

कालीन निर्यात संवर्धन परिषद CARPET EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt of India)

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Dated: 6th August, 2020

SANJAY KUMAR
Executive Director-cum-Secretary

No. CEPC/SEC/ED-CORRS/2020

To All Members of CEPC.

Dear Members,

We are pleased to inform you that the Development Commissioner (Handloom) in the Ministry of Textiles, Govt. of India has chosen the 7th of August as the National Handloom Day to commemorate the Swadeshi Movement which was launched on this day in 1905.

The objective of this day is to generate awareness about the importance of handloom industry amongst the public at large and its contribution to the socio-economic development of the country in general and to promote handlooms, increase income of weavers and enhance their pride in particular.

Hon'ble Prime Minister has urged that it should be an endeavor on part of all of us to use Indian Handloom and Handicrafts, and also communicate to more and more people about them. 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.

Ministry of Textiles is organizing a National Handloom Day Function on 7th August, 2020 from 11.30 a.m. to 12.30 p.m. through Video Conferencing. Copy of invitation is attached.

The link for the same is given below:

https://gavs.webex.com/gavs/onstage/g.php?MTID=eba19972837ac6701f70278471f6e0698

Export Promotion Council for Handicrafts and Carpet Export Promotion Council are also jointly organizing a Virtual Panel Discussion on "Sourcing from Handloom Clusters of India on Aug 7, 2020 05:00 PM.

The link for joining the panel discussions is given below:

Register in advance for this webinar:

https://us02web.zoom.us/webinar/register/WN cnDHWSPNR42wNBmQWBWKZQ

After registering, you will receive a confirmation email containing information about joining the webinar.

Members are requested to kindly take the benefit of the opportunity and join the Virtual Panel Discussion on "Sourcing from Handloom Clusters of India on Aug 7, 2020 05:00 PM.

Members are also requested to kindly share with CEPC the success story of their known weavers to enable us to publish the same through social media platform to encourage the others also.

With regards,

Sanjay Kumar Executive Director



