



# सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)



प्रो. (डॉ.) सदानंद भोसले

एम्.ए., पीएच.डी.

संचालक (अतिरिक्त कार्यभार)

राष्ट्रीय सेवा योजना

गणेशखिड, पुणे - ४११ ००७

कार्यालय क्र. : ०२०-२५६२२६८८/८९  
: ०२०-२५६२२६९०/९१  
: ०२०-२५६२२६९२  
: ०२०-२५६९७३४९

स्वातंत्र्याचा अमृत महोत्सव

संदर्भ : रासेयो/२०२३-२४/४०९

दि. १०/१०/२०२३

प्रति,  
मा.प्राचार्य/संचालक,  
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,  
पुणे, अहमदनगर व नाशिक जिल्हा,  
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : दि. ०२ ते ३१ ऑक्टोबर २०२३ दरम्यान “खादी महोत्सव” राबविण्याबाबत

महोदय,

मा. क्षेत्रीय संचालक, क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार दि. ०२ ते ३१ ऑक्टोबर २०२३ दरम्यान “खादी महोत्सव” उपक्रम राबविण्यात यावेत, असे निर्देशित करण्यात आले आहे. खादी महोत्सवाविषयी लोकांमध्ये जागरूकता निर्माण करण्याकरिता रासेयो स्वयंसेवकांच्या माध्यमातून खादी यात्रा आणि खादी चर्चा करण्यात यावी. खादी महोत्सवाच्या उत्सवाची प्रतिज्ञा <https://pledge.mygov.in/khadi-for-nation-khadi-for-fashion/> या संकेतस्थळावर उपलब्ध आहे. तिचा जास्तीत जास्त लोकापर्यंत प्रसार करण्यात यावा. तसेच My Gov.in संकेतस्थळावर आपल्या महाविद्यालयातील रासेयो स्वयंसेवकांना खालील ऑनलाईन स्पर्धांमध्ये सहभागी होण्यास प्रोत्साहित करावे.

१. खादी महोत्सव बॅनर
२. खादी महोत्सव पोस्टर
३. ऑडिओ जिंगल
४. खादी महोत्सवाचा ३ मिनीटांचा चित्रपट
५. खादी क्विझ स्पर्धा लिंक <https://quiz.mygov.in/quiz/khadi-mahotsav-quiz-contest/>
६. खादी स्लोगन लेखन स्पर्धा लिंक <https://www.mygov.in/task/khadi-mahotsav-slogan-contest/>
७. खादी जिंगल स्पर्धा लिंक <https://www.mygov.in/task/khadi-mahotsav-jingle-contest/>
८. खादी चित्रपट लिंक <https://we.tl/t-44zQ50Utip>

आपल्या महाविद्यालयात रासेयो स्वयंसेवकांमार्फत या उपक्रमांचे आयोजन करून या उपक्रमांना विविध सामाजिक माध्यमांवरून प्रसिध्दी द्यावी. याकरिता राष्ट्रीय सेवा योजनेच्या विविध सोशल मीडिया हॅण्डलवरून विविध स्वरूपाच्या पोस्ट करून जनजागृती करण्यात यावी. सदर उपक्रम संपन्न झाल्यानंतर उपक्रमाचे फोटो व अहवाल त्वरीत “खादी महोत्सव” या विषयासह [nss\\_student\\_list@pun.unipune.ac.in](mailto:nss_student_list@pun.unipune.ac.in) पाठवण्यात यावा. कळावे, ही विनंती.

संचालक  
राष्ट्रीय सेवा योजना

सोबत : मा. क्षेत्रीय संचालक, क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांचे पत्र

To

NSS Program Coordinators

in Maharashtra & Goa

Dear Sir / Madam

In continuation with this office's earlier communication on Khadi Mahotsav ,I am referring to the subject cited above and to inform you that the **Kahadi Mahotsav to be organised from 2nd to 31st October,2023 by all NSS institutions.**

In this regard the IEC materials received from the Coordination section of the Ministry of youth affairs & Sports is enclosed herewith for wider circulation among the NSS units and issue necessary directions to all to organise the event and widely use the attached IEC materials at all NSS institutions.

Kindly see the attached materials on banner, poster and Khadi promotional film

1. Khadi Mahotsav Banner
2. Khadi Mahotsav Poster
3. An Audio Jingle
4. A 3 min film of Khadi Mahotsav
5. Khadi Quiz Competition link in My Gov website <https://quiz.mygov.in/quiz/khadi-mahotsav-quiz-contest/>
6. Khadi Slogn writing contest Link <https://www.mygov.in/task/khadi-mahotsav-slogan-contest/>
- 7 Khadi Jingle contest link <https://www.mygov.in/task/khadi-mahotsav-jingle-contest/>
8. Khadi Film can be downloaded from this link : <https://we.tl/t-44zQ5OUtjp>

**All universities are requested to kindly disseminate this information to their NSS units in Schools / Colleges/Universities etc. under your jurisdiction for wider publicity and participation of NSS volunteers and students in the online competitions from the MyGov website, the necessary links have been attached herewith for kind information and necessary action at your end.**

**AJAY B SHINDE**  
Regional Director (Maharashtra & Goa)  
Regional Directorate of N.S.S. - PUNE

F.NO P-32-1/NSS/DTE/2022/1279-1330  
Government of India  
Ministry of Youth Affairs & Sports  
Directorate of NSS  
Shivaji Stadium, New Delhi

Dated-05/10/2023

To,

All Regional Directors  
All Regional Directorates

Sub:-**Khadi Mahotsav** to be observed from 02<sup>nd</sup> to 31<sup>st</sup> October ,2023- reg

Sir,

With reference to the Ministry's mail dated 05/010/2023 for the DO letter of Ministry of Micro, Small and Medium Enterprises with letter no Secy-MSME/2023/51 dated 04/10/2023 for Khadi Mahotsav to be observed from 02<sup>nd</sup> to 31<sup>st</sup> October,2023. Ministry is requested to Oragnise **Khadi Yatras and Khadi Charchas (Discussions)** with the help of NSS volunteers to create awareness about the Khadi Mahotsav amongst the public.

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. All Nss Volunteers 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.

In this regard you are requested to circulate it with all NSS unit/Program coordinators/Programe Officers/ volunteers to oragnise Khadi Yatras and Khadi Charchas and create awareness amongst the public for Khadi Mahotsav and also visit the MyGov portal for e-pledge on the celebration of **Khadi Mahotsav**.

Link for E-pledge <https://pledge.mygov.in/khadi-for-nation-khadi-for-fashion/>

Your Faithfully,

  
5/10/23  
(Dr. C. Samuel Chelliah)  
Deputy Programe Adviser

Encl as above:

Copy to:-

1. All State NSS Officers
2. Under Secretary, NSS, Shastri Bhavan , New Delhi
3. Under Secretary, CDN, Shastri Bhavan , New Delhi

एस. सी. एल. दास, भा.प्र.से.  
सचिव  
**S. C. L. Das, IAS**  
Secretary



सत्यमेव जयते



भारत सरकार  
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय  
GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES



Secy (YA)
FTS No. ....
Date: .....
(S) .....

D.O.No.Secy-MSME/2023/51

4<sup>th</sup> October, 2023

*Dear Madam,*

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 2<sup>nd</sup> October to 31<sup>st</sup> 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 for khadi 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 Nehru Yuva Kendras to actively participate in street plays and other activities during the *Khadi Mahotsav*. Further, *Khadi Yatras* and *Khadi Charcha* may also kindly be organized by NSS. A nodal officer may kindly be nominated to coordinate with CEO, KVIC for these activities.

*With regards,*

JS (YA)  
DY NSS

Yours sincerely,

(S.C.L. Das)

**Ms. Meeta.R Lochan, IAS**  
Secretary  
Government of India  
D/o Youth Affairs  
Shastri Bhvan  
New Delhi

JS will be  
nodal officer for  
this. For NSS activities,  
NSS Director may be  
directed.



**Khadi India**

खादी फॉर नेशन, खादी फॉर फैशन  
**खादी महोत्सव**

2 अक्टूबर से 31 अक्टूबर, 2023

**खादी और स्थानीय उत्पाद खरीदें  
लोकल के लिए वोकल बनें**

**आकर्षक पुरस्कार अनेक प्रतियोगिताएं**

- सेल्फी विद खादी
- क्लिएटिव फ़िल्म प्रतियोगिता
- भाषण प्रतियोगिता
- नुक्कड़ नाटक प्रतियोगिता
- निबंध लेखन प्रतियोगिता
- जिंगल प्रतियोगिता
- वीडियो गेम प्रतियोगिता
- स्लोगन लेखन प्रतियोगिता

ई-प्रतिज्ञा

क्विज प्रतियोगिता

**छात्रों और युवाओं के लिए  
विशेष आकर्षण**

भाग लेने और पुरस्कार जीतने के लिए **myGov** पर जाएँ या स्कैन करें



विजिट: [www.kvic.org.in](http://www.kvic.org.in) या [www.myGov.in](http://www.myGov.in)

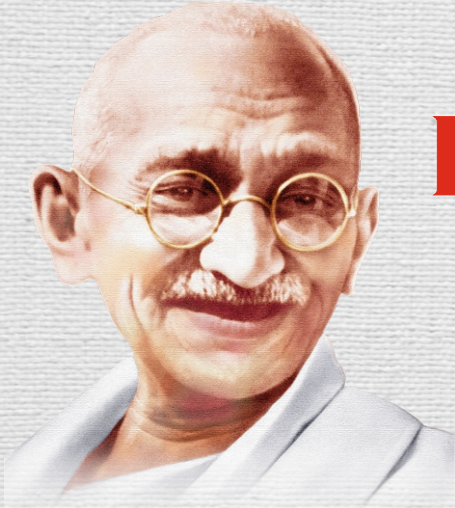


**सेल**

खादी महोत्सव के दौरान चुनिदा बिक्री केंद्रों में सभी खादी उत्पादों पर  
20% तक और ग्रामोद्योग उत्पादों पर 10% तक की विशेष छूट



**Khadi India**



# Khadi Mahotsav

2<sup>nd</sup> October to 31<sup>st</sup> October



**Khadi for Nation, Khadi for Fashion**



**Khadi and Village Industries Commission**

Ministry of Micro, Small & Medium Enterprises, Govt. of India

Website: [www.kvic.gov.in](http://www.kvic.gov.in)