



ज्ञान-विज्ञान विमुक्तये

प्रा. मनिष र. जोशी
सचिव

Prof. Manish R. Joshi
Secretary



सत्यमेव जयते



भारत 2023 INDIA

विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O.No.2-65/2023(CPP-II)

03rd November, 2023/ 12 कार्तिक, 1945

Subject: Regarding 'People's Choice Campaign' from 03rd November, 2023

Respected Madam/Sir,

The Ministry of Commerce, Government of India is organizing 'People's Choice Campaign' from 03rd November, 2023 onwards to promote One District One Product (ODOP), Geographical Indication (GI) and other local products. The One District One Product (ODOP) is an initiative to boost economic growth at the district level and its objective is to work toward giving impetus to the handicraft sector and artisans. 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.

It has been requested support in mobilizing resources across the country to actively participate in the campaign. This includes:

- Organize blog writing competitions at colleges about local products.
- Educational video screening in colleges and institutions on Local/ODOP products.
- Shadow an artisan/ weaver.

The Higher Education Institutions are requested to organize the activities mentioned above and encourage maximum participation in the various competitions and make this campaign successful.

In addition, the details of the activities conducted may also be uploaded along with photos / videos on the University Activity Monitoring Portal (UAMP) at <https://uamp.ugc.ac.in/>.

With kind regards,

Yours sincerely,

(Manish Joshi)

To
The Vice-Chancellors of all Universities
The Principals of all Colleges/Institutes

