



# खादी और ग्रामोद्योग आयोग

**Khadi & Village Industries Commission**

सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार

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

## Press Release

### Khadi Sales Outlets inaugurated at Andheri



Khadi sales has gained momentum after clarion call of Hon'ble Prime Minister of India to buy Khadi from Khadi sales outlets. Recently the Khadi and village industry products marked an outstanding sale of Rs. 36,415 crores with the efforts of Khadi and Village Industries Commission. To cater to the needs of Western suburbs of Mumbai Shri Vinai Kumar Saxena, Chairman, Khadi and Village Industries Commission inaugurated a renovated sales outlets of KVI Products at Viral Apartment, S.V. Road, Andheri (west), on 31.05.2016 where Khadi T-Shirts, polo shirts, and herbal and natural products of Village Industries along with traditional khadi wear are available. Shri Arun Kumar Jha, Chief Executive Officer, KVIC and other senior officials of KVIC also marked their presence on the occasion.

Earlier, a review meeting of Departmental Sales Outlets of Khadi and Village Industries Commission was also taken up jointly at central Officials by Shri

Vinay Kumar Saxena, Hon'ble Chairman, , Shri Arun Kumar Jha, CEO, and Smt. Usha Suresh, F.A., and Shri K.S. Rao, Dy. Chief Executive KVIC respectively.

In a threadbare discussion with the dignitaries, Managers of all Departmental Sales Outlets (DSOs) placed their comprehensive proposals to make the DSOs attractive for enhancement of the sale.

The key issues discussed in the meeting were, bar coding of the products, renewals of Sales Outlets, reducing establishment expenditure on one hand and increasing the sale on other hand, improvement of packaging system, calendar for periodical events, uniform to the Salesman/Salesgirl, modernization in designing the product, engagement of low cost professionals for designing and advertisement, quarterly monitoring of targets, convergence between the DSOs, special discounts on festivals and holidays, installation of CCTV in Bhavans, computerization of Godowns & Bhavans, Signage Board, etc. were taken up.

Director, Publicity



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