

April 29, 2016

MESSAGE

Our Hon'ble Prime Minister, Shri Narendra Modi had made an appeal to all the people of India during his 'Mann Ki Baat' programme on 03.10.2014 that we all use different types and varieties of clothes and fabrics and as such, we should use at least one cloth of Khadi which will help the poor man and like lighting of Diwali lamps for his house. After his appeal, there has been a total change in our approach towards Khadi. Its sales have been increased almost by 100% which clearly demonstrate the relevance and desire for Khadi products. Modi Jacket/Kurta has also emerged as a prestigious brand and more and more people within and outside the country are using this.

'Khadi' has special significance in our country, as it is a proud legacy of our national freedom movement & Mahatma Gandhi. Khadi is a hand spun, hand woven, skin friendly fabric. Khadi is loved by all those who want to wear healthy clothes. Khadi should be cherished and promoted as part of our legacy.

Using Khadi products provides employment and hence food to poor people who spin and weave Khadi cloth. It is eco-friendly, porous and made of cotton and thus healthful besides being austere and simple. It is a statement about your lifestyle and values and at the same time, connects you to freedom movement, to Gandhi and to all those who believe in his values.

Khadi is a symbol of Indian textile heritage. People should endeavour to make it a part of their daily wardrobe.

I appeal all individuals, Ministers, MLAs, Officers, etc. to start using Khadi products and also to popularise the Khadi. I also appeal to all Government employees to wear Khadi at least once in a week and be proud of using Khadi products.

(P.B.ACHARYA)