



CONSCIOUS CITIZEN FORUM

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Date : 27th September 2015

To

1. Hon. Prime Minister of India
New Delhi – 110 001.
2. Hon. Union Minister for
Ministry of Micro, Small & Medium Enterpreneuers
Govt. of India, New Delhi – 110 001.
3. Hon. Chief Minister of Maharashtra
Mantralaya, Mumbai.
4. Hon. Chairman
Khadi & Village Industries Commission
HQ at Mumbai.

Subject : Humble suggestion to make the use of Khadi clothes mandatory to Govt.
Servants , teachers and students etc ;
Our proposal to give status of **Rashtriya Wastra** to Khadi (National Dress
Code – Khadi)

Respected Sir,

Our beloved Prime Minister is reiterating issue of promoting maximum use of Khadi in India. Our respected Prime Minister is against imported goods and giving teaching to use maximum Indian Commodities in day to day life. Our dashing Prime Minister is insisting upon the Indian made original things in day to day life.

In order to bring revolutionary thoughts of our beloved Prime Minister Mr. Narendra Modi in practical in this Nation, we would like to put forth following suggestions through our NGO for promoting campaign of Khadi.

1 Our Nation has declared National Animal, National Bird, but yet not declared Rashtriya Wastra i.e. National Dress Code. We therefore envisaged the new concept of declaring Khadi as National Dress Code of India i.e. Rashtriya Wastra because Khadi manufacturing was one of a revolutionary activity in the pre-independence era of this Nation.

Japan. China, Arabian and European are having National Dress Code. They are wearing their dress code even when they are on tour to foreign countries with all pride and they established the peculiar type of clothes as their National Identity before the World.



Why Indian people can not do this ? Our dress code must be invented and Khadi is the pertinent Dress Code for Indians.

In order to develop love about Khadi, Govt. should keep it mandatory to students and teachers studying in State and Central Govt. run / aided schools Khadi must be declared as National Dress Code. This will create respect and love in the mind of students since their childhood. Khadi must be declared as official dress for all govt. servants except Military and Police. All Govt. employees must have to wear Khadi during their duty hours and rule be made by the Central and State Govt.

Wearing Khadi is hygienic and Khadi is very suitable outfit for Indian citizen. Khadi is matching with climate of India and it gives feeling of relaxation to mankind. Khadi is most convenient outfit for Indian people.

Nowadays Khadi is being used by high profile people as a status symbol in the big events and functions. Khadi is now advanced and being manufactured in lucrative quality material. Our Khadi Technology is nowadays upgraded high and we can compete to any type of textile product of World. Govt. should give special incentive for export of Khadi products. So new entrepreneurs shall enter into Khadi trading and Khadi export field and Govt. will get foreign exchange through Khadi Export business. In order to popularise Khadi, Govt. has to give huge subsidy on Khadi to the entrepreneurs working in Khadi manufacturing and Khadi trading.

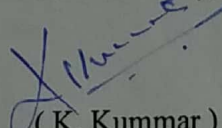
In order to popularise Khadi as our dress code of India, the Air Hostess, Flight Personnel, other staff in Air India and Indian Air lines must be given directives to wear Khadi during their duty hours whereby Khadi will get National identity in foreign country. The beauty of Khadi will get recognition world wide. In Air India and Indian Air Lines, Khadi saree must be made mandatory.

Using Khadi in maximum scale will promote Khadi industry, people will get huge employment in Swadeshi Wastra Udyog. Using Khadi all over India shall be one important step towards movement of Swadeshi as pronounced by our Prime Minister.

If invited, our NGO will give more and more ideas how to promote Khadi World wide.

With regards,

Yours Sincerely,


(K. Kummar)

TOI 9.3.18

Khadi bula rahi hain...govt staffers may wear desi yarn

Sidhartha@timesgroup.com

New Delhi: Friday dressing may have a new meaning for government employees—wearing khadi to work.

The government is considering a plea from the Khadi & Village Industries Commission to appeal to employees to wear clothes made from the hand-spun fabric at least once a week as part of a plan to boost khadi produc-



PM Modi has emerged as a brand ambassador of khadi products

tion and benefit small weavers across the country.

“We are discussing this with the government and we

will make an appeal. Employees can wear it to work on just one day,” KVIC chairman VK Saxena told TOI.

Sources in the government said that the entire exercise would be completely voluntary but the idea is to increase sales. “Even if everyone buys one khadi garment, imagine the rise in sales,” said an officer.

► **‘Not seeking charity’, P 14**

‘Competing on quality & price, not seeking charity’

► **From P 1**

The central government currently has around 35 lakh employees, which does not include the railways and defence personnel.

Officers, however, are not opposed to the plan. “I wear handloom saris most of the time. It’s not a big deal,” said an officer. Another officer described it as a “good idea” and added that a lot of officers were already wearing Fabindia shirts and will probably need to add one from Khadi to their wardrobe. Separately, KVIC is entering into tie ups with companies such as Fabindia and Raymond to retail high-end khadi at some outlets.

Prime Minister Narendra Modi has emerged as a brand ambassador of sorts for khadi urging

people to buy. This has already provided fillip to sales. In fact, boosting production is now a major challenge for KVIC, which has separately sought to push khadi for uniform in government schools, defence forces, railways and Air India.

“We are not seeking charity. We are competing on the basis of quality and price,” said Saxena pointing to a Rs 40 crore tender that KVIC recently bagged from railways. He also said that some private companies such as JK Cement had decided to completely shift to khadi uniforms. He acknowledged that stepping up production was a focus area and said that he was targeting to increase the share of khadi in textiles production from 1% to around 3-3.5%. KVIC is seeking to step up push production growth beyond the 7% levels in recent year.



अच्छे दिन

नई पीढ़ी को लुभाने के लिए खादी को लोकप्रिय ब्रैंड बनाने की पहल

AI कर्मचारी इयूटी पर पहनेंगे खादी ड्रेस

■ एजेंसियां, नई दिल्ली: मंदी की मार झेल रहे खादी उद्योग के 'अच्छे दिन' आने वाले हैं। एयर इंडिया ने देश में खादी के कपड़ों को बढ़ावा देने के लिए एक मुहिम शुरू की है, जिसके तहत विमान कंपनी के सभी कर्मचारी इयूटी के वक्त खादी ड्रेस पहनेंगे। खादी एवं ग्राम उद्योग आयोग और एयर इंडिया के बीच इसे लेकर समझौता भी हो चुका है।



पीएम की तीन देशों की यात्रा के साथ हुई मुहिम की शुरुआत

खादी की जींस, टी-शर्ट

प्रधानमंत्री नरेंद्र मोदी की तीन देशों की यात्रा के दौरान इसकी प्रारंभिक शुरुआत भी हो चुकी है। पीएम को लेकर तीन देशों की यात्रा पर गए एयर इंडिया के विमान एल-001 के सभी कू सदस्यों ने खादी की ड्रेस पहनी थी। इसके अलावा नई पीढ़ी को लुभाने के लिए खादी की जींस, टी-शर्ट भी बनाए जा रहे हैं।

खादी पर डॉक्यूमेंट्री

वहीं, उत्तर प्रदेश में खादी एवं ग्रामोद्योग विभाग के अधिकारी और कर्मचारी खादी के कपड़े पहनकर इयूटी करेंगे। प्रदेश के खादी एवं ग्रामोद्योग विभाग के मंत्री ब्रह्मशंकर त्रिपाठी ने बताया कि प्रदेश में बड़े पैमाने पर खादी का प्रचार-प्रसार किया जा रहा है। इसके लिए डॉक्यूमेंट्री बनाई जा रही है।

...तो नौकरी से होंगे निलंबित

अगर उत्तर प्रदेश में खादी एवं ग्रामोद्योग विभाग का कोई कर्मचारी खादी के कपड़े नहीं पहनता है, तो उसे नौकरी से निलंबित किया जा सकता है। त्रिपाठी ने कहा कि हम महिलाओं और गरीब पृष्ठभूमि के लोगों को खादी उद्योग में नौकरी देने की कोशिश कर रहे हैं। रेलवे को भी खादी की बनी चादरें भेजने की कोशिश हो रही है।

खादी बनेगा ब्रैंड

खादी एवं ग्रामोद्योग विभाग के कर्मचारियों को खादी के कपड़े पहनकर इयूटी पर आने के लिए आदेश दे दिया गया है। इसी महीने आदेश जारी कर दिया जाएगा। उन्होंने बताया कि बच्चे, युवा, बुजुर्ग हर आयु में खादी को लोकप्रिय ब्रैंड बनाने के लिए फैशन डिजाइनर की सेवाएं ली जा रही हैं। रायबरेली में निफ्ट में शोध किया जा रहा है।

♥♥♥ NBT 3.4.16

