



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

**E-Serve No.: 234 of 2020 | : Date: November 08, 2020**

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To: Members of the Council

**Sub : Social Media Campaign to promote local textile & handicraft business**

**Dear Member,**

This is to inform you that The Ministry of Textiles is launching a 'Social Media Campaign to promote local textile & handicraft business' from 09th November, 2020.

Be it the humble earthen Diya, the desi drape, home furnishings like bed sheets, curtains or handcrafted goods that you gift your near and dear ones on the occasion of this Diwali, make every purchase count by sourcing local products.

To encourage Diwali sales through weavers, artisans, local & small businesses please show your support on Twitter, Facebook & Instagram & use the hashtag **#Local4Diwali** and keep us informed at [rakesh@texprocil.org](mailto:rakesh@texprocil.org)

Take a picture of your favourite article - be it clothing or a handcraft product you would like to gift or use at home for Diwali, tag the person you purchase it from and go **#Local4Diwali**.

Let the trend **begin on 9th morning**, help support sales in these challenging times; your support will help resurrect many opportunities for those in need.

**Regards,**

**Dr. Siddhartha Rajagopal**

**Executive Director**

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