



दिल्ली विश्वविद्यालय
University of Delhi

University of Delhi Mail People's Choice Campagin from November 3 2023

VC's OFFICE

Diary No. 6598
Date 27.10.2023

Vice Chancellor, DU <vc@du.ac.in>

People's Choice Campagin from November 3 2023

CDN MoE <cdn.edu@nic.in>

Wed, Oct 25, 2023 at 5:15 PM

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Cc: RAJEEVBHAREE US <rajeev.bharee@nic.in>, DEVENDRA KUMAR SHARMA <devendra.kumarsharma@nic.in>, Saumya Gupta <saumya.gupta@ias.nic.in>

Sir/Madam,

PFA Is a Do letter with a request for your Assistance in disseminating information about the People Choice Campagin in the Universities and colleges under your preivew. This help maximize student participation in the various competitions and ensure the success of this campagin.

Regards,
CDN Section
D/o Higher Education

✓ - DSW
- Dir. sc
- DC

26/10 To / AUPriya
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Lay
DEAN, 31/10/23
University of Delhi-110007

Saumya Gupta, IAS
Joint Secretary (TE)
Tel. No. 011-23073687



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NEW DELHI-110 115

D.O. No. M.11014/02/2023-CDN

Dated 25.10.2023

Respected Sir / Ma'am,

The Ministry of Commerce & Industry is organizing a nationwide 'People's Choice Campaign' from November 3, 2023, onwards to promote ODOP, GI, and other local products. The campaign is centered around messaging, outreach, and targeted economic activity to **catalyze a national movement**. The Government of India is actively promoting local, ODOP, and GI products throughout the country, recognizing their heritage, quality, and their importance in the growth of our nation.

2. The Ministry of Commerce and Textiles (C&T) has requested support in mobilizing resources across the country to actively participate in the campaign. This includes:

1. Organize blog writing competitions at schools and colleges about local products
2. Educational video screening at schools and colleges on Local/ODOP products
3. Shadow an artisan/weaver.

3. I kindly request your assistance in disseminating information about the 'People's Choice Campaign' within your institution. This will help maximize student participation in the various competitions and ensure the success of this campaign.

Warm regards,

Yours Sincerely,

Saumya Gupta
(Saumya Gupta)

Directors of IITs, NITs, IIITs, IISc, IISERs, SPAs and other CFTIs
VCs of Central Universities and VC, NIEPA