

Press Release

On the eve of Gandhi Jayanti, CIMP marked a grand event to commemorate the day with a series of events lined up for the evening with the mega highlight of the event being the

grand opening of the exclusive NAVYA KHADI store, situated within the CIMP Campus in collaboration with Bihar Rajgya khadi Gramodyog Board, yesterday at 4 PM. This pioneering Khadi store is the result of a collaborative effort between CIMP-BIIF and Bihar Rajya Khadi Gramodyog Board, with the primary aim of rejuvenating and redefining the essence of Khadi in a fresh and contemporary light.

The event was graced by the esteemed presence of Maithili Thakur, the brand ambassador of Bihar Khadi, Sh. Dilip Kumar (IRTS), Special Secretary, Department of Industries and CEO - Bihar Rajya Khadi Gramodyog Board. Colonel Rahul Sharma, the Director of NIFT Patna, will also grace the occasion as the Guest of Honour. It was also attended by Ms. Neetu Navgeet, Swatchata brand ambassador of Bihar Nagar Nigam. Shri Sandeep Tiwari, Principal Darbhanga College of Engineering, was also present as guest speaker.

The event started with Lamp Lighting by all the dignitaries to formally inaugurate and begin the event.

In the welcome address, Prof. Dr. Rana Singh talked about the significance of Khadi and also applauded the efforts of Shri Dilip Kumar, CEO of Bihar Khadi Gyam Udhyog for taking great efforts for its spread and promotion across the state and also thanked Bihar Industries Department for their support.

Shri Dilip Kumar, Special Secretary, Department of Industries and CEO - Bihar Rajya Khadi Gramodyog Board in his address talked about the the purpose of opening of a new startup Venture 'Navya Khadi' in collaboration with CIMP BIIF. He said, " The purpose has been to give the traditional khadi a new outlook as per the demands of present modern times and thus bring Khadi closer to the young generations. He applauded the efforts of Ms. Maithili Thakur for increasing the brand popularity and number of followers who have adopted kadi in their live. He also appreciated the effort of Shri Kumod Kumar , CEO of CIMP BIIF and Prof. Dr Rana Singh, Director CIMP for pitching the unique idea of having an exclusive Navya Khadi store outlet at their campus. He said in future it would be replicated in many other institutions and their will a chain of such outlets across state. He urged participants to wear Khadi atleast once in a week.

Colonel Rahul Sharma, Director NIFT Patna, in his address talked about the market trend study predictions that point towards the return of khadi as modern fashionwear in near future. He talked about the different types of Khadi products related to wellness and beauty . He also announced that NIFT will be organizing an event to celebrate Khadi Mahotsava.

Next speaker was Shri Sandeep Tiwari, Principal of Darbhanga Engineering College, who announced that a new Khadi Club will be opened soon in his college and he will promote the idea of wearing khadi clothes atleast once a week.

After that, the stage was taken over by Ms. Maithili Thakur who resonated the auditorium with her melodious voice and sung bhajna in the memory of Gandhi ji. She talked about her experience of working as brand ambassador of Bihar Khadi and how she feels so comfortable wearing khadi saree in her daily life and urged people to adopt khadi as a clothing in order to empower the rural artisans and workers employed in this khadi industry.

Also on this day, a new Logo of Navya Khadi store was unveiled. It was the outcome of a Design Logo Contest that was floated a month ago and participation of NIFT students had been outstany. Certificate of Participation were distributed to the NIFT students who participated in the contest. Also a cash prize of Rs 5100/- was handed over to Ms. Ritika Gupta, NIFT Student who was the winner of the contest .

This event also marked the formal handover of the management of Navya Khadi store outlet to Ms. Vandana Das, founder Paper Pepper by signing an MoU.

Towards the end of the event, Smt. Neetu Navgeet, popular folk singer, launched her new Charkha Song dedicated to Gandhi ji on this special day. The song is available on YouTube channel now.

All the dignitaries and guests then formally inaugurated the shop and the event concluded with a vote of thanks by Shri Kumod Kumar. In his address Shri Kumod Kumar extended his warm regards to all the guests and especially thanked Shri Dilip Kumar , CEO of the Bihar Khadi Gyam Udhyog Board, for making Navya Khadi store a reality. He also appreciated the support provided by NIFT Patna and the the Department of Industries, Govt. Of Bihar. The event ended with the presentation of mementoes to the guests.



