

Collaboration on styling of DD News / DD India anchors launched by Chairman KVIC

KVIC launches the collaboration on styling of DD News / DD India as part of MoU with Prasar Bharti on 18th September 2023

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Chairman, Khadi & Village Industries Commission (KVIC) Shri Manoj Kumar launched the collaboration on styling of DD News / DD India anchors in the presence of Shri Gaurav Dwivedi, CEO Prasar Bharati and team of Doordarshan on 9th March 2024, Doordarshan Bhavan, Mandi House, New Delhi.



Speaking on the occasion Chairman KVIC said Naye Bharat ki Nayi Khadi is ready to be attire of all the anchors of DD anchors. This is an accomplishment of Hon'ble Prime Minister's Modi ki Gurantee on popularising Khadi in every home at National level. He said the mantra of Prime Minister is 'Khadi for Nation, Khadi for Fashion and Khadi for Transformation'.



Shri Kumar highlighted that, in the last 9 years under the visionary leadership of Hon'ble PM Shri Narendra Modi ji, Khadi and Village Industry (KVI) Sector has witnessed significant growth by surpassing turnover of Rs. 1.34 Lakh Crore and generating over 9.50 Lakh new jobs which is a testament to the Government's commitment to the welfare of Khadi artisans.





Shri Gaurav Dwivedi, CEO, PrasarBharati opined that this a great moment of pride for Doordarshan when the collaboration with KVIC will be visible to the world in reality in the form of Styling of DD India Anchors.

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