

INDIAN COUNCIL OF AGRICULTURAL RESEARCH
KRISHI BHAWAN: NEW DELHI

F. No. GAC-21-77/2020-CDN

Dated- 25th November, 2020

ENDORSEMENT

Secretary, Textiles, Ministry of Textiles, Udyog Bhavan, New Delhi has issued D.O. letter No. K.12012/5/6/20-21-C&P dated 5.11.2020 regarding buying and gifting Indian handicrafts items The above mentioned D.O. dated 5.11.2020 is being uploaded on the ICAR website www .icar.org.in and e-office for information and necessary action.

Ajmer
23/11/20
(Ajai Verma)
Under Secretary
(GAC)

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3. Secretary (SS), CJSC, CSWCRTI, Dehradun.
4. Secretary (SS), HJSC, ICAR.
5. Sr.PPS to DG, ICAR/ PPS FA (DARE)/ PPS to Secretary, ICAR
6. Media Unit for placing on the ICAR website.
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र. मा.प्र.से.
सचिव
Ravi Capoor, IAS
Secretary



भारत सरकार
वस्त्र मंत्रालय
उद्योग भवन, नई दिल्ली - 110 011
GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
UDYOG BHAWAN, NEW DELHI - 110 011

D.O.No. K-12012/5/6/20-21-C&P

सचिव (डेयर) एवं मनि. (भा.कृ.अनु.प.) का कार्यालय
Office of Secy. (DARE) & DG (ICAR)
Office Dy. No. 5.07.964
Date 9.11.2020

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 handicraft 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 Capoor
(Ravi Capoor)

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

US(GAC)
US(DARE-EST.)

Dir/CA
Rajendra

sup con
11/11/20