

KVIC Chairman Mr. Manoj Kumar inaugurated the exhibition themed "Khadi: The Fabric of Freedom, The Language of Fashion" at the Gandhi-King Memorial Plaza in New Delhi.

The exhibition, showcasing Khadi's journey from the fabric of freedom to a symbol of fashion, will run until October 22, from 11 AM to 7 PM.

The exhibition is organized in collaboration with the Centre of Excellence for Khadi (COEK) and the National Institute of Fashion Technology (NIFT).

KVIC Chairman Mr. Manoj Kumar said, "The Khadi that played a crucial role in the freedom movement of India under the leadership of Mahatma Gandhi has now, thanks to PM Modi's relentless efforts, become a fashion symbol and a center of attraction for the 'New Khadi of New India'.

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KVIC Chairman Mr. Manoj Kumar, in the presence of India International Centre (IIC) Director Mr. K.N. Srivastava, extended Prime Minister Narendra Modi's vision of "Khadi for Fashion" by inaugurating the Khadi exhibition based on the theme "Khadi: The Fabric of Freedom, The Language of Fashion" (Khadi: The Cloth of Freedom, The Language of Fashion) at the Gandhi-King Memorial Plaza, India International Centre, Lodhi Road, New Delhi. The exhibition, organized in collaboration with the Centre of Excellence for Khadi (COEK) and the National Institute of Fashion Technology (NIFT), invites visitors to explore Khadi's remarkable journey—starting from hand-spun fabric during India's freedom movement under Mahatma Gandhi to its current status as a symbol of sustainability and modern fashion.

The exhibition, organized by COEK with the support of Khadi institutions and NIFT, also showcases Khadi clothes, sarees, home textiles, and contemporary designs developed by COEK's design team, blending

traditional craftsmanship with modern aesthetics.

Addressing the media, **KVIC Chairman Mr. Manoj Kumar** said "The Father of the Nation, Mahatma Gandhi, once said, 'I see God in every thread drawn by the spinning wheel.' Embracing this philosophy, KVIC, under Prime Minister Narendra Modi's leadership, is organizing various programmes like sales campaigns, exhibitions, and national and international fairs to boost Khadi artisans' income, which has played a significant role in promoting Khadi products."

"The Khadi that played a key role in the freedom movement under Gandhi's leadership has now become a fashion icon, thanks to PM Modi's tireless efforts, and is now known as the 'New Khadi of New India.' He highlighted KVIC's achievements, noting that Khadi's business turnover under PM Modi's leadership has surpassed ₹1.55 lakh crore in the financial year 2023-24, a remarkable growth from ₹31,000 crore ten years ago," he added.

In his address, KVIC Chairman also said that PM Modi's popular 'Mann Ki Baat' programme has made Khadi garments a new status symbol among the youth. The innovative products developed by COEK have also played a crucial role in popularizing Khadi. He further mentioned that since PM Modi's appeal, the Khadi Gramodyog Bhawan in Connaught Place, Delhi, has set new sales records every year on Gandhi Jayanti, with sales surpassing ₹2 crore this year on October 2. These figures symbolize that 'New Khadi of New India,' under PM Modi's leadership, has become the flag bearer of the 'Vocal for Local,' 'Make in India,' and 'Aatmanirbhar Bharat' campaigns.

KVIC Chairman Mr. Manoj Kumar appealed to all citizens to purchase more Khadi products this festive season, helping spread the joy of festivals to the homes of artisans and craftsmen who work tirelessly to produce high-quality goods. KVIC and NIFT officials and employees attended the event.

Key Highlights of the Exhibition:

- **Khadi Timeline:** This impressive display showcases Khadi's role in India's freedom movement, including archival photos, quotes from Mahatma Gandhi, and historical records emphasizing the fabric's significance during that era.
- **Experience Center:** A live demonstration of the spinning process using *Bardoli* and *Peti* charkhas is set up at the venue, allowing visitors to witness the craftsmanship behind Khadi production.
- **Modern Designs:** The exhibition features creations designed by the Centre of Excellence for Khadi in collaboration with Khadi institutions, such as fabrics, sarees, and home textiles, showcasing a perfect blend of tradition and modernity.
- **Khadi Retail Stalls:** Genuine Khadi products, along with new designs developed by COEK, will be available for purchase. Visitors can buy garments made from this exquisite fabric.

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