

KVIC's "Navyug Khadi Fashion Show" Showcasing Khadi for Nation, Fashion, and Transformation Held at New Delhi's Pragati Maidan

**“The true strength of Khadi lies in its artisans”: Manoj Kumar,
Chairman, KVIC**

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The Navyug Khadi Fashion Show was organised on Saturday, 29th November, at the National Crafts Museum & Hastkala Academy, Pragati Maidan, presenting the “New Khadi of New India” in a contemporary and innovative manner. The event highlighted modern interpretations of Khadi through creative and forward-looking designs. The exhibition associated with the show was inaugurated a day earlier, on 28th November, during which the second volume of the Khadi Knowledge Portal was also launched.



Shri Manoj Kumar, Chairman, Khadi and Village Industries Commission (KVIC), Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, graced the occasion as the Chief Guest. He appreciated the garments displayed on the ramp and lauded the dedication and craftsmanship of Khadi artisans.

In his address, the Chairman credited the renaissance of Khadi to the visionary leadership of Prime Minister Shri Narendra Modi. He stated that the Prime Minister has elevated Khadi from being merely a fabric to becoming a symbol of patriotism as well as a marker of a modern Indian lifestyle. He reiterated the Prime Minister's guiding mantra — "Khadi for Nation, Khadi for Fashion, and Khadi for Transformation" — which has bestowed Khadi with a renewed identity.

"Today's Khadi not only carries forward the legacy of revered Bapu but is also rapidly establishing its presence in contemporary design and global fashion. Khadi is no longer confined to villages; it is increasingly embraced in cities, on fashion ramps, and in international markets," he said.



Shri Manoj Kumar further emphasised that the New-Era Khadi embodies a synergy of design, technology, and tradition. He noted that Khadi has become the preferred choice of the younger generation, and is intrinsically linked to employment generation, environmental sustainability, and the nation's journey toward self-reliance.

The event was jointly organised by KVIC, the Centre of Excellence for Khadi (CoEK), the National Institute of Fashion Technology (NIFT), and the Fashion Design Council of India (FDCI). A diverse range of Khadi apparel and products were showcased on the ramp, garnering wide appreciation from the audience. A particularly inspiring moment came when representatives of Khadi institutions and artisans from across India walked the ramp. KVIC Chairman Shri Manoj Kumar also joined the artisans, symbolising the message that the true strength of Khadi lies in its weavers and creators — a powerful portrayal of the journey "from village to glamour."

The event was attended by the Chief Executive Officer of KVIC, Joint Secretary (A&RE) of the Ministry of MSME, Economic Adviser of the Ministry of MSME & Financial Adviser to KVIC, the Director of CoEK, and other senior officials and staff.



Navyug Khadi marks a significant step toward making Khadi more contemporary and future-ready. For the first time, under the guidance of a dedicated designer team, sarees, garments, yardages, accessories, and home décor products made by Khadi institutions from across the country have been showcased under one roof. The exhibition brings together diverse regional crafts including Ikat from Odisha, Eri silk from Assam, Tangaliya from Gujarat, Silk from Karnataka, Cotton from Bengal, and traditional weaves from Telangana and Bihar — embodying the Prime Minister’s vision of a “New Khadi for New India.” Khadi is thus presented as a modern, inclusive, and globally relevant textile heritage.

The exhibition, inaugurated on 28th November, also saw the launch of the Khadi Knowledge Portal (Volume II). The KVIC Chairman interacted with Khadi institutions to understand their requirements and assured them of continued support from KVIC.

The event will continue till 3rd December 2025, from 11:00 a.m. to 5:30 p.m., featuring exhibitions, sales counters, and engaging workshops on hand spinning, natural dyeing, and sari draping. Visitors will have the opportunity to experience Khadi first-hand through these interactive sessions.

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