



NaMo App

Vocal for Local

- "Let us use the power of digital media to support local talent, encourage the creativity of fellow Indians and keep our traditions thriving" - PM Narendra Modi
- 'Vocal for Local' champions the promotion of indigenous products, aiming to boost economic growth and self-reliance in India. This concept emphasizes supporting local producers and artisans to revive traditional crafts and industries.
- Initiatives like the Khadi and Village Industries Commission's (KVIC) online marketing platform have significantly benefited artisans, with Khadi product sales witnessing a remarkable 332% growth from 2013-14 to 2022-23.
- The turnover of Khadi industry products is projected to reach Rs 1,34,630 crore in 2022-23, marking a substantial increase from Rs 31,154 crore in 2013-14. Furthermore, employment opportunities in the sector have surged by 70%, with over 9 lakh new jobs created.





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- The 'Vocal for Local' campaign has also addressed historical barriers faced by tribal communities, granting them ownership rights over forest resources and facilitating their integration into mainstream markets.
- The Van Dhan Yojana, with over 3,000 Van-Dhan Vikas Kendras nationwide, has expanded opportunities for tribal entrepreneurs.
- Additionally, initiatives like the One District One Product-Districts as Export Hubs (ODOP-DEH) initiative and PM Vishwakarma Yojana further promote regional development and support traditional crafts.
- With a budget of Rs. 13,000 crore, the PM Vishwakarma Yojana aims to uplift financially vulnerable families and preserve India's rich artistic traditions.
- PM Modi's proactive promotion of local products on international platforms has elevated the morale of artisans and boosted their competitiveness. Overall, the 'Vocal for Local' campaign, under PM Modi's leadership, has been instrumental in fostering innovation, empowerment, and self-reliance in Indian industries.

