



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

Rina Sonowal Kouli  
Joint Secretary  
Department of Higher Education

भारत सरकार  
शिक्षा मंत्रालय  
उच्चतर शिक्षा विभाग  
शास्त्री भवन  
नई दिल्ली - 110 115  
GOVERNMENT OF INDIA  
MINISTRY OF EDUCATION  
DEPARTMENT OF HIGHER EDUCATION  
SHASTRI BHAVAN  
NEW DELHI-110 115

D.O. No. M.11014/02/2023-CDN  
Dated 10.10.2023

Dear Sir / Madam,

Kindly refer to this Department's D.O letter of even no. dated 03.10.2023 (copy enclosed for ready reference) which is regarding '**Khadi Mahotsav**' launched by Ministry of Micro, Small and Medium Enterprises from 02.10.2023 to 31.10.2023 under which several activities have been planned to promote khadi, handloom, handicraft, village industries, One District One Product (ODOP) and other local products in the spirit of *Vocal for Local* and to bolster the *Atma Nirbhar Bharat Abhiyan*.

2. In this regard various competitions such as quiz, slogan, essay writing, jingle contest, video games, short films, e-pledge, display of e-banners etc are being hosted, for students and general public on **MyGov** platform. Essay, Quiz and Elocution competitions are specific for students and youth are being conducted in schools and colleges. Salient features of Essay and Elocution are given below:

(i) **KHADI MAHOTSAV- ESSAY COMPETITION- Online on MyGov Platform**

There will be one category in essay competition for college students i.e. Category-3 (Senior College). This competition is to be conducted across Colleges/Universities in various districts and states/UTs. Essay can be written in 12 languages English, Hindi, Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Odiya, Punjabi, Tamil and Telugu. The word limit will be 2000 words The details of Topics and award structures are given in the Annexure-I.

(ii) **KHADI MAHOTSAV- ELOCUTION COMPETITION**

The Elocution Competition will be held offline in Colleges/Universities upto 31st October, 2023. The details of Topics and award structures of Elocution Competition are given in the Annexure-II.

3. I would again request you to take necessary action for dissemination of '**Khadi Mahotsav**' to maximize the number of Student and amplify participation in the various competitions.

With regards,

Yours Sincerely,

(Rina Sonowal Kouli)

Directors of IITs, NITs, IIITs, IISc, IISERs, SPAs and other CFTIs

VCs of Central Universities and VC, NIEPA



सत्यमेव जयते

75  
आज़ादी का  
अमृत महोत्सव

Rina Sonowal Kouli  
Joint Secretary  
Department of Higher Education

भारत सरकार  
शिक्षा मंत्रालय  
उच्चतर शिक्षा विभाग  
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GOVERNMENT OF INDIA  
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DEPARTMENT OF HIGHER EDUCATION  
SHASTRI BHAVAN  
NEW DELHI-110 115

D.O. No. M.11014/02/2023-CDN  
Dated 03.09.2023

Sir / Madam,

Ministry of Micro, Small and Medium Enterprises has launched 'Khadi Mahotsav' from 02.10.2023 to 31.10.2023 under which several activities have been planned to promote khadi, handloom, handicraft, village industries, One District One Product (ODOP) and other local products in the spirit of *Vocal for Local* and to bolster the *Atma Nirbhar Bharat Abhiyan*.

2. In this regard various competitions such as quiz, slogan, essay writing, jingle contest, video games, short films, e-pledge, display of e-banners etc are being hosted, for students and general public on *MyGov* platform. Quiz & Elocution contests are specific for students and youth are being conducted in schools and colleges.

3. In this regard a copy of the D.O letter no Secretary-MSME/2023/51 dated 02.10.2023 received from Secretary, Ministry of Micro, Small and Medium Enterprises and letter no. CEO/KVIC/khadi Mahotsav/2023-24 dated 02.10.2023 received from Chief Executive Officer, Ministry of Micro, Small and Medium Enterprises on the subject mentioned, along with the detailed activity schedule pertaining to the Khadi Mahotsav is enclosed.

4. I would request you to take necessary action for dissemination of 'Khadi Mahotsav' to maximize the number of Student participation in the various competitions.

With regards,

Yours Sincerely,

(Rina Sonowal Kouli)

Directors of IITs, NITs, IIITs, IISc, IISERs, SPAs and other CFTIs

VCs of Central Universities and VC, NIEPA

FTS-1307900



एल. मदन कुमार रेड्डी  
उप. मुख्य कार्यकारी अधिकारी  
(प्रशा. मानव संसाधन एवं अर्थ अनुसंधान)  
**L. Madan Kumar Reddy**  
Dy. Chief Executive Officer  
(Adm HR & Ec.R)



खादी और ग्रामोद्योग आयोग  
KHADI AND VILLAGE INDUSTRIES COMMISSION  
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय  
Ministry of Micro, Small & Medium Enterprises  
Government of India / भारत सरकार

No.KVIC/Dy.CEO(Adm/HR)/Kh Mahotsav(ii)/2023-24 04-10-2023

To  
Smt. Rina Sonowal Kouli,  
Jt. Secretary(Hr.Edn),  
Dept. of Higher Education,  
Ministry of Education,  
Govt. of India, New Delhi.

Sub:- Conducting Essay Competition in Colleges/Universities  
during Khadi Mahotsav - Reg.

Madam,

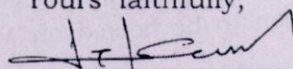
In continuation to the earlier communication dated. 02-10-2023 and subsequent discussions during a virtual meeting held on 04.10.2023 in which Shri. U.P.Singh, Director, Dept of School Education along with MyGov Team was present, the structure and framework of the Essay Competition to be hosted on MyGov portal have been decided as follows:

2. The Ministry of Education, Govt of India would be the Nodal Ministry for conducting the Essay Writing Competition among the students across the schools/colleges/universities in various districts and state/UT level. They will short list the entries and upload on MyGov platform. Thereafter, evaluation will be done by a Joint jury as indicated at Para No.7 below and the result will be declared on MyGov platform.
3. Essay Writing competition will be held in 12 languages viz., English, Hindi, Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil & Telugu under three Categories of students Viz. Category-1(6<sup>th</sup> Class to 10<sup>th</sup> Class); Category-2 (Class 11 and 12); and Category-3 (Senior College) by the Ministry of Education. The essay topics for each category and the word limit as well as the award structure is enclosed.
4. The Dept. of Higher Education, Ministry of Education, Govt. of India will conduct Essay Competition in various colleges/universities across the district and State/UT level as per the guidelines and recommend Top three performers of the competition in Category - 3 (senior college level) for each of the 12 languages (as per the annexure enclosed) to MyGov through their Nodal Officer at State Level.

5. The Dept. of Higher Education will nominate a Nodal Officer for each state/UT and share the details of the Nodal Officer to MyGov Team. MyGov Team shall create Login credentials and provide access only to the State/UT Nodal Officers for uploading the data/information in MyGov portal.
6. The Nodal Officer of each State/UT shall upload the details of top 3 performers in respect of Category-3 (Senior College level) in each of the 12 languages in MyGov portal.
7. A joint jury having representatives from Ministry of Education, KVIC, DC(Handlooms/ Handicrafts) and MyGov will scrutinise the nominations received from all the States/UTs and finalise the top three winners of Competition in each of the categories in 12 languages, as per the enclosed award structure.
8. The Ministry of education is requested to launch the Competition on 5<sup>th</sup> October and then the same can be popularised through MyGov platform.

Best regards,

Yours faithfully,



(L. Madan Kumar Reddy) (4/10/2011)

Encl: As above.

Dy.Chief Executive Officer(Adm & HR).

Copy to :-

1. The Chief Executive Officer, KVIC, Mumbai; for kind information.
2. Ms.Amrit Raj, DC(Handlooms/Handicrafts), Ministry of Textiles, Govt. of India, New Delhi; for kind information.
3. Ms. Soumi Banerjee, Dy.Director, MyGov,MEITY, Govt. of India, New Delhi; for kind information and necessary action.

विनीत कुमार भारे.वि.ई.से.  
मुख्य कार्यकारी अधिकारी  
VINIT KUMAR I.R.S.E.E.  
CHIEF EXECUTIVE OFFICER



खादी और ग्रामोद्योग आयोग  
KHADI & VILLAGE INDUSTRIES COMMISSION  
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय  
Ministry of Micro, Small & Medium Enterprises  
भारत सरकार  
Government of India

No.CEO/KVIC/Khadi Mahotsav/2023-24  
Date: 02-10-2023

To  
The Secretary  
Dept. of Higher Education  
Ministry of Education  
Govt. of India, New Delhi

Kind Attn: Smt. Rina Sonowal Kouli, Jt. Secretary(Hr.Edn)

Sub:- Activities during 'Khadi Mahotsav' from 2-31<sup>st</sup> October, 2023 –  
Request for extending support – Reg.

Sir,

As you are aware, a special campaign titled 'Khadi Mahotsav' with the tag line "Khadi for Nation, Khadi for Fashion" is being celebrated from this year onwards across the country during 2<sup>nd</sup> October to 31<sup>st</sup> October.

2. The objective of the Khadi Mahotsav is to promote Khadi and Village Industries, Handloom and handicraft products, ODOP products and products of various traditional and cottage industries manufactured locally and to further promote the idea of "Vocal for Local" campaign and 'AtmaNirbhar Bharat Abhiyan' envisioned by the Hon'ble Prime Minister.
3. In this pursuit, Khadi and Village Industries Commission, Ministry of MSME, Govt. of India has identified number of specific activities such as awareness, exposure and sensitization campaign including Khadi Yatras at District and Sub-District levels; publicity and promotion; exhibitions and marketing campaign including sales promotion at 5000 outlets for Khadi, Handloom and ODOP.
4. In addition, activities such as Quiz Contest, Slogan contest, Essay writing competition, Selfie upload, e-Pledge, Jingle Contest, Video Game Contest and Short Film contest, Display of e-banners etc. are being hosted, in association with the concerned Ministries/Departments of the Govt. of India, for students and general public on MyGov Platform. Quiz & Elocution contests are specific for students and youth are being conducted in schools and colleges.
5. The detailed activity schedule pertaining to the Khadi Mahotsav containing the role of various government departments, is enclosed.
6. I would request you to issue suitable instructions to all the concerned to propagate and popularize various activities of the campaign "Khadi Mahotsav" through your Departmental Channels.
7. The aim of the campaign 'Khadi Mahotsav' is to inculcate 'Atmanirbhar Bharat' as a mindset and way of life especially in youth. Competitive activities among the students and youth is the main focus area. Essay and Elocution contests are specific to the student category. However, students be encouraged to participate in all other activities being organized during "Khadi Mahotsav".

You are requested to give wide publicity in schools and colleges and ensure participation of students in large number for successful conduct of Khadi Mahotsav. Your inputs and suggestions for improvement, if any, on the proposed activities would help us in effective conduct of the Khadi Mahotsav.

Encl: As above.

Yours faithfully,

CHIEF EXECUTIVE OFFICER

ग्रामोद्य, 3, इर्ला रोड, विले पार्ले (पश्चिम), मुंबई-400 056/ 'Gramodaya' 3, Irla Road Vile Parle (West), Mumbai-400056

Tel.: 022-26711577, 26714056 Website : www.kvic.gov.in

Delhi Office: केवीआईसी, गांधी दर्शन, राजघाट, नई दिल्ली/ KVIC Pavillion, Gandhi Darshan, Rajghat, New Delhi-110002

Tel. 011-23724691 E- mail : ceo.kvic@gov.in

**KHADI MAHOTSAV ESSAY WRITING COMPETITION**

Essay can be written in following languages: English, Hindi, Assamese, Bengali, Gujarathi, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil & Telugu.

Essay competition will be held in three categories as tabulated below:

	ESSAY TOPICS	
Category-1: 6 <sup>th</sup> Class to 10 <sup>th</sup> Class.	Category-2: Class 11 and 12	Category-3: Senior College
A. स्वतंत्रतासंग्राममेंखादीकामहत्व Importance of Khadi in freedom Struggle.	A. खादीकादेसीसेवैश्विकतककासफ रा। Khadi's journey from desi to global.	A. खादीवस्त्रनहींविचारहै। Khadi is not a cloth but an idea.
B. खादीऔरगांधी Khadi and Gandhi .	B. खादीकीबढ़तीलोकप्रियता। Increasing popularity of Khadi.	B. खादी - स्वाभिमानऔरआत्मनिर्भरताकाप्रतीक। Khadi- Symbol of self-respect and self-reliance.
C. मेराबचपनऔरखादी। My childhood and Khadi.	C. युवाफैशनऔरखादी। Youth Fashion and Khadi.	C. मेरेसपनोंकीखादी। Khadi of my dreams.
D. खादीऔरदेशकाविकास। Khadi and development of the country.	D. खादीराष्ट्रकेलिए, खादीफैशनकेलिए Khadi for Nation, Khadi for Fashion .	D. खादी - एकक्रांतिकारीकपड़ा Khadi -A revolutionary fabric.
E. खादीमेरागौरव। Khadi is my pride.	E. वोकलफॉरलोकल Vocal for Local.	E. आज़ादीसेफैशनतकखादीकीयात्रा Khadi Journey from freedom to fashion.
F. आत्मनिर्भरभारत AtmanirbharBharat.	F. स्थानीयउत्पादऔरआर्थिकस्वतंत्र ता Local Products & Economic Independence.	F. खादीराष्ट्रकेलिए, खादीफैशनकेलिए, खादीपरिवर्तनकेलिए Khadi for Nation, Khadi for Fashion, Khadi for Transformation.
		G. खादीवस्त्रहीनहीं, अस्त्रभीहैऔरशस्त्रभीहै। Khadi is not only a garment but also anarm and weapon.
		H. ग्रामीणविकासमेंएमएसएमईकीभूमिका Role of MSMEs in Rural Development.

	<p>G. हथ करघा से मेरी पहली पहचान My 1st interaction with Handlooms</p> <p>H. Handloom - a Cultural Heritage / हथकरघा - एक सांस्कृतिक विरासत</p> <p>I. Handloom - a universe of art / हैंडलूम- कलात्मकता का एक संसार</p>	<p>I. हथकरघा और टिकाऊ फैशन: कपड़ों के प्रति हरित दृष्टिकोण: Handlooms and Sustainable Fashion: A Green Approach to Clothing.</p> <p>J. Impact of Handloom Weaving on Women Empowerment / महिला सशक्तिकरण में हथकरघा बुनाई का प्रभाव</p>
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<b>Word Limit:</b> Upto 1000 words	<b>Word Limit:</b> Upto 1500 words	<b>Word Limit:</b> Upto 2000 words
<b>Time Limit:</b> 90 minutes	<b>Time Limit:</b> 120 minutes	<b>Time Limit:</b> 120 minutes

**Award Structure :**

- **Category-1:** 6<sup>th</sup> Class to 10<sup>th</sup> Class; **Category-2:** Class 11 and 12; and **Category -3:** Senior College.
- There will be three awards i.e., First, Second & Third in each category for each language.
- Winners will receive the prizes in the form of KVIC e-coupon as detailed below:-
- **3 winners for each language will get KVIC e-coupon worth \*:**

Category	6 <sup>th</sup> Class to 10 <sup>th</sup> Class.	Class 11 and 12	Senior College
1 <sup>st</sup> Prize	KVIC e-coupons worth Rs.5000/-	KVIC e-coupons worth Rs.7500/-	KVIC e-coupons worth Rs.10000/-
2 <sup>nd</sup> Prize	KVIC e-coupons worth Rs.3000/-	KVIC e-coupons worth Rs.5000/-	KVIC e-coupons worth Rs.7000/-
3 <sup>rd</sup> Prize	KVIC e-coupons worth Rs.2000/-	KVIC e-coupons worth Rs.4000/-	KVIC e-coupons worth Rs.5000/-

**Note:** \* The rewards will be given in the form of KVIC e-coupon which will be redeemable on KVIC e-commerce platform [www.khadiindia.gov.in](http://www.khadiindia.gov.in) subject to the condition that the winner has to purchase Khadi and V.I. products worth minimum of Rs.100/- from [www.khadiindia.gov.in](http://www.khadiindia.gov.in) and further the winner has to declare a list of 5 to 10 items, which he/she would replace with local products, in the KVIC ecommerce-platform viz., [www.khadiindia.gov.in](http://www.khadiindia.gov.in).

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एल. मदन कुमार रेड्डी  
उप. मुख्य कार्यकारी अधिकारी  
(प्रशा. मानव संसाधन एवं अर्थ अनुसंधान)  
**L. Madan Kumar Reddy**  
Dy. Chief Executive Officer  
(Adm HR & Ec.R)



खादी और ग्रामोद्योग आयोग  
**KHADI AND VILLAGE INDUSTRIES COMMISSION**  
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय  
Ministry of Micro, Small & Medium Enterprises  
Government of India / भारत सरकार

No.KVIC/Dy.CEO(Adm/HR)/Kh Mahotsav(iii)/2023-24 05-10-2023

To  
Smt. Rina Sonowal Kouli,  
Jt. Secretary (Hr.Edn),  
Dept. of Higher Education,  
Ministry of Education,  
Govt. of India, New Delhi.

Sub:- Conducting Elocution Competition in Colleges/universities during  
Khadi Mahotsav - Reg.

Madam,

As you are aware, Govt. of India has initiated Special Campaign "Khadi Mahotsav" with an objective of promoting Khadi and Village Industries, Handloom and handicraft products, ODO products and products of various traditional and cottage industries manufactured locally and to further promote the idea of "Vocal for Local" campaign and 'Atma Nirbhar Bharat Abhiyan' envisioned by the Hon'ble Prime Minister. The campaign is being organized across the country during 2<sup>nd</sup> October to 31<sup>st</sup> October every year.

2. The Campaign is aimed at sensitising the youth towards Khadi, 'Vocal for Local' and make them aware about benefits of these to our economy, ecology & Women empowerment and to encourage the public at large & youth in particular to buy Khadi & local products and inculcate in them pride for local products. In this pursuit, many offline and online activities have been planned and one of the activities identified is hosting an offline 'elocution competition' for students.

3. In this regard, I am directed to convey that the Ministry of Education, Govt of India would be the Nodal Ministry for conducting the Elocution Competition during Khadi Mahotsav among the students across the schools/colleges/universities in various districts and state/UT level in offline mode.

4. Elocution competition are to be conducted under three Categories for students Viz. Category-I (6<sup>th</sup> Class to 10<sup>th</sup> Class); Category-II (Class 11 and 12); and Category-III (Senior College) by Ministry of Education. The elocution competition topics for each category and the time limit as well as the award structure is enclosed.

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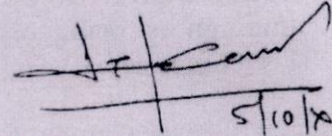
5. The Dept. of Higher Education, Ministry of Education, Govt. of India is requested to conduct Elocution Competition in various colleges/Universities across the State/UT as per the guidelines and recommend top three performers of the competition for each state in Category-III (Senior College level).

6. The Dept. of Higher Education is further requested to forward the details(Name of the candidate, Photograph ,Name of School, Address,E-Mail, Phone No /Mobile No etc.) of the Top three performers State-wise in respect of Category-III to KVIC for further process and awarding the winners.

7. The Ministry of Education is requested to work out the modalities and launch the Elocution Competition on 6<sup>th</sup> October positively.

*regards,*

Yours faithfully,

  
5/10/2023

(L. Madan Kumar Reddy)

Dy. Chief Executive Officer(Adm& HR)

Encl: As above.

**KHADI MAHOTSAV ELOCUTION COMPETITION**

Elocution completion will be conducted in various schools /colleges across the state/UT by the Ministry of Education under three categories as tabulated below:

<b>ELOCUTION COMPETITION TOPICS</b>			
<b>Category-I:6<sup>th</sup> Class to 10<sup>th</sup> Class.</b>	<b>Category-II:Class 11 and 12</b>	<b>Category -III: Senior College</b>	
A. Khadi - An Important Icon in the Freedom Movement B. My idea about Handlooms/handicrafts C. Khadi Livelihood of Rural India D. Khadi – Bapuji ka Sapna E. Khadi : Pride of place in the economy.	A. Khadi - A heritage industry in rural livelihood. B. Futuristic Khadi products C. Economic and Cultural Significance of Handloom industry D. Wear Khadi – Be a part of Rashtra Nirman(Nation Building) E. Khadi & Village Industries : Suitability and sustainability in today's context.	A. Khadi- A Sustainable Fabric for Green environment B. Khadi & Village Industries : a potent tool for Nation Building. C. Khadi and Handloom : spinning the way towards prosperity. D. Handloom and Handicrafts : a journey towards Atmanirbharata. E. Vocal for Local and Local for Global : Mantra for Atmanirbhar Bharat.	
<b>Time Limit: 04minutes max.</b>	<b>Time Limit:06minutes max.</b>	<b>Time Limit:08minutes max</b>	
<b>Award Structure :</b>			
<ul style="list-style-type: none"> <li>• <b>Category-1:</b> 6<sup>th</sup> Class to 10<sup>th</sup> Class;<b>Category-2:</b> Class 11 and 12; and<b>Category -3:</b>Senior College.</li> <li>• There will be three awards i.e., First, Second &amp; Third in each category for State.</li> <li>• Winners will receive the prizes in the form of KVIC e-coupon as detailed below*:-</li> </ul>			
<b>Category</b>	<b>6<sup>th</sup> Class to 10<sup>th</sup> Class.</b>	<b>Class 11 and 12</b>	<b>Senior College</b>
<b>1<sup>st</sup> Prize</b>	KVIC e-coupons worth Rs.5000/-	KVIC e-coupons worth Rs.7500/-	KVIC e-coupons worth Rs.10000/-
<b>2<sup>nd</sup> Prize</b>	KVIC e-coupons worth Rs.3000/-	KVIC e-coupons worth Rs.5000/-	KVIC e-coupons worth Rs.7000/-
<b>3<sup>rd</sup> Prize</b>	KVIC e-coupons worth Rs.2000/-	KVIC e-coupons worth Rs.4000/-	KVIC e-coupons worth Rs.5000/-

**Note:** \*The rewards will be given in the form of KVIC e-coupon which will be redeemable on KVIC e-commerce platform [www.khadiindia.gov.in](http://www.khadiindia.gov.in) subject to the condition that the winner has to purchase Khadi and V.I. products worth minimum of Rs.100/- from [www.khadiindia.gov.in](http://www.khadiindia.gov.in) and further the winner has to declare a list of 5 to 10 items, which he/she would replace with local products, in the KVIC ecommerce-platform viz., [www.khadiindia.gov.in](http://www.khadiindia.gov.in).