



नौएडा विशेष आर्थिक क्षेत्र प्राधिकरण
NOIDA SPECIAL ECONOMIC ZONE AUTHORITY
(अधीनस्थ भारत सरकार)
(Under Government of India)
वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग
Min. of Commerce & Industry, Deptt. of Commerce,
विकास आयुक्त का कार्यालय
Office of the Development Commissioner
नौएडा दादरी रोड, फेस.2, नौएडा. 201305, जिला गौतम बुद्ध नगर (उ0प्र0)
Noida Dadri Road, Phase-II, NOIDA-201305, Distt. Gautam Budh Nagar (UP)

फाइल सं.01/01/2010-ई.एम. | 10257
3/12/20

दिनांक: .12.2020

Circular

विषय:-Social Media Campaign to embrace Indian handicraft items-reg.

I am directed to forward a D.O. letter No. K-12012/5/6/20-21-C&P dated 05.11.2020 issued by Ministry of Textiles vide which they have informed that 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. In line with the Hon'ble Prime Ministers' vision, a social media campaign has been launched with an appeal to celebrate Diwali and other festivals by buying and gifting handicraft items.

You are, therefore, requested to ensure active participation in making the campaign viral on social media platforms under a common hashtag which shall be shared with you shortly.

संलग्नक: उपरोक्त

(नितिन गुप्ता)
उप विकास आयुक्त

सेवा में,

1. All developers, co-developers and SEZ units under the jurisdiction of Development Commissioner, NSEZ.
2. Concerned file.

रवि कपूर, भा.प्र.सो
सचिव
Ravi Kapoor, IAS
Secretary



Dy No. 1238/E III
09/11/2020
भारत सरकार
दसत मंत्रालय
उद्योग भवन, नई दिल्ली - 110 011
GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
UDYOG BHAVAN, NEW DELHI - 110 011

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

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.

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