

Chairman, Khadi and Village Industries Commission, Shri Manoj Kumar addressed Khadi Karyakartas at Kora Kendra, Borivali on Friday.

During the 'Har Ghar Tiranga Abhiyan', the sale of Khadi national flags increased by 1101 percent.

In the last three years, since the beginning of the Tiranga Yatra, the total sale of Khadi national flags has crossed Rs 33 crore.

While the sale of national flags made of Khadi in the country was only 87 lakh in the year 2013-14, it increased to Rs 10.45 crore in the year 2023-24.

Chairman KVIC Shri Manoj Kumar said that with the brand power of PM Modi, Khadi has become the guarantee of a developed India.

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With the aim of increasing the production and sale of Khadi National Flag across the country and to empower and encourage all Khadi institutions of the country, Khadi and Village Industries Commission (KVIC), Ministry of Micro, Small and Medium Enterprises (MSME) organized Khadi National Flag Workers Dialogue on Friday at C.V. Kora Gramodyog Sansthan, Borivali. On this occasion, Chief Guest Chairman KVIC, Shri Manoj Kumar addressed the Khadi workers. In his presidential address, he appreciated the contribution of Khadi workers in nation building and said that the 'Har Ghar Tiranga' campaign led by Hon'ble Prime Minister Shri Narendra Modi has increased the demand for Khadi National Flags tremendously.



The Chairman of Khadi and Village Industries Commission said on this occasion, "This is an important step in achieving the goal of self-reliant India. This is an effort to make Khadi, the symbol of our freedom struggle, more relevant, which reflects our unwavering devotion towards the nation." He further said that Khadi is the soul of Aatmanirbhar Bharat. It is the basis of the economy of rural India. Khadi is the only fabric in the world which has its own glorious history.



In the true sense, Khadi got 'new power' in 2014 when a government led by the strong Prime Minister Shri Narendra Modi was formed in the country. Citing figures, he said that the sale of Khadi and Village Industries products which was Rs 31154.20 crore during the financial year 2013-14, increased 5 times to Rs 155673.12 crore in the financial year 2023-24. Under the leadership of Prime Minister Shri Narendra Modi and guidance of the Ministry of MSME, for the first time in the history of independent India, the business of Khadi and Village Industries has crossed the figure of Rs 1 lakh 55 thousand crore and created a new record. For the first time, 10.17 lakh new jobs have been created in this sector. Expressing his views, the Chairman of the Commission said that the 'Har Ghar Tiranga Abhiyan' run under the leadership of Prime Minister Shri Narendra Modi has increased the sale of Khadi national flags by 1101.15 percent. While the sale of national flags made of Khadi in the country in the year 2013-14 was only 87 lakh, in the year 2023-24 it increased to Rs 10.45 crore. In the last three years, since the beginning of the Tiranga Yatra, the total sale of Khadi national flags has crossed Rs 33 crore. The direct benefit of this sale is going to Khadi artisans in the form of additional remuneration, which proves that the Khadi world has benefited the most from the Tiranga Yatra. Chairman KVIC further said **that in the last 10 years, Pujya Babu's heritage Khadi has become the guarantee of developed India.**





Chairman KVIC Shri Manoj Kumar said that in the last 10 years, the Khadi revolution under the leadership of Prime Minister Shri Narendra Modi has given global recognition to the Indian heritage Khadi. But some people are spreading misleading propaganda against Pujya Bapu's Khadi with their corrupt thoughts. He further said that this is not the first time, such unsuccessful attempts have been made earlier also. But under the leadership of Pujya Bapu, Khadi neither bowed down to the British in the freedom struggle, nor will it bow down to those who spread 'misleading propaganda' today under the leadership of Prime Minister Shri Narendra Modi. 5 lakh Khadi artisans, of which 80 percent are women, will take Khadi to new heights with their strength and capability. Khadi lovers across the country will themselves thwart every misleading propaganda against Khadi.



The Khadi National Flag Workers Dialogue Ceremony was attended in large numbers by local dignitaries, representatives of the Khadi industry and citizens of the region. Through this unit, efforts will be made to take the Khadi industry to new heights and strengthen the spirit of patriotism. KVIC officers and employees were also present in the program.



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