

केवल कुमार शर्मा, भा.प्र.से.
K. K. Sharma, I.A.S.
सचिव
Secretary



भारत सरकार
मानव संसाधन विकास मंत्रालय
उच्चतर शिक्षा विभाग
Government of India
Ministry of Human Resource Development
Department of Higher Education

D.O.No.19-97/2017-CU.Cdn.
31st July, 2017

Dear Vice-Chancellor / Director,

The Government of India has notified 7th August as National Handloom Day. As part of an awareness programme for students on the occasion of National Handloom Day, the Ministry of Information & Broadcasting proposes to undertake an event on **August 5, 2017** in 70 central educational institutions including Central Universities, IITs, NITs, IIMs etc.

The objective of the events is to generate awareness about the importance of handloom industry 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. A list containing names of Institutions & location-wise breakup of SOP programmes and details of activities to be undertaken by Directorate of Field Publicity (DFP) are enclosed at Annexure-I & II respectively.

I shall be grateful, if you could kindly provide a suitable venue within your Institution's campus to DFP for the above purpose and also ensure participation of students of your Institution in these activities. The officials of DFP, Ministry of Information & Broadcasting will contact your Institution for organizing the event.

with regards,

Yours sincerely,

(K. K. Sharma)

Heads of the Higher Educational Institutions
(As per list attached).

Copy for information to:

Smt. Neelam Kapur, Principal Director General, Directorate of Field Publicity, 5th Floor, Soochna Bhawan, 8, CGO Complex, Lodhi Road New Delhi.

Annexure-I

Handloom Day Celebration
Location-wise breakup of SOP programmes by DFP

DFP Regional office	No. of prog	Location Details
Ahmedabad	3	Central University of Gujarat, Gandhi Nagar ✓ IIM, Ahmedabad NIT Surat
Bhubaneshwar	1	Central University of Odisha, Koraput ✓
Bengaluru	3	Central University of Karnataka, Kalaburagi ✓ IIM Bangalore NIT Mangalore
Bhopal	4	Dr. Harisingh Gour Vishwavidyalaya, Sagar ✓ The Indra National Tribal University, Annupur ✓ IIT, Indore Indian Institute of Science Education & Research, Bhopal
Chennai	6	Central University of Tamil Nadu, Thiruvarur ✓ Pondicherry University, Pondicherry ✓ IIT, Chennai IIM Tiruchirapalli Indian Institute of Information Technology, Chennai. NIT Puducherry
Chandigarh	9	Central University of Haryana, Mahendergarh District, Pali ✓ Central University of Himachal Pradesh, Dist Kangra, Shahpur, ✓ Central University of Punjab, Bhatinda ✓ Jamia Milia Islamia, Delhi ✓ Jawaharlal Nehru University, Delhi ✓ University of Delhi ✓ IIT Delhi IIT Mandi, Himachal Pradesh IIM Rohtak, Haryana
Dehradun	2	Hemvati Nandan Bahuguna Garhwal University, Srinagar, ✓ IIT Roorkee
Guwahati* (Director Shillong to coordinate these programmes)	3	Assam University, Silchar ✓ Tezpur University, Tezpur ✓ IIT Guwahati
Hyderabad	4	Maulana Azad National Urdu University, Hyderabad, Telangana ✓ The English and Foreign Language University, Hyderabad, Telangana ✓ University of Hyderabad ✓ IIT Hyderabad
Itanagar	2	Rajiv Gandhi University, Itanagar ✓ NIT Itanagar

Jaipur	3	Central University of Rajasthan, Ajmer ✓ IIM Udaipur NIT Jaipur
Jammu	1	Central University of Jammu, Samba District, J&K ✓
Kolkata* (Director Itanagar to coordinate these programmes)	3	Vishwabharti University, Bolpur, WB ✓ IIT, Kharagpur IIM Kolkata
Kohima	2	Manipur University, Imphal ✓ Nagaland University, Lumami, Nagaland ✓
Lucknow	6	Aligarh Muslim University, Aligarh ✓ Baba Saheb Bhimrao Ambedkar University, Lucknow ✓ Banaras Hindu University, Varanasi ✓ University of Allahabad ✓ IIT Kanpur
Pune* (ADG Raipur to coordinate these programmes)	4	Mahatma Gandhi Anterrashtriya Hindi Vishwavidyalaya, Wardha ✓ IIT, Bombay NIT Nagpur Indian Institute of Science Education & Research, Pune
Patna	3	Central University of South Bihar, Gaya ✓ Mahatma Gandhi Central University, Motihari ✓ IIT Patna
Raipur	2	IIM Raipur Indian Institute of Information Technology, Jabalpur
Ranchi	1	Central University of Jharkhand, Ranchi ✓ NIT, Jamshedpur
Shillong	4	Mizoram University, Aizawl ✓ North Eastern Hill University, Shillong ✓ Tripura University, Agartala ✓ IIM Shillong
Siliguri	1	Sikkim University, Gangtok ✓
Thiruvananthapuram	3	Central University of Kerala, Kasaragod ✓ IIM Kozhikode NIT Calicut Kozhikode
Total	70	

Media Plan of MyGov.in

S. No.	Activities	MyGov	Stakeholders	Allied groups to boost the campaign and their role	Remarks
1	Quiz on Handloom (theme dovetailing handloom industry of India and 75 yrs of Independence and New India	MyGov quiz platform to be used	<ul style="list-style-type: none"> Question bank from Min of Textile Winners prize from Min of Textile MyGov to host the quiz MyGov to undertake the organic promotions with New India 	<ul style="list-style-type: none"> PSUs under Ministry (NTCL, HHEC, NHDC, CCI, CCICI & JCI) to undertake onground awareness campaigns with organized and unorganized sector bodies for participation 	<p>Starting from 7th Aug Concluding date to be discussed and decided</p>
2	Weavothon (Designing merchandise using Handlooms (Cotton, Jute, Khadi) and reliving the moments of Quit India towards New India	MyGov platform to be used for inviting submissions	<ul style="list-style-type: none"> Min of Textile to identify design institutes/Celebrity designers to mentor the shortlisted participants Min of Textile to invite notable fashion designers for the Jury Winners prize from Min of Textile MyGov to host Weavothon on innovate.mygov.in MyGov to undertake the organic promotions with New India 	<ul style="list-style-type: none"> NIFT to encourage the students community of textile domain for participation through mailers and online promotions Min of Textile to collate details of all events at each location from Schools, Colleges, Weaver Service Centres Min of Textile to list the details of all organizers per event per activity 	<p>Pre-launch awareness to start from August 1, 2017</p> <p>Launch on 7th Aug</p> <p>Final culmination to be discussed and decided</p>

S. No.	Activities	MyGov	Stakeholders	Allied groups to boost the campaign and their role	Remarks
3.	<p>Events in colleges and schools:</p> <p>a. Debates to discuss the adoption and promotion of handloom in India</p> <p>b. Contests & Competitions to develop items reliving the moments of Quit India towards New India – Finalised entries to be either used for promotion or sale</p>	<p>DFP to organise 70 events in central educational institutions.</p> <p>MyGov Events platform to be used for hosting events.</p> <p>Events could be hosted on MyGov either by bodies of Min of Textile in States/ Districts/ Blocks or by NGOs/ Corporates working in the domain</p>	<ul style="list-style-type: none"> • MIB to be leveraged for radio/print/TV awareness campaigns for the Weavathon. Awareness material to be developed/ provided by Min of Textile • Min of HRD to provide premises in schools and colleges for the events • Min of Textile to invite notable fashion designers for the Jury • Handloom items to be given to winners by DFP • MyGov to undertake the organic promotions with New India • MIB to be leveraged for radio/print/TV awareness campaigns for the onground events and further telecasting/ broadcasting in regional languages to have better participation in the events. 	<ul style="list-style-type: none"> • Station Directors will support in local news mentions (TV) and RUmensions (Radio) of the events with New India website details for participation on online activities • Min of HRD to leverage bodies of Technical Education, Higher Education, Navodyalaya, KendriyaVidyalaya for hosting onground activities • Min of HRD and Min of Textile State/ District/ Village level entities • MIB to use Prasar Bharti's local entities for coverage of the events and further telecasting and broadcasting • Min of Textile to collate details of all events at each location from Schools, Colleges, Weaver Service Centres 	<p>Pre-launch awareness to start from August 1, 2017.</p> <p>Launch on 7th Aug</p> <p>Final culmination to be discussed and decided</p>

S. No.	Activities	MyGov	Stakeholders	Allied groups to boost the campaign and their role	Remarks
			<ul style="list-style-type: none"> MIB to undertake promotion using local domain icon for the events 	<ul style="list-style-type: none"> Min of Textile to list the details of all organizers per event per activity Station Directors will support in local news mentions (TV) and RJ mentions (Radio) of the events with New India website details for participation on online activities 	