

F.NO P-32-1/NSS/DTE/2022/1279-1330  
Government of India  
Ministry of Youth Affairs & Sports  
Directorate of NSS  
Shivaji Stadium, New Delhi

Dated-05/10/2023

To,

All Regional Directors  
All Regional Directorates

Sub:-**Khadi Mahotsav** to be observed from 02<sup>nd</sup> to 31<sup>st</sup> October ,2023- reg

Sir,

With reference to the Ministry's mail dated 05/010/2023 for the DO letter of Ministry of Micro, Small and Medium Enterprises with letter no Secy-MSME/2023/51 dated 04/10/2023 for Khadi Mahotsav to be observed from 02<sup>nd</sup> to 31<sup>st</sup> October,2023. Ministry is requested to Oragnise **Khadi Yatras and Khadi Charchas (Discussions)** with the help of NSS volunteers to create awareness about the Khadi Mahotsav amongst the public.

In addition various competitions such as quiz, slogan, essay writing, jingle contest video games, short films etc are being hosted in partnership with the domain Ministries on MyGov platform. All Nss Volunteers are encouraged to take e-pledge of Khadi **Mahotsav** to promote khadi, handloom, handicraft, ODOP and other local products in the spirit of Vocal for Local and for building Atmanirbhar Bharat.

In this regard you are requested to circulate it with all NSS unit/Program coordinators/Programe Officers/ volunteers to oragnise Khadi Yatras and Khadi Charchas and create awareness amongst the public for Khadi Mahotsav and also visit the MyGov portal for e-pledge on the celebration of **Khadi Mahotsav**.

Link for E-pledge <https://pledge.mygov.in/khadi-for-nation-khadi-for-fashion/>

Your Faithfully,

  
5/10/23  
(Dr. C. Samuel Chelliah)  
Deputy Programe Adviser

Encl as above:

Copy to:-

1. All State NSS Officers
2. Under Secretary, NSS, Shastri Bhavan , New Delhi
3. Under Secretary, CDN, Shastri Bhavan , New Delhi

एस. सी. एल. दास, भा.प्र.से.  
सचिव  
**S. C. L. Das, IAS**  
Secretary



सत्यमेव जयते



भारत सरकार  
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय  
GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES



Secy (YA)
FTS No. ....
Date: .....
(S) .....

D.O.No.Secy-MSME/2023/51

4<sup>th</sup> October, 2023

*Dear Madam,*

On the occasion of Gandhi Jayanti, with the objective to promote khadi, handloom, handicraft, village industries, One District One Product (ODOP) and other local products and to bolster the *Atma Nirbhar Bharat Abhiyan*, Government has launched **Khadi Mahotsav**, to be observed from 2<sup>nd</sup> October to 31<sup>st</sup> October, 2023.

2. *Khadi Mahotsav* aims at sensitizing citizens, particularly students and youth, to make them aware of the importance of khadi, handloom and other local products for our economy, ecology, women empowerment and to encourage them to adopt them.

3. Khadi and Village Industries Commission under the Ministry of MSME has initiated several activities, to be undertaken countrywide, such as awareness and sensitisation campaign, khadi yatras, and marketing campaign for khadi and other local products.

4. In addition, various competitions such as quiz, slogan, essay writing, jingle contest, video games, short films, etc. are being hosted, in partnership with the domain Ministries, on *MyGov* platform. Citizens are encouraged to take e-pledge of *Khadi Mahotsav* to promote khadi, handloom, handicraft, ODOP and other local products in the spirit of *Vocal for Local* and for building *Atmanirbhar Bharat*.

5. I would be grateful if you could kindly advise Nehru Yuva Kendras to actively participate in street plays and other activities during the *Khadi Mahotsav*. Further, *Khadi Yatras* and *Khadi Charcha* may also kindly be organized by NSS. A nodal officer may kindly be nominated to coordinate with CEO, KVIC for these activities.

*With regards,*

JS (YA)  
DY NSS

Yours sincerely,

(S.C.L. Das)

**Ms. Meeta.R Lochan, IAS**  
Secretary  
Government of India  
D/o Youth Affairs  
Shastri Bhvan  
New Delhi

JS will be  
nodal officer for  
this. For NSS activities,  
NSS Director may be  
directed.