



मान-विक्रान् विभुक्तये

प्रा. मनिष र. जोशी  
सचिव

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Secretary



सत्यमेव जयते



विश्वविद्यालय अनुदान आयोग  
University Grants Commission  
(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

D.O.No.2-60/2023(CPP-II)

09<sup>th</sup> October, 2023/17 आश्विन, 1945

**Subject: Regarding Khadi Mahotsav observing from 2.10.2023 to 31.10.2023**

Respected Madam/Sir,

On the occasion of Gandhi Jayanti, 'Khadi Mahotsav', is being observed from 02<sup>nd</sup> October to 31<sup>st</sup> October, 2023 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*.

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.

Khadi and Village Industries Commission 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.

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

The detailed activity schedule pertaining to the Khadi Mahotsav is enclosed.

The Higher Education Institutions are requested to organize the activities mentioned in the schedule and encourage maximum participation in the various competitions from 02<sup>nd</sup> October to 31<sup>st</sup> October, 2023.

In addition, the details of the activities conducted may also be uploaded along with photos / videos on the University Activity Monitoring Portal (UAMP) at <https://uamp.ugc.ac.in/>.

With kind regards,

Yours sincerely,

  
(Manish Joshi)

To

-The Vice-Chancellors of all Universities  
-The Principals of all Colleges/Institutes



## ACTIVITY SCHEDULE : KHADI MAHOTSAV

Sr.	Activity	Mode	Remarks
<b>PHASE-I - 2<sup>nd</sup> to 31<sup>st</sup> October 2023</b>			
1	Quiz Competition	Online of MyGov platform	Annexure-I (M/o School Education)
2	Essay Writing Competition	Online of MyGov platform	Annexure-II (M/o School / Heigher Education) – Regional Languages
3	Slogan writing Competition	Online of MyGov platform	Annexure-III (M/o School / Heigher Education) – Regional Languages
4	E-Pledge	Online of MyGov platform	Under approval
5	Selfie with Khadi	Online of MyGov platform	To be uploaded on platform – No rewards
6	Display of E-banners	Online	Display of E-banners on MyGov, ONDC, GeM, KVIC online platforms.
7	Khadi Yatra	Offline at various locations	To be organised by field offices of KVIC
8	Selfie point at various locations	Offline at various locations	To be organised by field offices of KVIC at DSOs, Exhibitions etc.
9	Sales campaign	Offline at various locations	To be organised by field offices of KVIC at 5000 sales outlets of KVIC and KIs
10	Display of banners / standees	Offline at various locations	To be organised by field offices of KVIC at DSOs, KIs, Exhibitions etc.
<b>PHASE-II - 9<sup>th</sup> to 31<sup>st</sup> October 2023</b>			
1	Jingle writing competition	Online of MyGov platform	Annexure-IV (Jamia Islamia)
2	Short film making competition	Online of MyGov platform	Annexure-V (NFDC/FTII)
3	Elocution competition	Offline at various locations	Annexure-VI (M/o School Education)
4	Street Play competition	Online of MyGov platform	To be evolved in first week (National School of Drama)
5	Video game competition	Online of MyGov platform	To be evolved in first week (MEITY)
<b>Prize Money &amp; Mode</b>			<b>Annexure-VII</b>

**KVIC ACTIVITY SCHEDULE : KHADI MAHOTSAV**

Sr.	Activity	Mode	Remarks
<b>PHASE-I - 2<sup>nd</sup> to 31<sup>st</sup> October 2023</b>			
1	Exhibitions (State Level)	Offline at various locations	To be organised by field offices of KVIC at 7 locations
2	Exhibitions (at public places)	Offline at various locations	To be organised by field offices of KVIC at Public places
3	Seminars/Display/ Demonstration	Offline at various locations	To be organised by field offices of KVIC at Schools/Collages

## ANNEXURE-I

## 'KHADI MAHOTSAV' – QUIZ CONTEST

What	When	How	Who
Khadi Mohotsav Quiz competition.	Competition will be live from 02-10-2023 to 31-10-2023.  Results to be declared on 10 <sup>th</sup> Nov.	The quiz will be hosted on MyGov Platform.  Quiz will be open for all.  The questions will be in Hindi and English.	<b>KVIC, MSME</b> (DC-Handlooms; and DC-Handicrafts) and <b>DPIIT</b> -to provide the question Bank to MyGov. (Question bank and answer key already provided).  KVIC to provide prize money.
Questions will be based on Khadi & Village Industries, Handloom, Handicrafts and ODOP.		Top 20 winners will be suitably awarded.	<b>My Gov:</b> The competition will be hosted on MyGov platform. -Popularize the competition on all its related platform. -Declare the results.
Objective: To spread awareness about Khadi Mohotsav and to promote the idea of 'vocal for local' campaign and 'Atma Nirbhar Bharat Abhiyan' envisaged by the Hon'ble Prime Minister.			<b>Min of Education</b> -to promote this campaign among schools/colleges and to ensure active participation of students across the country.
			<b>Education departments of states:</b> -Spread the word about the competition among their schools and colleges.

## 'KHADI MAHOTSAV' – ESSAY WRITING CONTEST

What?	When?	How?	Who?
Khadi Mahotsav Essay Competition.	2 <sup>nd</sup> Oct.-31 <sup>st</sup> Oct.	The competition will be hosted online on MyGov platform.	<b>KVIC:</b> -to provide category wise subjects for the essay competition. -to provide terms and conditions of the competition. -to provide awards.
Objective: To spread awareness about Khadi Mahotsav and to promote the idea of 'vocal for local' campaign and 'Atma Nirbhar Bharat Abhiyan' envisaged by the Hon'ble Prime Minister.	Results will be declared on 10 Nov.	The competition will be hosted for students in three categories: a. Class 6 to Class 10 b. Class 11-Class 12 c. For senior college. There will be three winners for each category. Plus there will be 20 consolation prizes for each category.	<b>MyGov:</b> - The competition will be hosted on MyGov platform -Popularize the competition on all its related platform -Provide access of the entries to the Min of Education for evaluation. -Declare the results after evaluation by MoE.
		The participants will have to upload their entries online on MyGov platform.	<b>Min. of Education (GoI):</b> - Spread the word about the competition in the schools and colleges. - Evaluate the essays of participants and identify the winners. -Communicate the details of the winners to MyGov and KVIC.
		The essays can be written in Hindi or English. 2000 word limit and no time limit	<b>Education departments of states:</b> -Spread the word about the competition among their schools and colleges.

## 'KHADI MAHOTSAV' – SLOGAN WRITNG CONTEST

What?	When?	How?	Who?
Khadi Mohotsav Slogan Writing.	2 <sup>nd</sup> Oct.-31 <sup>st</sup> Oct.	The competition will be hosted online on MyGov platform.	<b>KVIC:</b> -to provide the details of the competition. -to provide terms and conditions of the competition. -to provide awards.
Objective: To spread awareness about Khadi Mohotsav and to promote the idea of 'vocal for local' campaign and 'Atma Nirbhar Bharat Abhiyan' envisaged by the Hon'ble Prime Minister.	Results will be declared on 10 Nov.	The competition will be open to all citizens.  Top 20 winners will be suitably rewarded.	<b>MyGov:</b> - The competition will be hosted on MyGov platform -Popularize the competition on all its related platform -Provide access of the entries to the Min of Education for evaluation. -Declare the results after evaluation by MoE.
Citizens to write slogans around the theme of the mohotsav viz. Khadi for Nation Khadi for Fashion/Vocal for Local/ Atmanirbhar Bharat.		The participants will have to put their creative ideas to work and write a catchy slogan encompassing the themes viz. Khadi for Nation Khadi for Fashion/Vocal for Local/ Atmanirbhar Bharat.  The slogans should be upto 10 words. The participants will have to upload their entries online on MyGov platform.	<b>Min. of Education (GoI):</b> - Spread the word about the competition in the schools and colleges. - Evaluate the essays of participants and identify the winners. -Communicate the details of the winners to MyGov and KVIC.
		The slogans can be written in Hindi or English.	<b>Education departments of states:</b> -Spread the word about the competition among their schools and colleges.

**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
<p>A. स्वतंत्रता संग्राम में खादी का महत्व Importance of Khadi in freedom Struggle.</p> <p>B. खादी और गांधी Khadi and Gandhi .</p> <p>C. मेरा बचपन और खादी। My childhood and Khadi.</p> <p>D. खादी और देश का विकास। Khadi and development of the country.</p> <p>E. खादी मेरा गौरव। Khadi is my pride.</p>	<p>A. खादी का देसी से वैश्विक तक का सफर। Khadi's journey from desi to global.</p> <p>B. खादी की बढ़ती लोकप्रियता। Increasing popularity of Khadi.</p> <p>C. युवा फैशन और खादी। Youth Fashion and Khadi.</p> <p>D. खादी राष्ट्र के लिए, खादी फैशन के लिए Khadi for Nation, Khadi for Fashion .</p> <p>E. वोकल फॉर लोकल Vocal for Local.</p>	<p>A. खादी वस्त्र नहीं विचार है। Khadi is not a cloth but an idea.</p> <p>B. स्वाभिमान और आत्मनिर्भरताका प्रतीक। Khadi- Symbol of self-respect and self-reliance.</p> <p>C. मेरे सपनों की खादी। Khadi of my dreams.</p> <p>D. खादी - एक क्रांतिकारी कपड़ा Khadi –A revolutionary fabric.</p> <p>E. आज़ादी से फैशन तक खादी की यात्रा Khadi Journey from freedom to fashion.</p>
<p>F. आत्मनिर्भर भारत AtmanirbharBharat .</p>	<p>F. स्थानीय उत्पाद और आर्थिक स्वतंत्रता Local Products &amp; Economic Independence.</p>	<p>F. खादी राष्ट्र के लिए, खादी फैशन के लिए, खादी परिवर्तन के लिए Khadi for Nation, Khadi for Fashion, Khadi for Transformation.</p> <p>G. खादी वस्त्र ही नहीं, अस्त्र भी है और शस्त्र भी है। Khadi is not only a garment but also anarm and weapon.</p> <p>H. ग्रामीण विकास में एमएसएमई की भूमिका Role of MSMEs in Rural Development.</p>

**'KHADI MAHOTSAV' – JINGLE WRITING CONTEST**

What?	When?	How?	Who?
Khadi Mohotsav Jingle Writing competition.	9 <sup>th</sup> Oct.-31 <sup>st</sup> Oct.	The competition will be hosted online on MyGov platform.	<b>KVIC:</b> -to provide the details of the competition. -to provide terms and conditions of the competition. -to provide awards.
Objective: To spread awareness about Khadi Mohotsav and to promote the idea of 'vocal for local' campaign and 'Atma Nirbhar Bharat Abhiyan' envisaged by the Hon'ble Prime Minister.	Results will be declared on 10 Nov.	The competition will be open to all Indian citizens. Top 20 winners will be suitably rewarded.	<b>MyGov:</b> - The competition will be hosted on MyGov platform -Popularize the competition on all its related platform -Declare the results after evaluation by MoMSME.
The participants to explore their creative instinct and write jingles to portray the ideas of Khadi for Nation Khadi for Fashion/Vocal for Local/ Atmanirbhar Bharat by composing lyrical jingles		<ul style="list-style-type: none"> <li>- Jingle must be crisp with catchy wording</li> <li>- Number of lines for jingle lyrics <b>should not exceed 5</b>. Exceeding the defined limit would lead to disqualification.</li> <li>- Language used for writing lyrics should be <b>Hindi or English</b> in readable font</li> <li>- Font type – <b>Times New Roman</b> and Font Size- <b>12</b>. Not adhering to the prescribed Font style will lead to disqualification</li> <li>- Jingle must be submitted in clear, readable, and downloadable <b>PDF</b> format only.</li> </ul>	The best entries received will be reviewed by a Committee constituted at MoMSME.



## **Pledge Text Draft under approval**

*“Khadi stands for independence and self reliance.*

- *I pledge to develop and promote khadi;*
- *I will use Khadi and village products and other local products;*
- *I will support evolving change in Khadi to help achieve atmanirbhar Bharat;*
- *I will spread awareness about khadi in my society, neighbourhood and community;*
- *I will participate in development of craftspeople and contribute in nation building.”*

## 'KHADI MAHOTSAV' – SHORT FILM MAKING CONTEST

What?	When?	How?	Who?
Khadi Mohotsav Creative Film Making competition.	9 <sup>th</sup> Oct.-31 <sup>st</sup> Oct.	The competition will be hosted online on MyGov platform.	KVIC: -to provide the details of the competition. -to provide terms and conditions of the competition. -to provide awards.
Objective: To spread awareness about Khadi Mohotsav and to promote the idea of 'vocal for local' campaign and 'Atma Nirbhar Bharat Abhiyan' envisaged by the Hon'ble Prime Minister.	Results will be declared on 10 Nov.	The competition will be open to all citizens.  Top 20 winners will be suitably rewarded	MyGov: - The competition will be hosted on MyGov platform -Popularize the competition on all its related platform -Provide access of the entries to the Min of I&B -Declare the results after evaluation by MoE.
The participants to use their creative skills and make Short-films that showcase the ideas of Khadi for Nation/ Khadi for Fashion/Vocal for Local/ Atmanirbhar Bharat by creating Short-Films		- Films (Animation Films, Mobile Films or any other Films produced with broadcast quality) can be shot on smartphone or a video camera. -The film will need to be shot in 1920x1080p (Full HD). However, a lower resolution is permissible for purposes of entering the contest. -The film needs to be uploaded on to Youtube as UNLISTED (it should not be available on search engines or available in public domain). The Youtube link needs to be submitted on MyGov.in as the entry. -Films can be produced in English or Hindi. -duration of films should not exceed 60 seconds	Ministry of Information and Broadcasting (GoI): - Spread the word about the competition in the schools and colleges. - Evaluate the films of participants and identify the winners. -Communicate the details of the winners to MyGov and KVIC.

## 'KHADI MAHOTSAV' – ELOCUTION CONTEST

What?	When?	How?	Who?
Khadi Mohotsav Elocution Competition.	During: 9th Oct.-31 <sup>st</sup> Oct.	The competition will be held off line in schools by the SO/DOs of KVIC	<p><b>KVIC: CO</b> -to provide the topics of the competition. -to provide terms and conditions of the competition.</p> <p><b>Topics:</b> -Relevance of Khadi in today's world - Desh ki pragati mein sthaniya utpad ki aham bhoomika -Atmanirbhar Bharat - Vocal for Local is need of the day -Khadi as fabric for fashion -Impact of Khadi on nation building -Khadi: a tool for women empowerment and gender justice. -Khadi: means of economic liberation of masses</p>
Objective: To spread awareness about Khadi Mohotsav and to promote the idea of 'vocal for local' campaign and 'Atma Nirbhar Bharat Abhiyan' envisaged by the Hon'ble Prime Minister.	Results will be declared on 10 Nov.	<p>The competition will be for school students.</p> <p>Top three winners from each school will be suitably rewarded, for minimum of three schools per SO/DOs.</p>	<p><b>KVIC: SO/DO</b> -to conduct the competition in at least 3 schools per SO/DO -to get the competition evaluated --to provide awards to winners</p>
		The speakers can speak in Hindi / English/ Local language.	

## PROPOSED COMPETITION- WISE PRIZE CHART FOR KHADI MAHOTSAV

S.N	Name of Event	Category	No.of prizes	KVIC e-Coupon worth:	Coupon Value:	Total worth of coupons (Rs.)
1	Essay Competition	Students from Class VI to X	Top 3 winners and 20 consolation prizes	1 <sup>st</sup> Prize-5000/-	5000 /-	30,000/-
				2 <sup>nd</sup> Prize-3000/-	3000/-	
				3 <sup>rd</sup> Prize-2000/-	2000/-	
				20 consolation prizes- 1000/-each	1000/-x20 =20000	
		Students from Class XI to XII	Top 3 winners and 20 consolation prizes	1 <sup>st</sup> prize-7500/-	7500/-	56,500/-
				2 <sup>nd</sup> prize-5000/-	5000/-	
				3 <sup>rd</sup> prize-4000/-	4000/-	
				20 consolation prize -2000/- each	2000/-x 20=40000	
		Sr. College students	Top 3 winners and 20 consolation prizes	1 <sup>st</sup> Prize-10000	10000/-	82,000/-
2 <sup>nd</sup> Prize-7000	7000/-					
3 <sup>rd</sup> Prize-5000	5000/-					
20 consolation prize - 3000 each	3000/-x20					
2	Video game	Start Up	--	--	--	To be decided
3	Slogan Competition	-	Top 20 winners	2500/- each	2500/-x20	50,000/-
4	Quiz Competition	-	Top 20 winners	5000/- each	5000/-x20	1,00,000/-
5.	Elocution	Student category	Top 3 winners from each school, (minimum of 3 schools per state)	1 <sup>st</sup> Prize: 2500/- 2 <sup>nd</sup> Prize: 2000/- 3 <sup>rd</sup> Prize: 1500/- Total:6,000/- per school	6000/- per school x 3 schools = 18000/= 18000x45 (SO/DO)	8,10,000/-

6.	Street play	-	Top 3 winners	30,000/- each (tentative)	30000/- x 3	90,000/-
7.	Jingle	-	Top 20 winners	5000 /-each	5000/-x20	1,00,000/-
8	Short Film	-	Top 20 winners	5000 /-each	5000/-x20	1,00,000/-
<b>Total Amount</b>						<b>14,18,500/-</b>

Note: The above 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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