

(FTS-169328)
F. No. X-18030/164/2022-CDN
Ministry of AYUSH/आयुषमंत्रालय
CP & RTI Section

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“AYUSH BHAWAN”/“ आयुष भवन”
‘B’ –Block, GPO Complex, /‘बी’ –ब्लॉक, जी.पी.ओ कॉम्प्लेक्स
INA, New Delhi /आईएनए, नई दिल्ली – 110023
Dated : 14th December 2022

OFFICE MEMORANDUM

Sub : Celebrating “**Assam, Sikkim and Goa Art and Culture**”, during 17 December, 2022-2 January, 2023 at the SARAS Gallery Shop, 4 Baba Kharak Singh Marg, **New Delhi** – Regarding.

Ref : OM No. K-11030/1/20-21-Mkt. Cell, dt. 05.12.2022, received from Rural Livelihood Division of Department of Rural Development in **Ministry of Rural Development**.

The undersigned is directed to forward above mentioned OM, received from Ministry of Rural Development (**MoRD**), intimating about the holding of Assam, Sikkim & Goa Art & Culture Festival at Delhi, from 17th Dec. 2022 to 2nd January 2023. The MoRD has further intimated that it is implementing the **Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY – NRLM)**. One of the objectives of the Mission is to **promote self employment of women Self Help Groups (SHGs)/SHG members** through promotion of livelihoods by helping them showcase their skills and earn livelihood through selling their hand-loom and handcraft products.

2. MoRD has a store with the name of “**SARAS Gallery – Crafts by Rural Women**” located at Handicrafts Bhawan, Baba Kharak Singh Marg, New Delhi-110001, for showcasing and selling of various products made by rural women Self Help Groups (SHGs).

3. Considering the endeavour of the MoRD on livelihoods promotion of rural poor members of SHGs, the MoRD has decided to Celebrate “**Assam, Sikkim and Goa Art and Culture**” through promotion and sale of hand-loom and handcraft at **Gallery Shop**, located at **No. 4, Handicraft Bhawan, Baba Kharak Singh Marg, New Delhi-110001** from **17 December, 2022 to 02 January, 2023**.

4. Artisans/Craftsmen from SHGs under the **Assam, Sikkim and Goa State Rural Livelihood Mission (Assam, Sikkim and Goa SRLM)** will display and sell their hand-loom and handcraft products.

5. In view of achieving the objectives as mentioned in Para-1 above, MoRD has requested all the Central Ministries/Departments located at New Delhi, to **give wide publicity** amongst all Officers/Staff Members of the Concerned Ministry/Department, about the above event that is scheduled from **17 December, 2022 to 02 January, 2023** at the SARAS Gallery, Shop No. 4, Handicraft Bhawan, Baba Kharak Singh Marg, New Delhi.

Encl : As above.


(Dalip Kumar)
Section Officer (Coordination)

Contd....2/-....

To :

- (i) CEO (NMPB)/Advisor (KU)/Advisor (H)/Advisor (U) (Qazmi)/DDG(SP)
- (ii) Dir (SRKV)/Dir (VS)/Dir.(RB)/Dir.(DK)/Dir.(VB).
- (iii) DS (YVS)/Dy. Adv. (Dr. Suresh)/DD (P&E)/Dy. CEO (NMPB)/ OSD (Dr. Leena Chhatre-Ayush Grid
- (iv) US (AB)/US (S)/US (ASK)/US (MLM)/US(BSK).
- (v) AEP-I/AEP-II/IC/IEC/Ayush Development Section (ADS)/Y&N Cell/Schemes/P&E/Ayurveda Section/Homoeopathy Section/Siddha & Unani Section/AEP-III/NAM/DPS/NMP/Ayush Grid/Heal in India
- (vi) DGs - CCRAS, CCRS, CCRH, CCRUM;
- (vii) Director - CCRYN.
- (viii) Directors of all National Institutes.
- (ix) MDs – IMPCL & PCIMH
- (x) Secretary - NCH & NCISM.

Copy for information to :

1. Sr. PPS to Secretary (AYUSH)
2. PPS to Special Secretary
3. PPS to JS (DSP)
4. PPS to JS (KG)
5. Sr. PPS to Adv. (MN).
6. US (PX)/AA (RC).

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F No. K-11030/1/2021-Mkt.Cell
Government of India
Ministry of Rural Development
Department of Rural Development
(Rural Livelihood Division)

7th Floor, NDCC II Building
Jai Singh Road, New Delhi-110001
Date: 5th December, 2022.

OFFICE MEMORANDUM

Subject: Celebrating "Assam, Sikkim and Goa Art and Culture" during **17 December,2022 - 2 January, 2023** at the SARAS Gallery Shop,4, Baba Kharak Singh Marg, New Delhi – Regarding.

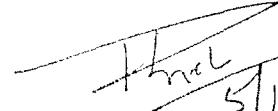
The undersigned is directed to state that the Ministry of Rural Development (**MoRD**) is implementing the Deendayal Antyodaya Yojana - National Rural Livelihood Mission (**DAY-NRLM**), one of the objectives of the Mission is to promote self employment of women Self Help Groups (**SHGs**)/ SHG members through promotion of livelihoods by helping them showcase their skills and earn livelihood through selling their hand-loom and handcraft products.

2. Ministry of Rural Development has a store with the name of "**SARAS Gallery – Crafts by Rural Women**" located at Handicrafts Bhawan, Baba Kharak Singh Marg, New Delhi – 110001 for showcasing and selling of various products made by rural women Self Help Groups (SHGs).

3. Considering the endeavour of the MoRD on livelihoods promotion of rural poor members of SHGs, the Ministry has decided to celebrate "**Assam, Sikkim and Goa Art and Culture**" through promotion and sale of hand-loom and handcraft products made by artisans/ craftsmen of Self Help Groups (SHGs) of **Assam, Sikkim and Goa SRLM at the SARAS Gallery Shop, located at No. 4, Handicraft Bhawan, Baba Kharak Singh Marg, New Delhi – 110001 from 17 December,2022 - 2 January, 2023.**

4. Artisans/ craftsmen from SHGs under the **Assam, Sikkim and Goa State Rural Livelihood Mission (Assam, Sikkim and Goa SRLM)** will display and sell their hand-loom and handcraft products.

5. In view of achieving the objectives mentioned in Para-1 above, all the Central Ministries/ Departments located at New Delhi are requested to give wide publicity among all Officers/ Staff Members about the above event scheduled from **17 December,2022 - 2 January, 2023** at the SARAS Gallery, Shop no.4, Handicraft Bhawan, Baba Kharak Singh Marg, New Delhi.


(Raghvendra Pratap Singh)
Director (RL)

To

All Central Ministries/ Departments located at New Delhi
(as per List)