



दिनांक/Dated: 06.08.2020

प्रेषक / From : संयुक्त सचिव (प्रशासन)  
Joint Secretary (Admn.)

सेवा में / To : सी.एस.आई.आर. की सभी राष्ट्रीय प्रयोगशालाओं/संस्थानों/मुख्यालय/एककों के निदेशक/प्रधान  
The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units

महोदय/Sir / महोदया/Madam,

मुझे भारत सरकार द्वारा जारी किए गए निम्नलिखित अर्धशासकीय पत्र को आपकी जानकारी, मार्गदर्शन और अनुपालन के लिए अग्रेषित करने का निदेश हुआ है:

I am directed to forward herewith the following D.O. letter issued by the Government of India for your information, guidance and compliance:

क्रम सं. Sl. No.	अर्धशासकीय पत्र सं/ D.O. Letter No.	विषय/ Subject
1.	भारत सरकार, वस्त्र मंत्रालय, के दिनांक 29.07.2020 का अर्धशासकीय पत्र संख्या 13/01/2020-DCH(PM&E)(Pt.III)  Govt. of India, Ministry of Textiles D.O. Letter No. 13/01/2020-DCH (PM&E)(Pt.III) dated 29.07.2020	Observance of National Handloom Day on 7 <sup>th</sup> August – reg.

भवदीय/Yours faithfully

  
(बी.के.सिंह/B.K. Singh)

उप सचिव (नीति प्रभाग)/DS (PD)

संलग्न/Encl. : यथोपरि/As above

प्रतिलिपि/Copy to:

- आई.टी. प्रभाग प्रमुख वेबसाइट और पॉलिसी रिपॉजिटरी पर इस परिपत्र को उपलब्ध कराने के अनुरोध के साथ/  
Head, IT Division with the request to make this circular letter available on the website & Policy Repository.
- कार्यालय प्रति/Office copy.

रवि कपूर, भा.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. 13/01/2020-DCH(PM&E)(Pt.III)

July 29, 2020

*Dear Secretary,*

The 7th of August was chosen as the National Handloom Day to commemorate the Swadeshi Movement which was launched on this day in 1905. The objective is to generate awareness about the importance of handloom industry amongst public at large and its contribution to the socio-economic development.

2. Handloom 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 70% of all handloom weavers and allied workers are women.

3. Hon'ble Prime Minister has urged that it should be our endeavour to use Indian Handloom and Handicrafts, especially in the present circumstances to support our weavers. The more the world knows about the richness and diversity of these products, the greater our local weavers and artisans will benefit. Hon'ble Prime Minister has exhorted to launch a social media campaign urging the citizenry and the world at large to embrace Indian handlooms. This campaign has to be made viral and top trending on social media through the collective efforts of every part of the Government, various stake-holders and the public.

4. In line with the Hon'ble Prime Minister's vision, a social media campaign shall be launched on National Handloom Day [August 7, 2020]. It has to be our collective endeavour to ensure that the message to embrace Indian Handlooms reaches far and wide.

5. The publicity material and important handloom 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 6<sup>th</sup> August.

6. I request 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.

7. Your officers and their families may be urged to buy Indian handloom fabric and post pictures of the same through their social media accounts. They may also be advised to encourage others to support this community by wearing handloom fabric.

8. Your support and encouragement will go a long way in instilling pride amongst our handloom weavers/workers, ensuring sustenance of our cultural heritage.

9. I look forward to your continued support and cooperation.

Yours sincerely,

*(Ravi Capoor)*

All Secretaries to GoI (as per list attached)