



Khadi artisans have a key role in PM Modi's vision of "Har Ghar Swadeshi, Ghar Ghar Swadeshi" and "Ek Bharat, Shreshtha Bharat": KVIC Chairman Manoj Kumar

KVIC's participation at the 44th India International Trade Fair (IITF) 2025 highlights the strength of Khadi through the New Khadi of New India and a diverse range of products

The "Khadi India Pavilion" in Hall No. 6 showcases the spirit of Aatmanirbhar Bharat through 150 stalls

Posted On: 21 NOV 2025 4:02PM by PIB Mumbai

PIB Mumbai/ New Delhi, 21 November 2025

India's timeless Khadi tradition is on full display at Hall No. 6 of the 44th India International Trade Fair (IITF) 2025 at Bharat Mandapam, Pragati Maidan, New Delhi. The Khadi and Village Industries Commission (KVIC), under the Ministry of Micro, Small & Medium Enterprises (MSME), is participating in the Fair with a wide and attractive range of Khadi and village industry products, reflecting the New Khadi of New India.



The Pavilion showcases innovative and contemporary Khadi offerings that have emerged as a global brand under the leadership of Prime Minister Shri Narendra Modi.



On Wednesday, KVIC Chairman Shri Manoj Kumar visited the Khadi India Pavilion and interacted with Khadi artisans from various states, entrepreneurs associated with the Prime Minister's Employment Generation Programme (PMEGP), and representatives from SFURTI clusters. He engaged with them on their products, experiences, and innovations, and appreciated their contribution to strengthening India's rural economy.



Encouraging artisans and entrepreneurs, the Chairman urged them to continue supporting the Government of India's Aatmanirbhar Bharat and Vocal for Local campaigns.

Speaking to media persons, Shri Manoj Kumar said that the Khadi India Pavilion has been thoughtfully designed in alignment with Prime Minister Shri Narendra Modi's vision of "Har Ghar Swadeshi, Ghar Ghar Swadeshi" and "Ek Bharat, Shreshtha Bharat."



A total of 150 stalls have been set up, enabling the participation of Khadi artisans from Khadi institutions, PMEGP units, and SFURTI clusters across the country. The stalls offer an impressive display of traditional handicrafts, Khadi, and village industry products.

During his visit, Shri Manoj Kumar also observed live demonstrations of indigenous charkhas, the peti charkha, the electric pottery wheel, and traditional ghani-based oil extraction, reflecting India's rich heritage of craftsmanship and sustainable production practices.



Baat Khadi Ki – A Major Attraction

A key highlight of the Khadi India Pavilion is the newly introduced podcast studio “Baat Khadi Ki”, where artisans share their journeys, innovations, and the legacy of traditional crafts in their own voices. Appreciating the initiative, KVIC Chairman Shri Manoj Kumar said the studio blends modern technology with heritage and will help connect youth with Khadi.

The Pavilion also features diverse products including textiles, cosmetics, rural foods, bamboo and cane crafts, and specialties from Jammu & Kashmir, Rajasthan, Bihar, Uttar Pradesh, and the North East. Several PMEGP and SFURTI entrepreneurs are showcasing their success, reflecting the growing strength of Khadi and village industries.

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