

Khadi Mahotsav records ₹3.2cr sales

TIMES NEWS NETWORK

Lucknow: The 10-day Khadi Mahotsav-2025, organised at the Central Sanskrit University in Gomtinagar, wrapped up on a record-breaking note this year, clocking total sales of Rs 3.2 crore.

The figures mark a 42% jump from last year's Rs 2.25 crore, with the final day drawing the highest footfall and brisk buying stretching late into the evening. Held on the theme 'Dhage Se Dhorahar Tak', the festival saw strong demand for Khadi garments, herbal products, jute handicrafts, and terracotta items, which remained top picks for visitors.

A total of 160 entrepreneurs



UP minister Suresh Khanna visits a stall at Khadi Mahotsav

showcased their products this year — 32 from Khadi institutions, 120 from village industries, and eight from the pottery sector. Artisans from Lucknow, Muzaffarnagar, Barabanki, Gorakhpur, and other districts said the crowd was significant-

ly larger than last year, with buyers displaying more enthusiasm and intent to purchase. Entrepreneurs noted that the strong presence of young shoppers stood out this year, giving the event "a fresh momentum".

The Mahotsav also drew steady participation from students and women, with many visitors saying that having a diverse range of Khadi products, local crafts, and natural goods under one roof offered both variety and trust. At the closing ceremony, Board's CEO Shishir thanked the entrepreneurs and organisers, saying Khadi today is "not just an apparel choice but a shared identity of cultural heritage and the modern consumer".