

# Minister of State for MSME Sushri Shobha Karandlaje visited 'Khadi India and Coir Board Pavilions' in 43rd India International Trade Fair (IITF)-2024 at Bharat Mandapam

Posted On: 20 NOV 2024 8:55PM by PIB Delhi

Minister of State for MSME Sushri Shobha Karandlaje visited '**Khadi India and Coir Board Pavilions**' in 43rd India International Trade Fair (IITF)-2024 at Bharat Mandapam (Hall No. 6) on 20<sup>th</sup> November, 2024 in the presence of Joint Secretary (ARI) & Chairman, Coir Board and other Officials of the Ministry of MSME, Khadi & Village Industries Commission (KVIC) and Coir Board.

'**Khadi India Pavilion**' is based on the theme '**Developed India @ 2047**'. The Pavilion is having participation from 225 exhibitors across the country exhibiting the products of **Khadi and Village Industries, through Khadi Institutions**, units assisted under Prime Minister's Employment Generation Programme and Scheme of Fund for Regeneration of Traditional Industries. KVIC has showcased a wide range of products of '**New Khadi of New India**', which has become a **global brand**.





Sushri Shobha Karandlaje also observed the live demonstration of Deshi charkha, Peti Charkha, electric powered potter's wheel, Kacchi Ghani oil process, Dhupbatti and Agarbatti prepared by recycling the flowers used for worship in the temples showcased in Khadi India Pavilion.

With participation from 28 exhibitors from across the country, the Coir Board Pavilion displays a diverse range of coir products such as handloom mats, mattings, rubberized mattresses, carpets, coir geotextiles and handicrafts.

The Pavilion also features live demonstrations of innovative technologies developed by the Coir

Board's research institutes - the **Central Coir Research Institute (CCRI)** and the **Central Institute of Coir Technology (CICT)**. These include mobile fibre extraction machines, coir pith composting, and the use of coir geotextiles for soil stabilization. Such innovations highlight how the coir industry is evolving to meet the needs of modern markets while staying rooted in sustainability.

Sushri Shobha Karandlaje appreciated the efforts put in by KVIC and Coir Board in showcasing a wide range of Khadi, Coir and Village Industries' products in the '**Khadi India and Coir Board Pavilions**' for promotion of KVI products. She opined that it is a good platform to display India's rich heritage, craftsmanship and handicraft made by artisans from different parts of India. The IITF platform provides a unique opportunity for rural entrepreneurs to connect with a wide audience, fostering growth and self-reliance while promoting India's rural craftsmanship on a global stage, she added.

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(Release ID: 2075250)