

Press Release

Khadi registers record sale of its special yoga kit: to continue with its sale round the year

Khadi and Village Industries Commission has decided to continue with the sale of the yoga kit which were specially prepared by it for the second International Yoga Day, which was held recently across the world with pomp and show on June 21.

The special kit will be available in all the Khadi sale outlets round the year. It consists of top and bottom, a khadi mat, a napkin and a tricolor `mala`.

The decision follows the record sale of the kit in the run up to the global yoga day.

KVIC launched the sale on June 12 and by June 21 had sold 2,906 kits -- 1085 ladies' kits and 1821 gents' kits. In addition, buyers also snapped up a large quantity of khadi mats, napkins and `mala's during the period.

In the span of just 10 days, the organization earned whopping revenue of Rs. 69.6 lakhs – Rs. 32.34 lakhs from the kits and the balance from the individual items.

In all, 24 tailors with supporting staff of 30 worked day and night to meet the unending demand. Bulk orders also poured in from several public and private organisations.

The New Delhi Municipal Corporation placed an order for 1,000 kits, while SIS Group of Company sought 500 kits. The Central Government's Ministry of Ayush, which is the nodal agency for conducting the yoga day in the country, itself ordered 300 kits.

In addition, 500 kits were sent by courier to the offices of National Thermal Power Corporation, Power Grid Corporation in different parts of the country including Srinagar and the north-east.

About, 21,000 metres of cloth were used. The tailors earned a sum of Rs. 12.95 lakhs.

The tailors' team included eight Muslims and they too worked round the clock despite it being Ramzan.

The kits were produced based on a design specially prepared by the Ahmedabad-based National Institute of Design on behalf of the Ministry of Ayush.

KVIC Chairman, Vinay Kumar Saxena, had set up a team of seven officers to ensure timely execution of the orders.

In some cases, home delivery of the kits were also done.

“ This is for the first time KVIC entered into such a project and did aggressive marketing. We will continue to do everything possible to ensure that Khadi brand remained at the forefront”, KVIC Chairman said.

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