



# Indigenous Products of Vindhyavali Launched in Bhopal Haat

## Why in News

On October 13, 2021, Smita Bhardwaj, Principal Secretary, Madhya Pradesh Cottage and Village Industries Department, launched ten indigenous products of Vindhyavali in the **Charkha Khadi festival organized at Bhopal Haat**.

## Key Points

- Under the concept of '[Atmanirbhar Bharat](#) - **Atmanirbhar Madhya Pradesh**', Khadi Ayurveda, Gwalior's Handmade Mitti Charcoal Soap, Handmade Kewra Soap, Handmade Multani Mitti Soap, Handmade SandalWood Soap, Stevia powder from Adyati Herbs & Food Pvt. Ltd. Jabalpur, Roop Sanjuri of Azad Kutir Industries Institute, Bhopal, Immune Prash, Diabetes Powder and Khadi Ayurveda, Gwalior's Castor Oil, Gulab Jal and Body Oil have been launched.
- The Principal Secretary said that **Vindhyavali is a banner under the Madhya Pradesh Khadi and Village Industries Board**, which provides **assistance and guidance to small and cottage enterprises in the manufacture of indigenous products**, at present their units across the state are being operated under Atmanirbhar Madhya Pradesh concept.
- He informed that new products, Agarbatti, Stevia Powder, Indigo Powder, Roop Manjari, Satritha, Immune Prash, Diabetes Powder, Handmade Soap were launched under Vindhyavali brand and sale of 98 new Ladies Designer Garments in Kabira range of readymade garments has also been started.
- It is worth mentioning that with the objective of providing continuous employment to weavers and other artisans working in the field of Khadi and Village Industries under [Azadi Ka Amrit Mahotsav](#) and Atmanirbhar Madhya Pradesh, **Madhya Pradesh Khadi and Village Industries Board** has organized Charkha Khadi Utsav at **Bhopal Haat Complex** in Bhopal from October 9-20, 2021 in which about 110 Khadi Village Industries and Handicraft units from 12 states are participating.

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