

यू. पी. सिंह, भा.प्र.से.
सचिव
U. P. Singh, 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. 14/04/2021-DCH/P&E
Dated the 27th July 2021

Dear Sir Jha,

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 National Handloom Day is observed annually in the honour of our handloom weavers and to provide impetus to the handloom industry.

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.

Hon'ble Prime Minister has urged that as we are celebrating 75 years of Independence, it has to be our endeavour to support our handloom weavers by buying handloom products and share it using hashtag #MyHandloomMyPride.

It has to be our collective effort to ensure that the message to embrace Indian Handlooms reaches far and wide. The more the world knows about the richness and diversity of handloom products, the greater our local weavers will benefit.

I request you to ensure active participation of officials and their family members of your department, its attached, subordinate offices and organisations in the campaign. They may be urged to buy Indian handloom fabric and post pictures of the same through their social media accounts using the hashtag #MyHandloomMyPride. They may also be advised to encourage others to support the handloom weaving community by wearing handloom fabric.

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

I look forward to your continued support and cooperation.

Respectfully,

Yours sincerely,

(U.P. Singh)

Shri Anil Kumar Jha
Secretary,
Ministry of Tribal Affairs,
Government of India,
Room 738, Shastri Bhawan, A-Wing,
New Delhi.

29-7-2021

Received
today

29-7-2021

02/08

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Place it on
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