

Khadi Store in Delhi earns Rs 1.25 crore sale in one day



The flagship store of Khadi India located in Connaught Place in Delhi registers around 1.25 crore on the past Saturday. The store has registered a whopping amount of Rs 1,25,25,671 to be precise, which is the highest ever sale in the history of this outlet.

The Minister of State for MSME (Ministry of Micro, Small and Medium Enterprises), Giriraj Singh on this new record said that the KVIC (Khadi and Village Industries Commission) under which this Connaught Place Khadi India shop runs, has done a great job in fulfilling the dream of our Prime Minister Narendra Modi. He also said, "I am sure that this bumper sale would silence the critics of our government's economic policies." The KVIC chairman Vinai Kumar Saxena attributed this great achievement to no one but The Indian Prime Minister, Narendra Modi for supporting Khadi and mobilised Khadi lovers to promote Khadi and others to adopt Khadi products.

He said, "It was due to the appeals made by Prime Minister Narendra Modi that the sale of this outlet has gone up from Rs 27 lakh-highest in 2015, to over Rs 1.25 crore on October 13 this year. The KVIC said that as many as 11,705 customers visited the store on October 13 and the total number of bills generated on 13th October were 2341, making it every fifth customer making a purchase. According to the KVIC the total sales of Rs. 1,25,25,671 among total 2341 bills, average bill was calculated worth Rs. 5350.

To promote more and more Khadi, 375 new institutions were established after 2015 to the till date. While, previously between the years 2004-2014, only 110 new institutions were established. Khadi is slowly taking over the clothing market, and continuing the thoughts of Mahatma Gandhi. We believe that Khadi is not just the material. It is thought, it is the lifestyle, and it is the ideology of our beloved 'Bapu'. With Khadi products, we can still support the ideology of Mahatma Gandhi.