



# भोपाल स्मारक अस्पताल एवं अनुसंधान केन्द्र

## BHOPAL MEMORIAL HOSPITAL AND RESEARCH CENTRE



भारतीय आयुर्विज्ञान अनुसंधान परिषद, स्वास्थ्य अनुसंधान विभाग, स्वास्थ्य एवं परिवार कल्याण मंत्रालय, भारत सरकार

Indian Council of Medical Research (Department of Health Research) Ministry of Health And Family Welfare, Government of India

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Thursday, 05<sup>th</sup> November, 2020

### E-CIRCULAR

Ref: D.O.No. K-12012/5/6/20-21-C&P dated 05.11.2020 received from Mr. Ravi Capoor, IAS, Secretary, Ministry of Textiles, Government of India, Udyog Bhawan, New Delhi- 110011.

Handicrafts are a symbol of our contry's glorious cultural heritage and an important source of livelihood in the country. The Hon'ble Prime Minister has urged that it should be our endeavor to use Indian handicrafts, and also communicate to more and more people about them.

In line with the Hon'ble Prime Minister's vision, a social media campaign shall be launched on 09<sup>th</sup> November, 2020 with an appeal to all to celebrate Diwali and other festivals by buying and gifting Indian handicraft items. It has to be our collective endeavor to ensure that the message to embrace Indian handicrafts reaches far and wide.

All staff and their families are urged to buy Indian handicrafts and post pictures of the same through their social media accounts. They are also advised to encourage others to support artisans' community by buying Indian handicraft items.

Such support and encouragement will go a long way in instilling pride amongst our handicrafts artisans / workers, ensuring sustenance of our culture heritage.

*Prabha Desikan*

Dr Prabha Desikan  
Director  
BMHRC, Bhopal

To

1. All Employees, BMHRC, Bhopal
2. IT In-charge for uploading on BMHRC website.
3. File.