

भारतीयप्रौद्योगिकीसंस्थान (भारतीयखनिविद्यापीठ), धनबाद Indian Institute of Technology (Indian School of Mines), Dhanbad

For Immediate Release: October 31, 2023

PRESS RELEASE

Khadi Mahotsav organized at IIT (ISM) by Khadi and Village Industries Commission of Ministry of MSME in association with ACIC IIT (ISM) Foundation to promote Khadi and village industries.

To promote Khadi and Village industries, Handloom and handicrafts, One District One Product (ODOP) and products of various handloom and cottage industries, Khadi Mahotsav was organized at i2h building of IIT (ISM) today during which an exhibition of various such products was also held.

The event during which honourable member/chairman, East Zone of Khadi and Village Industries Commission (KVIC), Ministry of MSME, Govt of India was present as Chief Guest was organized by KVIC in association with Atal Community Innovation Centre (ACIC) IIT (ISM) Foundation.

Speaking during the occasion Singh, said that in 2014 when Prime Minister Honourable Shri Narendra Modi assumed office the annual turnover of Khadi Gramodyog was Rs 20-22 thousand crore which has touched Rs 1.34 lakh crore during the last nine years”.

“This 1.34 Crore has not gone to any four five family but it benefited thousands of families in form of amount of Rs 10 thounds, Rs 20 thousand, 30 thousand etc” further said Singh and added there is enough potential of increase of this turnover of Rs 5 lakh crore per annum if a little support is extended through technology and consumers.

“If a little sensitivity is generated in the society about the products then the Indian Economy will be in among the three largest economy of world and it will be among two greatest economies of the world when will be celebration 100 years of our independence” said.

Prof J K Pattanayak, Director IIT (ISM) who presided over the function said that prime minister after assuming power in 2014 gave the slogan for Khadi for Nation and Khadi for Fashion which meant that if Khadi doesn't match to the fashion sense of young generation then it should be designed in such a way so that it attracts them.

He also lauded the effort of KVIC and ACIC IIT (ISM) Foundation for organizing Khadi Mahotsav.

Prof Dheeraj Kumar who also present during the occasion said, “The basic idea behind organizing the Khadi Mahtosav is to promote the idea of Vocal for Local and AtmaNirbhar Bharat Abhiyan as envisioned by Honourable Prime Minister, Shri Narendra Modi

Prof Saumya Singh, President, ACIC IIT (ISM) Foundation during her address said, “ The basis aim behind organizing the Khadi Mahotsav is creating an environment where our local products can compete with the global products”

Akansha Sinha, Chief Executive Officer of ACIC IIT (ISM) Foundation who was also present during the function along with Camelia Chaudhary, Manager ACIC (ISM) delivered the vote of thanks.

Rajni Singh

Dean (Media & Branding)