

On the occasion of Seva Parv, KVIC launches the grand Khadi Mahotsav 2025

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- KVIC Chairman Shri Manoj Kumar inaugurated *Khadi Mahotsav 2025* on 17th September from Prime Minister Shri Narendra Modi's parliamentary constituency, Varanasi.
- *Khadi Mahotsav 2025* will be celebrated across the country from 17th September to 23rd October 2025.
- From 17th to 19th September, KVIC Headquarters in Mumbai hosted a series of programs dedicated to *Swadeshi* and *Swachhata* (Cleanliness).
- Under the leadership of KVIC Chairman, a special cleanliness drive was organized on 18th September at Juhu Beach, Mumbai.
- The KVIC Chairman stated, "by endorsing mantra of *Har Ghar Swadeshi, Ghar-Ghar Swadeshi*, under the leadership of Hon'ble Prime Minister Shri Narendra Modi, KVIC is Promoting taking the 'Swadeshi Revolution' to every household."

: *Mumbai, September 21, 2025*

On the occasion of *Seva Parv*, the Khadi and Village Industries Commission (KVIC) is organizing *Khadi Mahotsav 2025* across the country from 17th September to 23rd October to promote the message of "*Har Ghar Swadeshi, Ghar-Ghar Swadeshi*" to every household.

On 17th September, KVIC Chairman Shri Manoj Kumar inaugurated *Khadi Mahotsav 2025* from the Prime Minister Shri Narendra Modi's parliamentary constituency, Varanasi. Following this, on 18th and 19th September, KVIC's Central Office in Mumbai hosted a series of programs connecting *Swadeshi*, cleanliness, and self-reliance with people's participation.

As part of *Seva Parv 2025*, a special *Cleanliness Drive-05* was organized at Juhu Beach, Mumbai, on 18th September. The campaign was piloted by KVIC Chairman Shri Manoj Kumar, who gave the message of "Serv the Nation by cleanliness". He urged officials, employees, and local citizens to actively participate in building a clean and green India. Hundreds of KVIC officials and employees enthusiastically joined the campaign.



On 19th September, students, employees, and officials who won in various competitions were felicitated with certificates and awards by the Chairman. Addressing the gathering, Shri Manoj Kumar said that with the mantra of “*Har Ghar Swadeshi, Ghar-Ghar Swadeshi*,” KVIC, under the leadership of Hon’ble Prime Minister Shri Narendra Modi, is carrying the *Swadeshi Revolution* to every citizen. He further said that inspired by the Prime Minister’s call—“*Seva hi Sankalp, Rashtra Pratham hi Prerna*” (Service is our resolve, Nation First is our momentum)—KVIC is moving ahead on the path of nation’s service. Highlighting the importance of Khadi, he said, “Once, famous brands were our priority, but today Khadi has become our priority. Khadi is no longer just a fabric; it is the strong foundation of ‘Atmanirbhar Bharat’ as envisioned by Mahatma Gandhi.”



Shri Manoj Kumar also shared that Khadi has now evolved into the true spirit of “*Har Ghar Swadeshi*” by connecting not just by all the other village

artisans from *farm to fashion*. In the last 11 years, Khadi has transformed significantly, with its business crossing the milestone of 1.70 lakh crore. He emphasized that under the guidance of the Hon'ble Prime Minister, KVIC has emerged as strongest pillar of cottage industries, with vigorous efforts to rise *Swadeshi* to the global stage. Mentioning Prime Minister's words—"We may endure hardships for our nation, but we shall build an *Atmanirbhar Bharat*"—he reiterated KVIC's commitment.



On this occasion, KVIC's Chief Executive Officer, Ms. Roop Rashi, said that initiatives like '*Seva Parv*' and GST benefits are enabling the younger

generation to truly understand the values of Khadi and Swadeshi. She remarked that Khadi is not merely a fabric, but a symbol of artisans' dedication and people's collective support, embodying the spirit of self-reliance and cultural identity. She further emphasized that every child can become an ambassador of Khadi.

At the Khadi Mahotsav, officers and employees at the Central Office, Mumbai, pledged their commitment to *Swadeshi* with the spirit of '*Vocal for Local*'. Dressed in traditional Khadi attire, they also walked for a '*Khadi Yatra*'. In addition, a vibrant Swadeshi Rangoli competition was organized, in which all participated enthusiastically.



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