



**Amarpreet Duggal**  
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**D.O. No. 18-5/2023-IS 6**

**New Delhi, Dated 7<sup>th</sup> October, 2023**

*Respected Ma'am/Sir,*

Government of India has launched 'Khadi Mahotsav' with the tagline 'Khadi for nation Khadi for Fashion' from 2<sup>nd</sup> - 31<sup>st</sup> October, 2023 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. The Mahotsav aims at making citizens, particularly students and youth, aware of Khadi and encouraging them to adopt it. In this regard, various competitions such as quiz, slogan writing, essay writing, pledge, jingle contest, video games, short films contest, display of e-banners etc. are being hosted on MyGov platform by KVIC under Ministry of Micro, Small and Medium Enterprises (MSME) in association with other domain Ministries.

2. Essay, Quiz and Elocution competitions are specific to the student category in schools and colleges; however, students may be encouraged to participate in other activities being organized in Khadi Mahotsav as well. Salient features of Essay, Quiz and Elocution competitions are given below.

i. **KHADI MAHOTSAV - ESSAY COMPETITION**

There will be two categories in essay competition for school students, one for classes 6 to 10 and the other for classes 11 to 12. This competition is to be conducted across the schools in various districts and states. Essay can be written in 12 languages English, Hindi, Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Odiya, Punjabi, Tamil & Telugu. The word limit for category 1 is 1000 words while it is 1500 words for category 2. The nodal officer from each state/UT will shortlist the top three essays in each category in each language at the state level from those initially shortlisted from various districts. These first three shortlisted performers from the state level in each category in each language will be uploaded onto the MyGov platform before **31<sup>st</sup> October** by the nodal officer from the state/UT using the login ID and credentials, which will be shared in due course. These shortlisted performers from the state level will qualify for the top three final selections in each category for each language at the national level. Essay Topics etc. are given in the **Annexure-I**.

ii. **KHADI MAHOTSAV-QUIZ CONTEST**

'KHADI MAHOTSAV-QUIZ CONTEST' is live up to 31<sup>st</sup> October, 2023 on MyGov platform. **The Quiz is open for all.** The questions will be in Hindi and English and

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will be based on Khadi & Village industries, Handloom, Handicrafts and ODOP (One District One Product). Top 20 winners will be awarded KVIC e-coupon. Results will be declared on 10th Nov. 2023. The details of Quiz contest are available on MyGov platform.

iii. **KHADI MAHOTSAV- Elocution Contest**

The Elocution Competition will be held offline in schools up to October 31st 2023. The details of the elocution topics and award structure are given in Annexure-II. As regards modalities for conducting the Elocution Competition, similar modalities may be followed as for conducting the essay competitions except the language of elocution. The elocution competition may be conducted in three languages only viz. Hindi, English and first official Language of the State/UT. The nodal officer from each state/UT may recommend the top three entries in each category (Category – I: classes 6 to 10 and Category – II: classes 11 and 12) i.e. **six winners in all** to this Department by 2<sup>nd</sup> November, 2023.

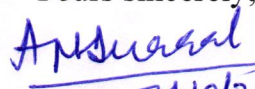
3. I would request you to give wide publicity to these events and advise all schools of your State/UT to ensure participation in **‘Khadi Mahotsav’ in general and particularly in the above three competitions**. Students who are subscribers of mygov.in can also be reached through SMS, mailers, and other channels.

4. I would also request you, to furnish the details of nodal officers at State level viz. name, designation, phone number, email Id and address for creating login credentials by MyGov Team by return email (is6section.moe@gmail.com).

5. I am confident that your support in motivating students to participate in **‘Khadi Mahotsav’** will make the event a grand success.

6. This issues with the approval of the competent authority.

*with regards,*

Yours sincerely,  
  
7/10/23  
(Amarpreet Duggal)

**Education Secretaries of all the States/UTs**

Copy to:

1. Secretary, MSME. It may please be noted that the Elocution Contest has been proposed in three languages as mentioned in para 2(iii) of the DO letter. The same may kindly be noted by MSME.
2. All Bureau Heads, DoSEL
3. Heads of all ABs under DoSE&L – for similar action.
4. MyGov Team.