

K-12012/3/13/2021/C&P-Part (1)
Government of India
Ministry of Textiles
Office of the Development Commissioner (Handicrafts)
(Coordination and Planning Section)

West Block No. VII, RK Puram

New Delhi-110066

Date: 07.11.2024

To,

Regional Directors,
Regional Offices (NR/CR/ER/NER/WR/SR)
Office of the D. C. (Handicrafts),
Ministry Textiles,
New Delhi, Lucknow, Kolkata, Guwahati, Mumbai, Chennai.

Sub: Displaying a video about the initiative of indiahandmade.com portal during the programmes/events-reg.

Sir/ Madam,

As you aware that the Ministry of Textiles launched an e-commerce portal viz. indiahandmade.com for handicrafts and handlooms products with an aim to provide a digital marketing platform to the millions of artisans and weavers. The initiative envisages the promotion, marketability and widespread reach of the traditional handicrafts & handlooms products in the country.

2. The efforts of the office of Development Commissioner (Handicrafts) since the launch of the portal has encouraged large number of artisans to onboard on the portal. To further the efforts of onboarding of artisans to the portal, spreading awareness among buyers and general public, you are requested to make arrangement for displaying a video about the indiahandmade.com portals in the all upcoming programmes/ events to achieve the above twin objectives. The link of the videos which will be played in the upcoming programmes/ events is attached herewith.

This issues with the approval of competent authority.


(Neetha T.G.)

Assistant Director (C&P)

Copy to:

1. Sr. Assistant Directors/ Assistant Directors, Handicrafts Service Centers, Office of Development Commissioner (Handicrafts), Ministry of Textiles.
2. Deputy Director/ Assistant Director, GIA Section, Office of Development Commissioner (Handicrafts), Ministry of Textiles, New Delhi
3. PA to DC(H)/ PA to JD (H)/ PPS to JDC(H).

Link of videos to be played in the all upcoming programmes/ events

S. No	Video Title	Video Link	Target Audience
1.	Non-GST Seller Registration at indiahandmade	https://www.youtube.com/watch?v=kkJARGKd8PY&t=16s	Artisans
2.	Indiahandmade Vendor Registration Tutorial	https://www.youtube.com/watch?v=ZAhzpGyZZ9Q&t=171s	Artisans
3.	How to Apply for Enrollment ID Under GST?	https://www.youtube.com/watch?v=li84NifsJRk	Artisans
4.	Indiahandmade Launch Video	https://www.youtube.com/watch?v=9q4HOfuhSKk&t=46s	Buyers/Public