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Ahead of the Mahatma's 148th birth anniversary, Indian Institute of Management Rohtak has joined the initiative to promote Khadi.

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IIM Rohtak Goes Khadi

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New Delhi: "The soul of India lives in its villages," declared Mahatma Gandhi at the beginning of the Twentieth century. He insisted that hand-spinning is the central industry that must engage our attention if we are to re-establish the village home.

Ahead of the Mahatma's 148th birth anniversary, Indian Institute of Management Rohtak has joined the initiative to promote Khadi. On Thursday, 28 September 2017, the institute invited the Khadi Ashram secretary and his team to showcase Khadi and related items encouraging the students to adopt the fabric.

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Director IIM
Rohtak, Professor
Dheeraj Sharma
said, "For our
nation to become a
true superpower,
we must have a
strong identity.
Khadi is a very
important
ingredient of our
national identity.
Hence, for us to do
well economically
and intellectually,
in our efforts to
become a
superpower, we
must nurture our
identity by
supporting our
Khadi Udyog."

The village
industries produce,
or Gramodyog,
grew by 24% in the
fiscal year 2016-
17, with Khadi
products sales
growing by 33
percent to reach
Rs. 2005 crore
during the same

period.

The Khadi and Village Industries Commission (KVIC) has now set a target of more than doubling khadi sales to Rs 5,000 crore by 2018-19.

The Government has done its bit in promoting the Khadi industry. With institutions like IIM Rohtak joining the bid, it seems Khadi's popularity is set to gain further.

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