

# Shri Jitan Ram Manjhi, Union Minister for MSME inaugurates “Khadi India Pavilion” at the 43rd India International Trade Fair (IITF), 2024

Posted On: 16 NOV 2024 8:27PM by PIB Delhi

Union Minister for Micro, Small and Medium Enterprises (MSME) Shri Jitan Ram Manjhi inaugurated the '**Khadi India Pavilion**' at India International Trade Fair- IITF 2024, in Hall No. 6 at Bharat Mandapam, New Delhi today. Inauguration was done in the august presence of Shri Manoj Kumar, Chairman, Khadi and Village Industries Commission (KVIC), DC(MSME), Ministry of MSME, JS(ARI) Ministry of MSME, CEO, KVIC, KVIC Member North Zone, Member Marketing and other dignitaries.

Union Minister Shri Jitan Ram Manjhi said in a statement that Khadi India Pavilion has been prepared in line with Prime Minister Narendra Modi's vision of '**Developed India@2047**'. Khadi India Pavilion is having participation from 225 nos. of exhibitors from various parts of the country. The stalls are set up for the participation of Khadi artisans through Khadi institutions, units established under Prime Minister Employment Generation Programme (PMEGP) and units established under SFURTI Cluster from across the country showcasing the best handicrafts and Khadi and Village Industry products. He further said that KVIC is preparing to launch a new scheme soon to give boost to the '**New Khadi of New India**'. Through this scheme along with restructuring the marketing and export of Khadi. The scheme is being designed for the young generation through young entrepreneurs and fashion designers. Shri Manjhi also observed the Desi Charkha, Peti Charkha, electric potter's wheel, process of extracting Kachi Ghani oil, live demonstration of making Agarbatti (incense stick) and Dhupbatti (incense stick) prepared by recycling the flowers used for worship in the temples showcased in Khadi India Pavilion.

The fair offers opportunity to entrepreneurs engaged in Khadi and village industry sector to showcase their products to a very large pool of potential customers and create new avenues for growth and self-reliance. The theme pavilion set by the Center of Excellence for Khadi (CoEK) is a center of attraction among the youth.





\*\*\*\*\*

SK

(Release ID: 2073933)