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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

F No.16/70/2020-Admn.II

Dated: 21.08.2020

To

The Directors/Director-in-Charge of
Permanent Institutes/Centres of ICMR

Subject- Reg. SHG products on Government-e-Market (GeM) place.

Sir/Madam,

A copy of D.O. No. S-11057/03/2018/SVEP (363500) dated 5th August, 2020 issued by the Ministry of Rural Department, Krishi Bhawan, New Delhi on the above subject is enclosed herewith for information and necessary action.

Yours faithfully,


Jagdish Rajesh

Assistant Director General (Admn.)

Encl: **As above**

Copy to:-

1. PS to DG/PS to Addl.DG/PS to Sr. DDG (A)/PS to Sr. FA
2. All Divisional Heads
3. Dy. Director-General (Admn.)/ADG(A) I/II
4. Dr. L.K. Sharma, Scientist 'E' – soft copy of the same has been mailed at your email ID(Sharma.lk@icmr.gov.in) for website upload.

1 No 1

Mail Sent 6/8/2020

Email

secy-dg@icmr.gov.in

Fwd: SHG products on Government-e-Market (GeM) place

From : Shri Nagendra Nath Sinha <secyrd@nic.in>

Wed, Aug 05, 2020 05:35 PM

Subject : Fwd: SHG products on Government-e-Market (GeM) place

2 attachments

To : Secretary MoFPI <secy.mofpi@nic.in>, Secretary DHR <secy-dg@icmr.gov.in>, Secy-ol. <secy-ol@nic.in>, Narayana Raju <gn.raju@nic.in>, Dr(Mr) Rajeev Ranjan <secy-fisheries@nic.in>, Ajay Sawhney <secretary@meity.gov.in>

D.G. ICMR OFFICE

Diary No: 584042

Date: 6/8/20

Sir,

Please find attached herewith a DO letter from Shri Nagendra Nath Sinha, Secretary, Department of Rural Development on the above subject.

With regards,

Office of Secretary,
Department of Rural Development,
Krishi Bhawan,
New Delhi-110001.
Phone:-011-23384467 / 23382230
Fax : 011-23382408

Sr. DDG (A) Office
Dy. No. 584042
Dated: 6/8/20

JS (GN) | S. Ag (A)
ADG I
BB
6/8/20

Please circulate to all Heads / Section / Divisions

From: "Shri Nagendra Nath Sinha" <secyrd@nic.in>

To: "Sanjay Agarwal" <secy-agri@nic.in>, "Trilochan Mohapatra" <dg.icar@nic.in>, "Mr Mr Atul Chaturvedi" <secyahd@nic.in>, secyfisheries@gov.in, chairman@dae.gov.in, "Secretary Co-ordination" <secypg@nic.in>, "O/o Secretary (C&PC)" <sec.cpc@nic.in>, "Secretary DoF" <fertsec@nic.in>, "Dr. P. D. Vaghela" <secy-pharma@nic.in>, "Pradeep Singh Kharola" <secy.moca@nic.in>, "Anil Kumar Jain" <secy.moc@nic.in>, "csoffice" <csoffice@nic.in>, "secy-ipp" <secy-ipp@nic.in>, "Anshu Prakash" <secy-dot@nic.in>, secretary-posts@indiapost.gov.in, "Leena Nandan" <secy-ca@nic.in>, "Shri Sudhanshu Pandey" <secy-food@nic.in>, "Secretary MCA" <secy.mca@nic.in>, "Shri Anand Kumar" <secy-culture@nic.in>, "DEFENCE SECRETARY" <defsecy@nic.in>, "Raj Kumar" <sdpns@nic.in>, "s christopher" <s.christopher@hqr.drdo.in>, "Shri Ravi Kant" <secyesw@nic.in>, "Parameswaran Iyer" <secydws@nic.in>, "Secretary MoES" <secretary@moes.gov.in>, secretary@mit.gov.in, "Shri R P Gupta" <secy-moef@nic.in>, "S. H. S. S." <psfs@mea.gov.in>, "Mr Tarun Bajaj" <secy-dea@nic.in>, "T.V. Somanathan" <secyexp@nic.in>, "Secretary FS" <secy-fs@nic.in>, "Secretary DIPAM" <secydivest@nic.in>, "Ajay Bhushan Pandey" <rsecy@nic.in>, secy-mofpi@nic.in, "RAJESH BHUSHAN" <secyhfw@nic.in>, secydhr@icmr.org.in, "RAJESH KOTECHA" <secy-ayush@nic.in>, "OFFICE OF SECRETARY (HI)" <shioff@nic.in>, "Shri Sailesh" <secy-dpe@nic.in>, "Sanjeeva Kumar" <secybm@nic.in>, "Ajay Kumar Bhalla" <hshso@nic.in>, "Secretary Iscs" <secy-iscs@nic.in>, "secy ol" <secy.ol@nic.in>, "Shri Amit Khare" <secy.dhe@nic.in>, "Anita Karwal" <secy.sel@nic.in>, "Amit Khare" <secy.inb@nic.in>, "Secy labour Employment" <secy-labour@nic.in>, "Shri Anoop Kumar Menditratta" <secylaw-dla@nic.in>, "gn raju" <gn.raju@gov.in>, "Barun Mitra" <secy-jus@gov.in>, "A. K. Sharma" <secretary-msme@nic.in>, "Pramod Kumar Das" <secy-

ADG (JPL) | Sr. Ao (A)

Ms Sanika
H. H. S. S.
13/8/2020

S. No. 640
11/08/2020

Sno. 4299

नागेन्द्र नाथ सिन्हा, आई.ए.एस.
सचिव
NAGENDRA NATH SINHA, IAS
SECRETARY



भारत सरकार
ग्रामीण विकास मंत्रालय
ग्रामीण विकास विभाग
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Krishi Bhawan, New Delhi-110001
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D.O. No. S-11057/03/2018/SVEP (363500)

August 5, 2020

Subject: SHG products on Government-e-Market (GeM) place

Dear Colleagues,

The Deendayal Antodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM), the flagship livelihood programme of the Ministry is one of the world's largest institutional platforms of the poor. As on date, 7.4 crore women have been mobilised into 66 lakh SHGs and are engaged in various activities to improve their livelihood and quality of life.

The livelihood initiatives of the mission are supporting businesses run by women, both small and large, including Farmer Producer Organisations that are engaged in producing food products, handicrafts and handloom etc. As part of the efforts to connect producers to markets, NRLM has set-up "the Saras Collection", exclusive market place for curated SHG products from across the country on Government-e-Market (GeM).

As of now, around 500 products from 10 states under five categories of Handicrafts, Handloom textiles, Office accessories, Grocery and pantry, and Personal hygiene and care are on GeM. This will be scaled up to more than 1,000 products in the coming months.

I would request you to consider the products in "Saras Collections" while making procurement for your ministry and associated institutions. Besides getting value for money, your actions will ensure that the entire money reaches the rural entrepreneur. A flyer about the products is attached for quick reference. The products can also be accessed at <https://gem.gov.in/saras-ajeevika>.

I hope that together our actions will make a difference in the government procurement and rural women entrepreneurs from NRLM.

With warm regards,

Yours sincerely,
NNS

(Nagendra Nath Sinha)

Secretaries to the Government of India (As per attached list)