing process behind its development:

## ***Here are the ingredients:***

- **Cow dung:** Derived from cows raised using natural and ethical methods. Cow dung has natural anti-bacterial and anti-fungal properties, which help protect against harmful microbes.
- **Lime** is an essential component that helps bind the paint and ensures strong adhesion to walls. Lime is easily accessible and helps enhance the paint's longevity.
- **Clay:** A natural binder that adds smoothness and texture to the paint, improving its application and finish. There are various clay options available to achieve different colours and textures.
- **Experience the beauty of nature** with our collection of plant extracts and natural dyes. These stunning colours will breathe life into your walls. Plants such as indigo, madder, and turmeric provide a natural range of colours, replacing synthetic dyes that can be harmful. Adding certain essential oils, such as eucalyptus, can enhance the aroma and potentially repel pests.

## ***Process:***

Prakritik Paint is made using cow dung as a key ingredient. Weight: 100 kilogrammes. 500 litres of paint can be made using cow dung. So, by establishing paint units, we can effectively utilise cow dung and contribute to environmental cleanliness.

- **Preparing the Dung:** Cow dung is dried in the sun and ground into a powder to eliminate moisture and impurities. This guarantees that the paint will last a long time and avoids any unpleasant smells.
- **Creating the Enchanting Elixir:** The powdered dung is mixed with lime, clay, and carefully selected plant extracts or dyes in precise measurements. Optionally, you can also include essential oils at this point.
- **Smooth and Consistent:** The mixture is carefully ground to ensure a fine and even texture. With our simplified language and concise instructions, you'll achieve a flawless application and a beautiful result on your walls.
- **Paint Ageing and Testing:** The paint is left to age for a set time to improve its properties and guarantee its quality. Our thorough testing process guarantees that the paint you receive is consistent in colour and adheres perfectly.

## ***More Information:***

- The proportions of ingredients may vary depending

on the desired colour and properties of the paint, making it easy to customise.

KVIC maintains high standards of quality control throughout the production process, ensuring a product that is safe and effective.

Prakritik Paint offers a wide range of colours, from natural shades to bold tones, to suit different artistic tastes.

## ***How can the government purchase cow dung in a simple and concise manner?***

The Khadi Prakritik Paint initiative encourages the use of cow dung as a paint ingredient, but the Government of India (GOI) does not directly purchase cow dung from individual farmers. We have various mechanisms in place to handle the purchase and collection of cow dung for Khadi Prakritik Paint production:

### ***1. Khadi and Village Industries Commission (KVIC):***

- KVIC operates through various centres and clusters spread across India. These centres and clusters frequently make arrangements with Gaushalas (cow shelters) or individual farmers to collect cow dung at agreed-upon rates.
- Farmers can conveniently bring their dried and processed cow dung to these centres, where it undergoes thorough quality checks before being utilised in paint production.

## ***2. Supportive Communities:***

- KVIC promotes the participation of self-help groups in rural areas in the collection and processing of cow dung.
- This enables Self-Help Groups to generate income and contributes to the development of rural livelihoods.
- SHGs have the option to collect dung directly from farmers or set up collection centres in their villages.

## ***3. Collaborations with the private sector:***

- KVIC collaborates with private companies and entrepreneurs engaged in the production of environmentally-friendly paint.
- These companies and entrepreneurs set up their own systems to acquire cow dung, often by making contracts with Gaushalas, farmers' cooperatives, or individual farmers.

## ***It's important to note that:***

- The price of cow dung for purchase can vary based on factors such as quality, location, and processing level.
- At the moment, there are no government schemes that centrally focus on purchasing cow dung from individual farmers.
- Programmes such as Godhan Nyay Yojana in Chhattisgarh encourage the collection of cow dung for the production of manure and biogas, which could potentially serve as an alternative source for Prakritik Paint.

- In general, the GOI's involvement in cow dung procurement for Prakritik Paint focuses on infrastructure development, support for rural communities and partnerships, and ensuring quality standards. The buying and collection process is carried out through decentralised mechanisms that involve KVIC, SHGs, and private entities.

## ***Comparing Khadi Prakritik Paint and Regular Paints: A Story of Two Brushes***

When it comes to selecting paint for your next project, you'll find a wide range of vibrant choices. Among the typical options, Khadi Prakritik Paint shines brightly, like a vibrant sunflower in a field of daisies. Allow me to provide you with a helpful comparison to assist you in determining the brushstroke that is most suitable for your requirements:



## ***Composition:***

- **Introducing Prakritik Paint:** made from a blend of cow dung, lime, clay, plant extracts, and essential oils. With its all-natural ingredients, it's a true champion of eco-friendliness.
- **Regular Paints:** Typically consist of a mixture of binders, solvents, pigments, and additives, which can have negative effects on the environment and pose potential health risks.

## ***Performance:***

- **Prakritik Paint:** Provides decent coverage and durability, although not on par with certain high-end regular paints. It has exceptional benefits due to its ability to fight against bacteria and fungi.
- **Paints for Every Need:** A diverse selection to suit different requirements. Higher quality paints tend to provide better coverage and durability, while lower priced options may not meet the same standards.

## ***Palette of Colours:***

- **Prakritik Paint:** Comes in a variety of vibrant and earthy hues, although it may not offer as many colour options as some other paints.
- **Paints for Everyone:** Experience the vibrant colours at your fingertips! There is a wide range of colours to choose from, allowing for customisation to suit individual tastes.

## ***Price:***

- **Prakritik Paint:** Slightly more expensive than budget-friendly regular paints, but on par with mid-range options. Keep in mind that your investment contributes to long-term sustainability and the empowerment of rural communities.
- **Regular Paints:** Prices vary greatly based on the quality and brand. Affordable choices are available, but high-end paints can come with a much heftier price tag compared to Prakritik Paint.

## ***Impact on the Environment:***

- **Prakritik Paint:** Clearly the best choice! With its biodegradability, low-energy production, and minimal VOC (volatile organic compound) emissions, it's a sustainable choice.
- **Conventional Paints:** Usually made from petroleum and release high levels of VOCs, which can harm the environment and pose health risks. There are a few eco-friendly alternatives, but they are not very easy to find.

## ***Social Impact:***

- **Prakritik Paint:** Empowers rural communities and farmers by creating a fresh market for cow dung. The production of this product has a positive impact on job creation and local economies.
- **Regular Paints:** Although certain brands may use local resources, their impact on rural communities is usually minimal.



## ***Choose Wisely:***

- When deciding between Khadi Prakritik Paint and regular paints, it all comes down to what matters most to you. If you're passionate about sustainability, social impact, and natural ingredients, Prakritik Paint is a great choice for you. Although it may not offer the same level of performance or colour options as premium paints, the environmentally-friendly and socially-conscious features make it a standout choice.

## ***About Khadi and Village Industries Commission (KVIC):***

- It is a statutory body formed in April 1957 by the Government of India under the Khadi and Village Industries Commission Act of 1956.
- It is an apex organization under the Ministry of Micro, Small and Medium Enterprises.
- Its vision is to plan, promote, facilitate, organize, and assist in the establishment and development of khadi and village industries in rural areas.
- In April 1957, it took over the work of the former All India Khadi and Village Industries Board.
- Its head office is in Mumbai, and it has six zonal offices located in Delhi, Bhopal, Bangalore, Kolkata, Mumbai, and Guwahati.



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CURRENT AFFAIRS QUIZ

*Read the Below Instructions*

# Carefully:

- Click on - Start Quiz
  - Attempt all questions (You can attempt or leave)
  - After Attempting Last Question.
  - Enter Name & Email
  - Click on - Check Result
  - Scroll down - Check out Solutions too.
- Thank you.

Loading ...

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Category: General Studies

***In contrast to ordinary paints, Prakritik Paint typically provides:***

- More colour variations available.
- Superior coverage and durability.
- Lower cost per unit.
- Unique anti-bacterial and anti-fungal properties.

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Category: General Studies

***When was the Khadi and Village Industries Commission (KVIC) formed?***

- 1956
- 1957

1958

1960

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Category: General Studies

***What is the MAIN difficulty in increasing Prakritik Paint production?***

Consumers lack awareness.

Difficulty achieving consistent quality.

Insufficient supply of cow dung.

Higher production expenses than normal paints.

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Answer: (b)

- It generates new income sources for farmers and entrepreneurs. Prakritik Paint utilizes readily available cow dung from rural areas, creating new markets and employment opportunities.

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Category: General Studies

***What are the benefits of Prakritik Paint manufacture for rural communities?***

It offers lucrative export opportunities for Indian paint companies.

It generates new income sources for farmers and entrepreneurs.

It provides employment opportunities in urban paint factories.

It reduces reliance on imported paint raw materials.

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Category: General Studies

***Considering these factors, who would profit the most from using Khadi Prakritik Paint?***

A budget-conscious homeowner prioritizing affordability.

An interior designer seeking endless color options for residential projects.

An environmentally conscious consumer who values sustainability and social impact.

A commercial construction company with strict deadlines and performance requirements.

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Category: General Studies

***Which of the following is not a key ingredient in Khadi Prakritik Paint?***

Cow dung

Petroleum-based chemicals

Lime

Clay

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Category: General Studies

***What is the most important element influencing the***

***price of cow manure for Prakritik Paint production?***

- The paint brand that uses it.
- The government-mandated buying rate.
- The quality and location of the Cow dung.
- The distance from paint factories.

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Category: **General Studies**

***Which of the following statements regarding the environmental impact of Prakritik Paint is TRUE?***

- Its elevated Volatile organic compounds (VOCs) emissions contribute to air pollution.
- Significant quantities of energy are required for its production.
- It generates hazardous refuse following utilisation.
- It is biodegradable and minimizes environmental pollution.

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Category: **General Studies**

***The Khadi and Village Industries Commission (KVIC) operates under the Ministry of:***

- Finance.
- Rural Development.
- Micro, Small and Medium Enterprises.
- Textiles and Handicrafts.

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Category: General Studies

**Which statement most accurately reflects Prakritik Paint's overall impact?**

- It provides a feasible alternative to traditional paints without sacrificing performance.
- It prioritises environmental and social effect, even if it means making cost and performance trade-offs.
- It is primarily a marketing gimmick with few advantages above its natural makeup.
- It transforms the paint industry with its higher performance and eco-friendliness.

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Finish

**Check Rank, Result Now and enter correct email as you will get Solutions in the email as well for future use!**

Check the Result

Your score is

0%

Restart quiz

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# Mains Questions:



**Below Mains  
Question**

Write in Comment Section

The banner features several educational icons: a lightbulb, an atom symbol, a pencil, a bar chart, a graduation cap, a laptop with a hand pointing at the screen, and an envelope.

## **Question 1:**

*Khadi Prakritik Paint, made from cow dung, sparks discussion about innovation, sustainability, and rural empowerment. Critically assess this paint's environmental and rural development effects. Given these factors, offer policy strategies to boost its acceptance and overcome obstacles.*

## **Model Answer:**

Introducing Khadi Prakritik Paint: A concise overview of this paint, emphasising its eco-friendly composition and positive impact on rural communities.

Advantages:

- Environmental impact: Emphasise the paint's



biodegradability, low energy consumption, and minimal waste generation in comparison to regular paints.

- Explore the impact of rural development on creating additional income opportunities for farmers and entrepreneurs, stimulating local economies, and fostering skill enhancement.
- Other advantages: Highlighting its natural ability to fight bacteria and fungi, as well as the possibility of generating sustainable livelihoods through the use of cow dung.

#### Difficulties:

- Scaling up production: Let's discuss how to ensure a steady supply of top-notch cow dung without compromising on affordability and quality control.
- Increasing awareness and improving accessibility for consumers: Highlight the importance of increasing awareness and enhancing market access, particularly in urban areas.
- Clearing up misunderstandings: Emphasise the importance of tackling misconceptions surrounding cow dung paint and informing consumers about its scientific support and advantages.

#### Proposed actions:

- Financial incentives: Suggest offering subsidies or tax breaks to manufacturers and consumers as a way to promote adoption.  
Suggest ways to inform the public about the benefits and positive impact of the paint.
- Research and development: Support ongoing efforts to enhance production efficiency, improve quality, and explore additional uses of cow dung.
- Infrastructure development: Promote the establishment of collection centres and processing

facilities in rural areas to streamline dung procurement.

In summary: Highlight the benefits of Khadi Prakritik Paint in promoting a sustainable and inclusive future. Highlight the significance of tackling challenges with effective policies and working together to ensure positive outcomes.

### **Question 2:**

***Concerns regarding potential abuse of Khadi Prakritik Paint's production technique are brought up by the animal rights discussion. Examine these issues in light of sustainable development and animal welfare. Provide suggestions for methods to guarantee moral behaviour and shield animals from potential harm.***

### **Model Answer:**

Introduction: Let's touch upon the growing popularity of Khadi Prakritik Paint and address the concerns that have been raised regarding its use of cow dung, which some people have raised as a potential animal welfare issue.

Concerns about the well-being of animals:

- Examining the consequences of high demand for cow

dung: Exploring scenarios that may result in overgrazing, lack of rest, or inadequate nutrition for cows.

Types of Breeds and Methods of Milking: Address concerns regarding the use of cow dung from cows bred exclusively for milk production and its potential impact on their welfare.

Sourcing and treatment with ethical considerations: Emphasise the significance of ensuring the ethical collection and treatment of cows during the dung procurement process.

### Considerations for sustainable development:

- Striking a balance between environmental and ethical goals: Highlight the importance of considering both the paint's positive impact on the environment and the ethical treatment of animals throughout the production process.
- Long-term sustainability: Examine the long-term viability of using cow dung as a primary resource and investigate alternative materials or practices for managing dung.
- Engaging the community: Promote the inclusion of local communities in the development and implementation of ethical dung procurement and utilisation practices.

### Tips for maintaining ethical practices:

- Suggest the implementation of independent certification schemes to ensure ethical treatment of cows and sustainable dung collection practices.
- Training and awareness: Teach individuals involved in cow dung collection and farming about the

importance of animal welfare guidelines and responsible husbandry practices.

- Get the community involved in monitoring and reporting any unethical treatment of cows during the dung procurement process.

Research and development: Aid in the investigation of sustainable materials or better cow dung management systems that reduce animal impact.

In summary: Consider the advantages and difficulties of Khadi Prakritik Paint in relation to animal welfare issues. Promote a comprehensive approach that values the well-being of the environment and animals in the production process.

***Remember: These are just sample answers. It's important to further research and refine your responses based on your own understanding and perspective.***

**Relevance to the *UPSC Prelims and Mains syllabus* under the following topics:**



***UPSC Prelims:***

- **Current Affairs and Science & Technology:**

Questions could test your knowledge about the paint's composition, unique properties, and environmental benefits. Expect factual recall and basic understanding of its production process.

- **Governance and Social Issues:** Questions might focus on the paint's role in rural development, its potential to empower farmers and entrepreneurs, and any associated challenges like scaling up production or raising awareness.

### ***UPSC Mains:***

- **Essay:** The paint could be used as a relevant example within broader themes like sustainability, innovation, rural development, or environmental consciousness. Analyze its impact on various stakeholders and potential challenges/opportunities for wider adoption.
- **General Studies Paper III (Technology, Economic Development, Biodiversity, Environment & Disaster Management):** Questions could delve deeper into the scientific aspects of the paint, analyzing its environmental impact, potential for circular economy, or challenges in scaling up production while maintaining quality and affordability.
- **General Studies Paper IV (Ethics, Integrity & Aptitude):** The ethical implications of using cow dung, concerns about animal welfare, and potential exploitation of rural communities

could be discussed within the framework of ethical governance and sustainable development.



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The profit triples with a doubling of the selling price. Determine the profit percentage.

- Option 1
- Option 2
- Option 3



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