

फा.सं. 1-3/2020-ई.सी.(खंड I) 4077-4/63
राष्ट्रीय शैक्षिक अनुसंधान एवं प्रशिक्षण परिषद
श्री अरविंद मार्ग, नई दिल्ली - 110016
(स्थापना समन्वय अनुभाग)

दिनांक : 12/11/2020

परिपत्र

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 प्राप्त डी.ओ. संख्या K-12012/5/6/20-21-C&P दिनांक 05 नवम्बर, 2020 की प्रतिलिपि सूचना एवं आवश्यक कार्यवाही हेतु ई-मेल द्वारा परिचालित की जा रही है।

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

Handwritten signature and date: 12/11/2020

(तूलिका वर्मा)

अवर सचिव/ लिंक अधिकारी

संलग्नक: उपरोक्तनुसार

1. संयुक्त निदेशक, सी.आई.ई.टी.।
2. संयुक्त निदेशक, पी.एस.एस.सी.आई.वी.ई., श्यामला हिल भोपाल।
3. डीन, अकादमिक एन.सी.ई.आर.टी.।
4. एन.आई.ई. के सभी विभागों के अध्यक्ष।
5. प्राचार्य, क्षेत्रीय शिक्षा संस्थान, अजमेर/भोपाल/भुवनेश्वर/मैसूर/शिलांग।
6. मुख्य लेखाधिकारी, एन.सी.ई.आर.टी.।
7. सभी उपसचिव/अवर सचिव, एन.सी.ई.आर.टी.।
8. प्रशासनिक अधिकारी, प्रकाशन विभाग, एन.सी.ई.आर.टी.।
9. एन.आई.ई. के सभी अनुभाग/प्रकोष्ठ।
10. निदेशक, एन.सी.ई.आर.टी. के निजी सचिव।
11. संयुक्त निदेशक, एन.सी.ई.आर.टी. के निजी सचिव।
12. सचिव, एन.सी.ई.आर.टी. के निजी सचिव।
13. विभागाध्यक्ष, डी.आई.सी.टी., सी.आई.ई.टी. - परिषद की वेबसाइट पर अपलोड करने हेतु।

*672/DICF
13/11/2020*

For MW

Handwritten signature and date: 13.11.2020

Sub 201

director

From: r10samplay@gmail.com
Sent: Friday, November 6, 2020 4:16 PM
To: L Sweety Changsan; R.C. Meena; MANEESH GARG IAS; Santosh Kumar Yadav; Vipin Kumar; Purnendu Kishore Banerjee; Geetu Joshi
Cc: Vinayak Garg; Nidhi Panday; cm@nios.ac.in; commissionernvs@yahoo.com; cp@ncte-india.org; Prof. Hrushikesh Senapaty; Manoj Ahuja; directorctsa@gmail.com; kvs.commissioner@gmail.com; nbb.admin@gmail.com; daemhrd@gmail.com; jddaemhrd@gmail.com
Subject: DO letter from Secretary, Ministry of Textiles on Social Media Campaign on Indian Handicrafts - reg.
Attachments: 11062020161221.pdf

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

No.F.17-1/2020-EE.1 (pt.)
Government of India
Ministry of Education
Department of School Education and Literacy

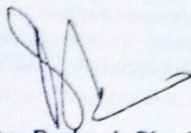
New Delhi, the 6th November, 2020

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.



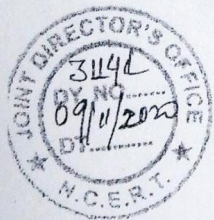
Handwritten note:
H.S. Singh
7-11-2020
JS


(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



Handwritten note:
Jub
09/11/2020

Handwritten note:
Scy-
VS EC

Handwritten note:
Dr. Divya
10/11/2020

Email

Fwd: DO LETTER FROM SECRETARY TEXTILES

Thu, Nov 05, 2020 02:39 PM
1 attachment

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.

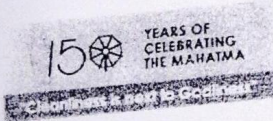
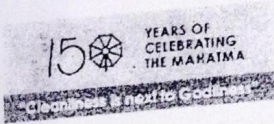
sd/-
 Secy.(SE&L)
 05.11.2020

From: "Secretary Textiles" <secy-textiles@nic.in>
 To: "RAJESH KOTECHA" <secy-ayush@nic.in>, shiooff@nic.in, "Shri Sailesh" <secy-dpe@nic.in>, "Ajay Kumar Bhalla" <hshso@nic.in>, secyol@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 12:44:50 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



SECRETARIES_GOV_T_DO_05112020.pdf
 726 KB

05/11/20
 Sh. Sailesh

रवि कपूर, मा प्र से
सचिव
Ravi Kapoor, IAS
Secretary



नारायण चंद्रकार
कस्त्र 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.

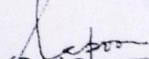
Your officers and their families may be urged to buy Indian handicrafts and post pictures of the same through their social media accounts. They may also be advised to encourage others to support artisans' community by buying Indian handicrafts items.

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.

With regards,

Yours sincerely,


(Ravi Kapoor)

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

Dyno 158/EC
10-11-2020