



Dr. Mamta R. Agarwal,
Advisor-I, Policy
and Academic Planning



सत्यमेव जयते

अखिल भारतीय तकनीकी शिक्षा परिषद्

(भारत सरकार का एक सांविधिक निकाय)

(शिक्षा मंत्रालय, भारत सरकार)

नेल्सन मंडेला मार्ग, वसंत कुंज, नई दिल्ली-110070

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

(A Statutory Body of the Govt. of India)

(Ministry of Education, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070

Phone : 011-26131577 - 78, 80

011-29581000

Website : www.aicte-india.org

F. No. 14-AICTE/P&AP/Misc/2023-24

Dated: 06.12.2023

CIRCULAR

To

**All Vice Chancellors of Technical Universities and
All Directors/ Principals of AICTE Approved Institutions,**

**Subject: Request to promote and purchase of Khadi and Village
Industries Corporation products -reg.**

Respected Sir/Madam,

Please refer to the enclosed letter No. M.11014/02/2023-CDN dated 28.11.2023 from the Deputy Secretary, Dept. of Higher Education, Ministry of Education forwarding therewith a letter from the Secretary, Ministry of Micro, Small and Medium Enterprises on the above subject.

Khadi and Village Industries Commission under the Ministry of MSME has initiated several activities to be undertaken countrywide, such as awareness and sensitization campaign, Khadi yatras and marketing campaign including sales promotion at about 5000 outlets for Khadi, Handloom, ODOP and other local products.

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. The 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.

You are requested to encourage the students and staff of your Institute/University to promote and purchase Khadi and Village Industries Corporation products and participate in these competitions/activities.

We deeply appreciate your time and engagement.

With regards,

Yours sincerely,

Mamta
06 Dec, 23

(Dr. Mamta Rani Agarwal)



सूचना का
अधिकार

F. No. M.11014/02/2023-CDN
Government of India
Ministry of Education
Department of Higher Education
(CDN Section)

Room No. 229-C, Shastri Bhawan
Dated: 28th November, 2023

To

Prof. Rajive Kumar,
Member Secretary, AICTE
Nelson Mandela Marg, Vasant Kunj,
New Delhi -110070

Subject: - "Khadi Mahotsav" request to promote and purchase of Khadi and Village India Products -reg

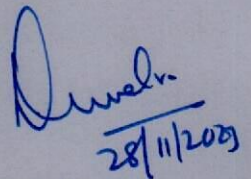
Sir,

In continuation to this Department's D.O. letter of even no. dated 03.10.2023 and 10.10.2023 on the subject "**Khadi Mahotsav**" (copy enclosed for reference) and to say that Khadi and Village Industries products are produced with a very low carbon footprint and are all made using eco-friendly and sustainable practices.

2. It is therefore, requested to promote and purchase of Khadi and Village India Products. This can be benefitted and more and more employment could be created.

Yours Faithfully

Encl: As above



(Devendra Kumar Sharma)
Deputy Secretary to Gol
Tel: 23073639



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आजादी 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 03.10.2023

Dear Prof. Kumar,

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**' in the Universities / Colleges under your control to maximize the number of Student participation in the various competitions.

With regards,

Yours Sincerely,

(Rina Sonowal Kouli)

Member Secretary, AICTE

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



MSME

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

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

2nd October, 2023

Dear Secretary,

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 2nd October to 31st 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 including sales promotion at about 5000 outlets for khadi, handloom, ODOP 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 all concerned under your Ministry to actively participate in and support the activities during *Khadi Mahotsav*.

With kind regards,

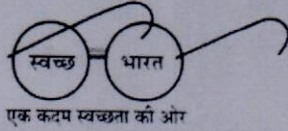
Yours sincerely,

(S.C.L. Das)

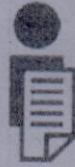
The Secretaries to the Government of India.



सत्यमेव जयते



एक कदम स्वच्छता की ओर

सूचना का
अधिकार

Rina Sonowal Kouli
Joint Secretary
Department of Higher Education

Dear Prof Kumar,

भारत सरकार
शिक्षा मंत्रालय
उच्चतर शिक्षा विभाग
शास्त्री भवन
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MINISTRY OF EDUCATION
DEPARTMENT OF HIGHER EDUCATION
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NEW DELHI-110 115

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

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**' in the Universities / Colleges under your control to maximize the number of Student and amplify participation in the various competitions.

With regards,

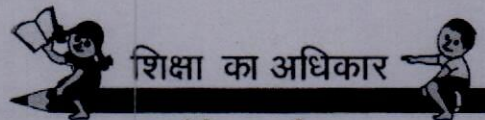
Yours Sincerely,

(Rina Sonowal Kouli)

Member Secretary, AICTE



15
YEARS OF
CELEBRATING
THE MAHATMA



शिक्षा का अधिकार

सर्व शिक्षा अभियान

सब पढ़ें सब बढ़ें