

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO. 2315**  
**TO BE ANSWERED ON 03.08.2023**

**KHADI FESTIVALS**

2315. SHRI MANNE SRINIVAS REDDY:  
SHRI Y.S. AVINASH REDDY:  
SHRI KOMATI REDDY VENKAT REDDY:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether as a part of the Azadi ka Amrit Mahotsav, the Government has organized khadi festivals to pay tribute to the fabric and its importance during the freedom struggle;
- (b) if so, the details thereof and response received thereto, State/UT-wise, including Telangana; and
- (c) the expenditure incurred on organizing such festivals, programme-wise?

**ANSWER**

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES  
(SHRI BHANU PRATAP SINGH VERMA)

- (a) to (c): Ministry of MSME, through Khadi and Village Industries Commission's (KVIC), has organized/participated in the following programmes as a part of the Azadi Ka Amrit Mahotsav:
- i) KVIC has participated in the Dandi March programme at Rajkot and Ahmedabad from 12.03.2021 to 05.04.2021.
  - ii) An online quiz on Khadi and related activities was organized through KVIC's Social Media microsite.
  - iii) Swadeshi Utsav has been organized in Varanasi and under the event, Khadi exhibition and Khadi Kareegar Sammelan were held.
  - iv) Khadi Fashion Designers Competition and Khadi Fashion Show were organized on 27.10.2021 at New Delhi.
  - v) KVIC participated in India International Trade Fair (IITF), New Delhi.
  - vi) On 74<sup>th</sup> death anniversary of father of the nation, Mahatma Gandhi, wall mural of Mahatma Gandhi was unveiled at the iconic Sabarmati River front in Ahmedabad.
  - vii) Har Ghar Tiranga campaign was organized at all India level.
  - viii) Publicity campaign for KVI Schemes was organized at 75 Railway Stations.

State-wise details of above events and expenditure incurred on the said events are placed at **Annexure-I**. Besides, 60 Khadi Sales stalls had been installed at various State Railway Stations during August, 2021. State wise list is placed at **Annexure-II**.

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Annexure-I referred to in reply to part (a)to(c) of the Lok Sabha Unstarred Question No. 2315 for answer on 03.08.2023

Details of festivals/programmes organised by KVIC as a part of Azadi ka Amrit Mahotsav(AKAM)

Sr. No.	Name of State/Office	Details of festivals/programmes organised and response received	Exp incurred (Rs. In Lakhs)
1	Delhi	Rally was organized as a part of AKAM where Khadi Institution of Delhi sold 4810 National Flags worth of Rs. 19.20 Lakhs	1.43
		IITF-2022 New Delhi	443.53
2	Haryana	A rally on Tiranga Yatra with Khadi Institution was organized and awareness programme organized among people	1.03
3	Jammu and Kashmir	Har Ghar Tiranga (HGT) campaign at Jammu and Srinagar	4.14
4	Rajasthan	117 people present on the event and exhibition about AKAM.	0.16
5	Bihar	HGT and Essay competition organized. Many Students participated in the programmes	0.96
6	Jharkhand	HGT organized to pay tribute to Freedom Struggle	2.38
7	Odisha	Exhibition, Road Shows, display in Auto-rickshaws	0.82
8	West Bengal	Event and exhibition was organized at Burdwan as well as HGT as a part of AKAM. Banner were displayed outside offices and in response sold National Flag amounting to Rs. 38.00 lakhs	0.00
9	Andhra Pradesh	Road shows and rally with associate of schools were organized.	1.02
10	Telangana	<b>AKAM banner posters were displayed at prominent Rly. and Metro stations. Besides, events were organized with the schools, Plantation programme, awareness programmes with KVS and Central University.</b>	<b>1.91</b>
11	Karnataka	The State Office Bangalore and Multi Disciplinary Training Centre (MDTC) organized HGT in prominent places	0.30
12	Kerala	Event was organized regarding AKAM	2.41
13	D.O. Visakhapatnam (A.P.)	Exhibition was conducted at Visakhapatnam Railway Station, cleanliness drive and exhibitions were also organized at various places.	5.25
14	Goa	Event was organized. 05 KVS schools participated	0.50
15	Gujarat	HGT celebration with various Khadi Institutions	0.94
		Khadi Fashion Show "White Rann of Kutch was organised	18.00
		Khadi Mahotsav, Gujarat was organised	60.00
16	State Office (S.O.) Maharashtra	Rally and essay competition held in KVS. Many students participated.	1.12
17	Central Office Mumbai	Essay, drawing, poster -making, debate, poetry, rangoli etc. programmes were organized and many employees participated in the programmes and Khadi Quiz programmes were organized for general public	14.60
18	Divisional Office (D.O.) Nagpur	"Khadi for Nation, Khadi for Fashion and Khadi for Transformation" quoted by Hon'ble Prime Minister.	1.09

19	Chhattisgarh	Essay competition held in two KVS on Khadi for Nation, Khadi for Fashion and Khadi for Transmission.	2.24
		Rally was organized and National Flag sold for Rs. 80.88 Lakhs by Khadi Institutions.	0.00
20	Madhya Pradesh	Publicity Campaign in 75 hours to encourage sale of Khadi products at Bhopal and Jabalpur Railway station and Khadi Run Campaign during AKAM	3.33
21	Uttarakhand	Road show and flags were distributed as a part of AKAM	0.40
22	S.O. Lucknow (U.P.)	Rally organized regarding AKAM	0.38
		Radio Jingle advertisement were run	0.15
		Distribution of National Flags	0.19
23	D.O. Meerut (U.P.)	Installation of Khadi & VI stalls at Agra Mathura Rly. Station	0.00
24	D.O. Varanasi (U.P.)	Office organised AKAM i.e. Magh Mela at Prayagraj	0.47
		Exhibition was organised at DO KVIC, Varanasi	0.00
25	D.O. Gorakhpur (U.P.)	Rally was organized	0.87
26	Arunachal Pradesh	1000 Flags were distributed among the participants of AKAM	1.57
27	Khadi Gramodyog Bhavan, New Delhi	Khadi festivals was organized	1.13
28	Khadi Gramodyog Bhavan, Kolkata	This office participated in OSOP organized by South Eastern Railway & National Flag & Khadi Items sold for Rs. 4.13 Lakhs	0.00
29	Khadi Gramodyog Bhavan, Kerala	This office organized Atmanirbhar Bharat Exhibition from 14.08.2021 to 20.08.2021.	0.30
		This office organized One Station One Product Exhibition	0.20
30	Himachal Pradesh	20010 flags were sold amounting to Rs. 42.00 Lakhs by Khadi Institutions and PMEGP units	0.10
		TirangaYatra was organised in different districts. In response, National Flags were purchased, Selfie Points were installed, rallies were conducted at Maal Road, Shimla.	
		First voter named Shyam Saran Negi facilitated, essay competition organised among KVS students	
		20010 flags were sold amounting to Rs. 42.00 Lakhs by Khadi Institutions and PMEGP units	
31	Punjab	18300 flags were sold amounting to Rs. 25.00 Lakhs by Khadi Institutions and PMEGP units	16.00
		TirangaYatra was organised in different districts. In response, National Flags were purchased, Selfie Points were installed, rallies were conducted at Golden Temple, Amritsar, the Partition Musuem and native place of Sh. Bhagat Singh.	
		Flex, banner, standee, advertisement were made and other programmes were organised	

**Annexure-II referred to in reply to part (a) to (c) of the Lok Sabha Unstarred Question No. 2315 for answer on 03.08.2023**

**Khadi Sales Stalls installed at various State Railway Stations**

<b>State</b>	<b>No. of Stalls at Railway Station</b>
Maharashtra	9
Odisha	2
Andhra Pradesh	4
Bihar	6
West Bengal	2
Jharkhand	2
Uttar Pradesh	6
Madhya Pradesh	1
Guwahati	1
Delhi	4
Haryana	1
Chandigarh	3
J&K	1
Dehradun	2
<b>Telegana</b>	<b>2</b>
Chhattisgarh	2
Tamil Nadu	6
Kerala	4
Karnataka	2
<b>Total</b>	<b>60</b>