
Khadi Mahotsav a hit with sales of ₹2.54 crore

TIMES NEWS NETWORK

Lucknow: The week-long Khadi Mahotsav 2025, held at Indira Gandhi Pratishthan recently, was a resounding success, generating sales of Rs 2.54 crore. The event, which showcased products from seven states, including Uttar Pradesh, also highlighted the timeless appeal of Khadi.

Organised by the Khadi and Village Industries Board of Uttar Pradesh, the event brought to the forefront products and entrepreneurs from Maharashtra, Bihar, Uttarakhand, Jharkhand, West Bengal, and Rajasthan, in addition to UP. These participants

showcased a variety of high-quality Khadi and rural industry products, earning widespread appreciation. Khadi garments crafted using modern techniques garnered particular interest among the younger generation.

REAPING PROFITS

Artists, weavers, and entrepreneurs were given the opportunity to display their talents and learn new techniques, aligning with Chief Minister Yogi Adityanath's vision of increasing employment and boosting the economy through local products, said a govt spokesperson.

The products on display

included cotton, woolen, and poly silk garments, toys and utensils made of wood and clay, pillows, sheets, and miscellaneous items like coats and saris. Apart from this, entrepreneurs were also given the facility of online marketing to reach their products to a wider market.

The Khadi Mahotsav served as a platform to inspire and encourage local entrepreneurs, setting an example not only for Uttar Pradesh but for the entire nation. The festival boosted the morale of small-scale business owners, helping them showcase their craftsmanship and set new benchmarks for Indian businesses.