विषय : DO Letter from Secretary, Ministry of Textiles on Social Media Campaign on Indian Handicrafts – reg.

उपरोक्त विषय पर Secretary, Govt. of India, Ministry of Textiles, Udyog Bhawan, New Delhi से प्रम. डी.ओ. संख्या K-12012.5/6.20-21-C&P दिनांक 05 नवंबर, 2020 की प्रतिलिपि मूलमा एवं अभ्यक्त कार्यवाही हेतु ई-मेल द्वारा पारिवर्तित की जा रही है।

यह सक्षम अधिकारी के अनुमोदन से जारी किया जा रहा है।

संलग्न: उपरोक्तनुसार

1. संयुक्त निदेशक, सी.आई.ई.टी.।
2. संयुक्त निदेशक, पी.एस.एस.सी.आई.वी.ई.।, श्यामला हिल भोपाल।
3. डी.वि., अध्यादेशक एन.सी.ई.ए.टी.।
4. एन.आई.ई.। के सभी विभागों के अध्यक्ष।
5. प्रांचार्य, क्षेत्रीय शिखर संस्थान, अजमेर/भोपाल/भंगरकोंवर/मैमूर/शिलांग।
6. मुख्य लेखाधिकारी, एन.सी.ई.ए.टी.।
7. सभी उपाध्यक्ष/अध्यक्ष, ए.सी.ई.सी.आई.टी.।
8. प्रांतीयांकित अधिकारी, प्रकाशन विभाग, एन.सी.ई.ए.टी.।
9. एन.आई.ई.। के सभी अनुभाग/प्रकाश।
10. निदेशक, एन.सी.ई.सी.आई.टी.। के निजी सचिव।
11. संयुक्त निदेशक, एन.सी.ई.सी.आई.टी.। के निजी सचिव।
12. सचिव, एन.सी.ई.सी.आई.टी.। के निजी सचिव।
13. विभागाध्यक्ष, डी.आई.सी.ई.।, सी.आई.ई.टी.। – परिषद की वेबसाइट पर अपलोड करने हेतु

For N.A.

[Signature]
13.11.2020
Sir / Madam,

Please find enclosed note No. 17-1/2020-EE 1(part) dated 06.11.2020 along with the enclosure on the subject mentioned above, details of which are self explanatory.

Regards,

Coordination Division,
EE.1 Section
Dept. of SE&L,
Ministry of Education
New Delhi, the 6th November, 2020

Subject: DO Letter from Secretary, Ministry of Textiles on Social Media Campaign on Indian Handicrafts-regarding.

Please find enclosed an e-mail dated 05.10.2020 received from Ministry of Textiles on the subject cited above, the contents of which are self explanatory, for information, compliance and further necessary action as appropriate.

(Om Prakash Singh)
Section Officer (EE.1)

JS(Inst)
JS(SS-I)
JS(EE.1)
JS(SS-II)
JS(AE & Coord)
EA(SE&L)
DDG(Stats)

Copy for necessary action to:
Heads of all the Autonomous Organizations under DoSE&L
Email

Fwd: DO LETTER FROM SECRETARY TEXTILES

From: Anita Karwal <secy.sel@nic.in>
Subject: Fwd: DO LETTER FROM SECRETARY TEXTILES
To: Vipin Kumar <jscord-mhrd@gov.in>

Circulate to all bureaus and autonomous bodies.

sd_/ 
Secy.(SE&L) 
05.11.2020

From: "Secretary Textiles" <secy-textiles@nic.in>
To: "RAJESH KOTECHA" <secy-ayush@nic.in>, shioff@nic.in, "Shri Sailshe" <secy-dpe@nic.in>, "Ajay Kumar Bhalla" <nshso@nic.in>, secyl@nic.in, "n chatterjee" <secy-mhupa@nic.in>, "Shri Amit Khare" <secy.dhe@nic.in>, "Anita Karwal" <secy.sel@nic.in>, "Amit Khare" <secy.inb@nic.in>, "Secy Labour Employment" <secy-labour@nic.in>
Sent: Thursday, November 5, 2020 12:44:59 PM
Subject: DO LETTER FROM SECRETARY TEXTILES

Dear Sir,

Kindly find attached herewith the DO Letter from Secretary on SOCIAL MEDIA CAMPAIGN ON INDIAN HANDICRAFTS.

SR PPS TO SECY TEXTILES 
Ministry of Textiles 
Udyog Bhawan 
New Delhi - 110 011 
Tel: 011-23061769 
Fax: 011-23063681

[Signature]

150 YEARS OF CELEBRATING THE MAHATMA

150 YEARS OF CELEBRATING THE MAHATMA

SECRETARIES_GOV'T_DO_05112020.pdf
725 KB

November 5, 2020

Dear Secretary,

Handicrafts is a symbol of our country’s glorious cultural heritage and an important source of livelihood in the country. This sector is key to women’s empowerment as over 55% of all handicrafts artisans and allied workers are women.

Hon'ble Prime Minister has urged that it should be our endeavour to use Indian handicrafts, and also communicate to more and more people about them. The more the world knows about the richness and diversity of these products, the greater our local artisans will benefit. A social media campaign is planned for the purpose. The campaign has to be made viral and top trending on social media through the collective efforts of every part of the Government, various stakeholders and the public.

In line with the Hon'ble Prime Ministers' vision, a social media campaign shall be launched on 9th November, 2020 with an appeal to all to celebrate Diwali and other festivals by buying and gifting Indian handycraft items. It has to be our collective endeavor to ensure that the message to embrace Indian handicrafts reaches far and wide.

The publicity material and important handicrafts products with photographs and write-ups shall be shared on your official email shortly. The campaign shall be launched through a hashtag which shall be shared with you on shortly.

I request you to ensure active participation by your department, all its attached & subordinate offices, statutory/advisory/autonomous bodies, institutions, public sector undertakings, etc., in making viral the social media campaign on twitter, Facebook, Instagram etc., under a common hashtag.

Your officers and their families may be urged to buy Indian handicrafts and post pictures of the same through their social media accounts. They may also be advised to encourage others to support artisans' community by buying Indian handicrafts items.

Your support and encouragement will go a long way in instilling pride amongst our handicrafts artisans/workers, ensuring sustenance of our cultural heritage,

I look forward to your continued support and cooperation.

Yours sincerely,

(Ravi Kapoor)

All Secretaries to Government of India
(as per list attached)