



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 03.09.2023

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.

Yours Sincerely,

(Rina Sonowal Kouli)

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

VCs of Central Universities and VC, NIEPA

Not on Original

Copy to: All Bureau Heads for follow up action.

एस. सी. एल. दास, भा.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.

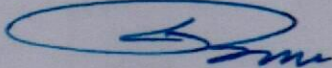
3. Khadi and Village Industries Commission under the Ministry of MSME has initiated several activities, to be undertaken countrywide, such as awareness and sensitisation campaign, khadi yatras, and marketing campaign including sales promotion at about 5000 outlets for khadi, handloom, ODOP and other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

To

The Secretaries to the Government of India.

**[PLEASE OPEN THE ATTACHMENT WITH CAUTION]KHADI MAHOTSAV FROM
2ND OCTOBER TO 31ST OCTOBER 2023**

From : Shri S. C. L. Das (Secy-MSME) <secretary-
msme@nic.in>

Mon, Oct 02, 2023 08:11 PM

1 attachment

Subject : [PLEASE OPEN THE ATTACHMENT WITH
CAUTION]KHADI MAHOTSAV FROM 2ND
OCTOBER TO 31ST OCTOBER 2023

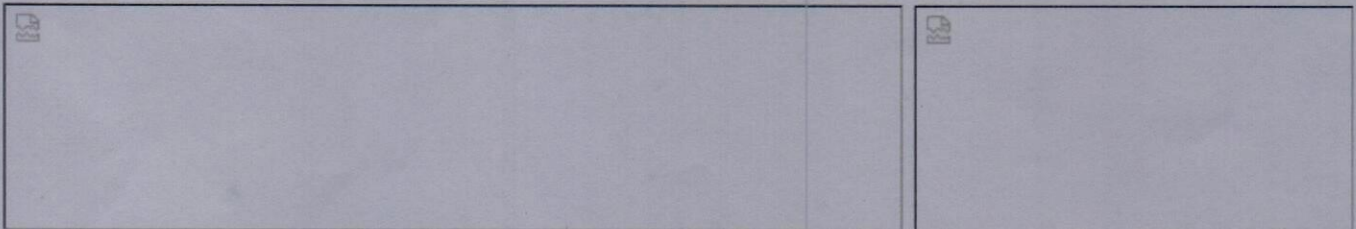
To : Manoj Ahuja <secy-agri@nic.in>, Dr. Abhilaksh
Likhi <secy-fisheries@nic.in>, Ms. Alka
Upadhyaya <secyahd@nic.in>, RAJESH
KOTECHA <secy-ayush@nic.in>, Office of
Secretary CPC <sec.cpc@nic.in>, Ms S. Aparna
<secy-pharma@nic.in>, Mr Amrit Lal Meena
<secy.moc@nic.in>, secy-ipp <secy-
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dot@nic.in>, Secretary Posts <secretary-
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coop@gov.in>, Secretary MCA
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culture@nic.in>, Secretary DP <sdpns@nic.in>,
Shri Vijoy Kumar Singh IAS <secyesw@nic.in>,
Shri Giridhar Aramane <defsecy@nic.in>,
Chanchal Kumar <secydoner@nic.in>, Dr M
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Shri Ali R. Rizvi <secy-dpe@nic.in>, Secretary
MoFPI <secy.mofpi@nic.in>, Sudhansh Pant


<secyhfw@nic.in>, Office of Secretary DHR
<secy-dhr@gov.in>, Shri Kamran Rizvi
<shioff@nic.in>, ATAL DULLOO
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<secydws@nic.in>, O/o Secy Labour
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<secy@dbt.nic.in>, Secretary DSIR <secy-
dsir@nic.in>, SAURABH GARG
<secywel@nic.in>, Rajeev Ranjan <secy-
ncbc@nic.in>, Sh Rajesh Aggarwal
<secretaryda-msje@nic.in>, Secretary NCSC
<secretary-ncsc@nic.in>, chairman@isro.gov.in,
Dr. G.P. Samanta, Secretary MoSPI
<secretary@mospi.gov.in>, Shri Nagendra Nath
Sinha IAS <secy-steel@nic.in>, Rachna Shah
<secy-textiles@nic.in>, Secretary Tourism
<sectour@nic.in>, Secretary Tribal Affairs
<secy-tribal@nic.in>, Mr Indavar Pandey
<secy.wcd@nic.in>, Sujata Chaturvedi <secy-
sports@nic.in>, Secretary Youth Affairs <secy-
ya@nic.in>

Dear Sir/Madam,

Kindly find enclosed the DO letter dated 02.10.2023 for your kind perusal and necessary action.

Secretary to Government of India
Ministry of Micro, Small and Medium Enterprises
169, Udyog Bhawan, New Delhi - 110 011
Phone: +91-11-23061023, 23062107
Fax: +91-11-23063045



 **Khadi Mahotsav 02-10-23.pdf**
450 KB

विनीत कुमार भा.रे.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 2-31st 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 2nd October to 31st 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

ग्रामोदय, 3, इला 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: केबीआईसी, गांधी दर्शन, राजघाट, नई दिल्ली/ KVIC Pavillion, Gandhi Darshan, Rajghat, New Delhi-110002

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

4/10/2023

US (copy)

4/10/2023
Sofor

4/10/2023
ASO (H)

ACTIVITY SCHEDULE : KHADI MAHOTSAV

Sr.	Activity	Mode	Remarks
PHASE-I - 2nd to 31st October 2023			
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.
PHASE-II - 9th to 31st October 2023			
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)
Prize Money & Mode			Annexure-VII

KVIC ACTIVITY SCHEDULE : KHADI MAHOTSAV

Sr.	Activity	Mode	Remarks
PHASE-I - 2nd to 31st October 2023			
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

'KHADI MAHOTSAV' – QUIZ CONTEST

What	When	How	Who
Khadi Mahotsav Quiz competition.	Competition will be live from 02-10-2023 to 31-10-2023. Results to be declared on 10 th Nov.	The quiz will be hosted on MyGov Platform. Quiz will be open for all. The questions will be in Hindi and English.	<p>KVIC, MSME (DC-Handlooms; and DC-Handicrafts) and DPIIT -to provide the question Bank to MyGov. (Question bank and answer key already provided).</p> <p>KVIC to provide prize money.</p>
Questions will be based on Khadi & Village Industries, Handloom, Handicrafts and ODOP.		<p>My Gov: The competition will be hosted on MyGov platform. -Popularize the competition on all its related platform. -Declare the results.</p>	
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.		<p>Min of Education -to promote this campaign among schools/colleges and to ensure active participation of students across the country.</p>	
			<p>Education departments of states: -Spread the word about the competition among their schools and colleges.</p>

'KHADI MAHOTSAV' – ESSAY WRITING CONTEST

What?	When?	How?	Who?
Khadi Mahotsav Essay Competition.	2 nd Oct. -31 st Oct.	The competition will be hosted online on MyGov platform.	KVIC: -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.	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 Education for evaluation. -Declare the results after evaluation by MoE.
		The participants will have to upload their entries online on MyGov platform.	Min. of Education (GoI): - 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	Education departments of states: -Spread the word about the competition among their schools and colleges.

Letter reg. activities during "KHADI MAHOTSAV" – from 2nd October to 31st October,2023 - Request for extending support -

From : Vinit Kumar <ceo.kvic@gov.in>

Mon, Oct 02, 2023 04:51 PM

Subject : Letter reg. activities during "KHADI MAHOTSAV"
– from 2nd October to 31st October,2023 -
Request for extending support -

2 attachments

To : K. Sanjay Murthy <secy.dhe@nic.in>

Sir,

The Govt.of India has launched a special campaign "KHADI MAHOTSAV" with the tagline "Khadi for Nation, Khadi for Fashion". The campaign is being organized across the country from 2nd October to 31st October,2023.

In this regard, kindly find attached a request to give wide publicity in Schools and Colleges and ensure participation of students in large number for successful conduct of the special campaign "KHADI MAHOTSAV".

Regards,

Yours sincerely,

Vinit Kumar
Chief Executive Officer
Khadi & Village Industries Commission

Ministry of MSME, Govt. of India
3, Irla Road, Vile Parle (West)
Mumbai - 400 056
022-26714056/1577



'KHADI MAHOTSAV' – SLOGAN WRITING CONTEST

What?	When?	How?	Who?
Khadi Mohotsav Slogan Writing.	2 nd Oct.-31 st Oct.	The competition will be hosted online on MyGov platform.	KVIC: <ul style="list-style-type: none"> -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: <ul style="list-style-type: none"> - 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.	Min. of Education (GoI): <ul style="list-style-type: none"> - 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. Education departments of states: <ul style="list-style-type: none"> -Spread the word about the competition among their schools and colleges.
		The slogans can be written in Hindi or English.	

ESSAY TOPICS

Category-1: 6 th Class to 10 th 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>F. आत्मनिर्भर भारत AtmanirbharBharat .</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. लोकल फॉर लोकल Vocal for Local.</p> <p>F. स्थानीय उत्पाद और आर्थिक स्वतंत्रता Local Products & Economic Independence.</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. आजादी से फैशन तक खादी की यात्रा Khadi Journey from freedom to fashion.</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>

ANNEXURE-IV

'KHADI MAHOTSAV' – JINGLE WRITING CONTEST

What?	When?	How?	Who?
<p>Khadi Mahotsav Jingle Writing competition.</p> <p>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.</p>	<p>9th Oct.-31st Oct.</p> <p>Results will be declared on 10 Nov.</p>	<p>The competition will be hosted online on MyGov platform.</p> <p>The competition will be open to all Indian citizens.</p> <p>Top 20 winners will be suitably rewarded.</p>	<p>KVIC:</p> <ul style="list-style-type: none"> -to provide the details of the competition. -to provide terms and conditions of the competition. -to provide awards. <p>MyGov:</p> <ul style="list-style-type: none"> - The competition will be hosted on MyGov platform -Popularize the competition on all its related platform -Declare the results after evaluation by MoMSME.
<p>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</p>		<ul style="list-style-type: none"> - Jingle must be crisp with catchy wording - Number of lines for jingle lyrics should not exceed 5. Exceeding the defined limit would lead to disqualification. - Language used for writing lyrics should be Hindi or English in readable font - Font type – Times New Roman and Font Size- 12. Not adhering to the prescribed Font style will lead to disqualification - Jingle must be submitted in clear, readable, and downloadable PDF format only. 	<p>The best entries received will be reviewed by a Committee constituted at MoMSME.</p>

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' – ELOCUTION CONTEST

What?	When?	How?	Who?
Khadi Mahotsav Elocution Competition.	During: 9th Oct.-31 st Oct.	The competition will be held off line in schools by the SO/DOs of KVIC	<p>KVIC: CO</p> <ul style="list-style-type: none"> -to provide the topics of the competition. -to provide terms and conditions of the competition. <p>Topics:</p> <ul style="list-style-type: none"> -Relevance of Khadi in today's world -Desh ki pragati mein sthaniya utpad ki aham bhoornika -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
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.	<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>KVIC: SO/DO</p> <ul style="list-style-type: none"> -to conduct the competition in at least 3 schools per SO/DO -to get the competition evaluated --to provide awards to winners
		The speakers can speak in Hindi / English/ Local language.	

'KHADI MAHOTSAV' – SHORT FILM MAKING CONTEST

ANNEXURE-V

What?	When?	How?	Who?
<p>Khadi Mahotsav Creative Film Making competition.</p> <p>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.</p>	<p>9th Oct.-31st Oct. Nov.</p> <p>Results will be declared on 10 Nov.</p>	<p>The competition will be hosted online on MyGov platform.</p> <p>The competition will be open to all citizens.</p> <p>Top 20 winners will be suitably rewarded</p> <p>- 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</p>	<p>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.</p> <p>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 KV/C.</p>
<p>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</p>			

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/-
Total Amount						14,18,500/-

Note: The above rewards will be given in the form of KVVC e-coupon which will be redeemable on KVVC e-commerce platform 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 and further the winner has to declare a list of 5 to 10 items, which he/she would replace with local products, in the KVVC e-commerce-platform viz., www.khadiindia.gov.in.

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 st Prize-5000/-	5000/-	30,000/-
				2 nd Prize-3000/-	3000/-	
				3 rd Prize-2000/-	2000/-	
		Students from Class XI to XII	Top 3 winners and 20 consolation prizes	20 consolation prizes-1000/-each	1000/-x20 =20000	56,500/-
				1 st prize-7500/-	7500/-	
				2 nd prize-5000/-	5000/-	
				3 rd prize-4000/-	4000/-	
		Sr. College students	Top 3 winners and 20 consolation prizes	20 consolation prize - 2000 each	2000/-x 20=40000	82,000/-
				1 st Prize-10000	10000/-	
				2 nd Prize-7000	7000/-	
				3 rd Prize-5000	5000/-	
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 st Prize: 2500/- 2 nd Prize: 2000/- 3 rd Prize: 1500/- Total:6,000/- per school	6000/- per school x 3 schools = 18000/=	8,10,000/-