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INDIAN COUNCIL OF
MEDICAL RESEARCH

भारतीय आयुर्विज्ञान अनुसंधान परिषद
INDIAN COUNCIL OF MEDICAL RESEARCH

स्वास्थ्य अनुसंधान विभाग (स्वास्थ्य एवं परिवार कल्याण मंत्रालय)

वी रामलिंगस्वामी भवन, अन्सारी नगर, नई दिल्ली - 110029

DEPARTMENT OF HEALTH RESEARCH (MINISTRY OF HEALTH & FAMILY WELFARE)
V. RAMALINGASWAMI BHAWAN, ANSARI NAGAR, NEW DELHI-110029

No.16/19/2023/Admn.

Dated: 20/10/2023

To

The Directors/Director-in-Charges,
of ICMR Institutes/Centres.

Sub.:- To promote Khadi, Handloom, Handicraft, Village Industries, One District One Product (ODOP)

Sir/Madam,

Please find enclosed herewith a copy of D.O. letter No.Secy-MSME/2023/51 dated 2nd October, 2023, received from Sh.S.C.L. Das, Secretary, MSME, 168, Udyog Bhawan, New Delhi, on the subject mentioned above for your information and necessary action.

Digitally Signed by Jagdish Rajesh

Rajesh

Date: 24-10-2023 16:06:41

Reason: Approved

(Jagdish Rajesh)
Assistant Director General
(Admn)

Encl.:- As above

Copy to :-

- (1) PS to DG/Sr. DDG(A)/Sr. FA, ICMR HQ.
- (2) All Divisional Head, ICMR HQ.
- (3) DDG(A)/ADG(A), ICMR HQ.
- (4) Dr. Harpreet Singh, Head BMI and Scientist E – for uploading on ICMR website

एस. सी. एल. दास, भा.प्र.से.
सचिव
S. C. L. Das, IAS
Secretary



सत्यमेव जयते

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सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय

GOVERNMENT OF INDIA

MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

17/11/23



D.O.No.Secy-MSME/2023/51

3344398
03/10/2023

2nd October, 2023

Dear Secretary,

On the occasion of Gandhi Jayanti, with the objective to promote khadi, handloom, handicraft, village industries, One District One Product (ODOP) and other local products and to bolster the *Atma Nirbhar Bharat Abhiyan*, Government has launched *Khadi Mahotsav*, to be observed from 2nd October to 31st October, 2023.

2. *Khadi Mahotsav* aims at sensitizing citizens, particularly students and youth, to make them aware of the importance of khadi, handloom and other local products for our economy, ecology, women empowerment and to encourage them to adopt them.

3. Khadi and Village Industries Commission under the Ministry of MSME has initiated several activities, to be undertaken countrywide, such as awareness and sensitisation campaign, khadi yatras, and marketing campaign including sales promotion at about 5000 outlets for khadi, handloom, ODOP and other local products.

4. In addition, various competitions such as quiz, slogan, essay writing, jingle contest, video games, short films, etc. are being hosted, in partnership with the domain Ministries, on *MyGov* platform. Citizens are encouraged to take e-pledge of *Khadi Mahotsav* to promote khadi, handloom, handicraft, ODOP and other local products in the spirit of *Vocal for Local* and for building *Atmanirbhar Bharat*.

5. I would be grateful if you could kindly advise all concerned under your Ministry to actively participate in and support the activities during *Khadi Mahotsav*.

With kind regards,

Yours sincerely,

(S.C.L. Das)

To

The Secretaries to the Government of India.

ADG(A)

JS(RK)/JS(AM)/Sr. JGK, ICMR

Mr. Mukesh

18/10