

## KVIC launches 'Khadi Sanatan Vastra' from its flagship store in Connaught Place, New Delhi

On the special occasion of 'Ramotsav', up to 20% discount on 'Sanatan Vastra' from 17th to 22nd January

Special discount of 10% to 60% on Khadi products from 17th to 25th January on the occasion of Republic Day

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Khadi and Village Industries Commission (KVIC) has launched a new range of 'Sanatan Khadi Vastra' with 20% discount on Wednesday. Shri Manoj Kumar, Chairman, KVIC launched 'Sanatan Vastra' made from Khadi clothes at the flagship Khadi Bhawan in Connaught Place, Delhi. The design of Sanatan Clothing has been prepared at the Khadi Center of Excellence (COEK) located at NIFT. Addressing the media at the inauguration programme, KVIC Chairman Shri Kumar said that the manufacturing of Khadi does not involve any kind of mechanical or chemical process, hence Sanatan textiles prepared as per Indian tradition are unique in themselves. He further informed that on this occasion, Khadi Bhawan, New Delhi is going to offer special discount of up to 20% on Sanatan Vastra and 10% to 60% on Khadi and village industry products from 17 to 25 January 2024.



Addressing the event on the occasion of launch of Sanatan Vastra, Shri Kumar said that with the changing times, the nation has seen a new and transformed form of Khadi under the leadership of the Prime Minister Shri Narendra Modi. He further said that the Prime Minister has defined Khadi as 'Khadi for Nation, Khadi for Fashion and Khadi for Transformation'. On the basis of this philosophy, keeping in mind the needs of modern times, Khadi's eternal clothes have been prepared, which is a gift to the present from the glorious history of the past. He reiterated that with the launch of Sanatan Vastra, KVIC wants to connect the youth with Swadeshi as the expansion of Khadi is part of improving the lives of millions of artisans in rural India.



Shri Kumar said that Khadi, which was made the most effective weapon of struggle against the British rule by Respected Bapu during the Swadeshi movement in the Indian freedom struggle, now the Prime Minister Shri Narendra Modi has taken the responsibility of restoring Khadi to its old glory. He said that in the last 9 years, the business of Khadi and village industry products has crossed the figure of Rs 1.34 lakh crore. The production of Khadi textiles has increased from Rs 880 crore to Rs 3000 crore and the sale of Khadi products has increased from Rs 1170 crore to Rs 6000 crore. Not only this, during the Khadi Mahotsav, sales of Rs 1.5 crore were made in a day in the showroom of Connaught Place in Delhi and Rs 25 crore were sold in a month in Khadi Bhandar. The biggest thing is that Khadi worth Rs 15 crore was sold in Delhi's IITF in 14 days, which is a record in itself.



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**MJPS/NSK**

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