



'हर काम देश के नाम'

रक्षा लेखा महानियंत्रक

Controller General of Defence Accounts

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Dated: 06.08.2020

To

All PCDAs/PCA(Fys)/PIFAs/CDAs/IFAs/RTCs
(Through cgda website)

Sub: Commemoration of National Handloom Day on 7th August, 2020.

Please find enclosed a copy of D.O No.13/01/2020-DCH(PM&E)(Pt.III) dated 29th July, 2020 from Sh. Ravi Kapoor, IAS, Secretary, GoI, M/o Textiles, on the subject matter for information and necessary action.

2. It is requested to take action to encourage the use of handloom products and give wider publicity for the same. Action may also be taken in making viral the social media campaign on twitter, facebook, Instagram, etc.


(Rajeev Ranjan Kumar)

Dy. CGDA(AN)

Copy to:

IT&S Local : For uploading on cgda website


(Rajeev Ranjan Kumar)

Dy. CGDA(AN)

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



सत्यमेव जयते

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)

रक्षा लेखा महानियंत्रक सचिवालय

C.G.D.A. Secretariat

डायरी सं० / Dy. No. 965

दिनांक / Date. 03/08/2020

July 29, 2020

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 6th 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 Kapoor)

All Secretary equivalent level officers.
(As per list)