

## PRESS RELEASE

An agreement was reached between Bihar State Khadi Village Industries Board and Chandragupt Institute of Management Patna on 31 December 2022 to work together in the field of Khadi and village industries. The Memorandum of Understanding to this effect was signed by Mr. Dilip Kumar, Chief Executive Officer, Bihar Khadi Village Industries Board and Prof.(Dr.) Rana Singh, Director, Chandragupta Institute of Management Patna. Famous folk singer Maithili Thakur, the brand ambassador of Bihar Khadi, Handloom and Handicrafts, was also present at the signing ceremony organized at the Chandragupt Institute of Management Patna.

In the program, Dr. Rana Singh, Director, CIMP said that it is possible to make Khadi and village industry products from local to global by using modern managerial skills. There is a trend towards pure and organic products all over the world and this trend will increase further in the next few decades. Big brand products also have to go to villages in search of their market. Improvements and innovations in the field of marketing, branding and logistics have made it possible to deliver village products anywhere in the world.

Chief Executive Officer of Bihar State Khadi and Village Industries Board Mr. Dilip Kumar said that the values of freedom struggle are enshrined in Khadi. But with time there has been a change in the quality of Khadi and the fashion associated with Khadi. The new mantra in this sector is Khadi for Nation, Khadi for Fashion and Khadi for Transformation. The Board is preparing an action plan on its part to make Bihar Khadi popular among the youth and to take it to the whole world.

Chandragupta Institute of Management Patna has been associated with the Board under a strategic partnership so that the products of Khadi Village Industry can be taken to the global market. The people associated with the board will be trained here. The institute has been made a premium partner by the board. Now this institute and all the people associated with the institute will be given an additional discount of 10% on the products of Bihar State Khadi Village Industries Board. Financial resources for this will be arranged by the Bihar State Khadi Village Industries Board. He asked the children of Chandragupt Institute of Management Patna to move forward in the field of entrepreneurship. Build a startup with a new idea. Connect the doctor to the villages. Villages of India are the most emerging and biggest market. Realizing the problems of the rural people, there is a need to find new solutions using innovations and new technology.

Folk singer Maithili Thakur said that she is very happy to be associated with Bihar Khadi handloom and handicraft. The youth should come forward to take the products of rural Bihar to the global market. Startup will prove to be an important step in this direction.

While giving vote of thanks, Chief Administrative Officer of Chandragupt Institute of Management Patna Mr. Kumod Kumar said that the institute works on new ideas. By associating with the Bihar State Khadi Village Industries Board, we will take innovations forward. He said that the children of the institute would wear khadi clothes for one day in a week. Khadi curtains and bed sheets will also be made available in the hostels. Spices and other ingredients made by rural producers will be used in the

institute's kitchen. He said that the children of the institute would be sent to Bihar Khadi Village Industries Board for internship and rural training.



