

F. No. K-11030/1/2022-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 September, 2022.

OFFICE MEMORANDUM

Subject: Celebrating "Karnataka and Kerala Art and Culture" during 23rd September to 8th October, 2022. 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 handicraft products.

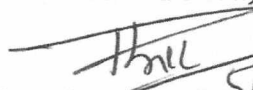
2. Ministry of Rural Development has been running a store with the name of "SARAS Gallery - Crafts by Rural Women" located at Handicrafts Bhawan, Baba Kharak Singh Marg, New Delhi - 110001 for showcasing and selling of various products made by rural women Self Help Groups (SHGs).

3. Considering the endeavour of the MoRD on livelihoods promotion of rural poor members of SHGs, the Ministry has decided to celebrate "Karnataka and Kerala Art and Culture" through promotion and sale of hand-loom and handicraft products made by artisans/ craftsmen of Self Help Groups (SHGs) of Karnataka and Kerala at the SARAS Gallery Shop, located at No. 4, Handicraft Bhawan, Baba Kharak Singh Marg, New Delhi from 23rd September to 8th October, 2022.

4. Artisans/ craftsmen from SHGs under the Karnataka and Kerala State Rural Livelihood Missions will display and sell their hand-loom and handicraft products.

5. In order to achieve 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 23rd September to 8th October, 2022. at the SARAS Gallery, Shop no.4, Handicraft Bhawan, Baba Kharak Singh Marg, New Delhi.

Yours faithfully,


(Raghvendra Pratap Singh)
Director (RL)

To,

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