



कालीन निर्यात संवर्धन परिषद CARPET EXPORT PROMOTION COUNCIL

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

Registered Office: Shree Jee Complex, Shop No T3, Sharma Market, Harola, NOIDA, (U.P.)

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Website of Ministry of Textiles: www.texmin.nic.in

SANJAY KUMAR

Executive Director-cum-Secretary

No. CEPC/SEC/ED-Corrs/2020/

Dated: 9th November, 2020

All Members CEPC

Sub.: Appeal of Hon'ble Minister of Textiles - #Local4Diwali.

Dear Members,

You are well aware that the Indian Handmade Carpet Industry plays an important role in our economy and it provides employment to a vast segment of craft persons in rural and semi urban areas and also generates substantial foreign exchange, while preserving traditional heritage of the country.

We appeal to the mass to purchase and use Handmade Carpets which will benefit our artisan and their family and will make their Deepawali enlightened in real sense. Ministry of Textiles is launching a Social Media Campaign from 09th November, 2020. In this regard, the **appeal from Hon'ble Minister of Textiles is as under:**

“Inspired by the clarion call given by Hon PM, on the 9th of November, let's come together to show our support for local textile & handcraft businesses. Be it the humble earthen Diya, the desi drape, home furnishings like bed sheets, curtains or handcrafted goods that you gift your near and dear ones; this Diwali make every purchase count. To encourage Diwali sales through weavers, artisans, local & small businesses please show your support on Twitter, Facebook & Instagram & use the hashtag #Local4Diwali. Take a picture of your favourite article - be it clothing or a handcraft product you would like to gift or use at home for Diwali, tag the person you purchase it from and go #Local4Diwali. Let the trend begin on 9th morning, help support sales in these challenging times; your support will help resurrect many an opportunities for those in need”

Members are requested to be a part of this important campaign on promotion of Handmade Carpets through social media campaign.

Looking forward for the support of the Members in the larger interest of the Indian Handmade Carpet Industry.

This has been issued with approval of Chairman, CEPC.

With regards,

SANJAY KUMAR
EXECUTIVE DIRECTOR