

F.No. TECH-29/108/2024-CCRUM-HQ  
**CENTRAL COUNCIL FOR RESEARCH IN UNANI**  
**MEDICINE**

**Ministry of Ayush, Govt. of India**

Jawahar Lal Nehru Ayush Anusandhan Bhawan,  
61-65, Institutional Area, Opp. D-Block,  
Janakpuri, New Delhi-110058

**Dated: 13.09.2024**

**CIRCULAR**

With reference to the communication received from Ministry of Rural Development (copy enclosed), I am directed to inform you about the endeavour of the Ministry of Rural Development (MoRD) to assist the Self Help Groups (SHG) women in enhancing their income by promoting in selling their products from the SARAS Gallery. The SARAS Gallery has been set up by MoRD at Handicrafts Bhawan, Baba Kharak Singh Marg, New Delhi to showcase and sale of products made by women Self Help Groups from across the country.

In this regard, you are requested to consider purchasing products of the SHGs from the SARAS Gallery for distribution among participants in any event and products supplied by them for use in day to day activities in the offices as per the requirement. Also, a discount of 20% on handlooms and handicrafts products is being offered by the SARAS Gallery to the officers/officials of the central government.

This issues with the approval of the Director General.

Yours faithfully,

Signed by

Ghazala Javed

Date: 13-09-2024 14:19:26

**डॉ. गज़ाला जावेद / (Dr. Ghazala Javed)**

सहायक निदेशक (यू) / Assistant Director (Unani)

कृते महानिदेशक / For Director General

**Copy to:**

1. O/o DG, CCRUM, New Delhi
2. A.D. (Chem.), Administration I/c, CCRUM Hqrs., New Delhi
3. Incharges, All peripheral Institutes/Units/Centres under CCRUM
4. IT Cell, CCRUM Headquarters, New Delhi to upload on website
5. Officers/Officials/Staff, CCRUM Hqrs., New Delhi
6. Concerned File



K-11030/1/2021-Mkt.Cell (E 378460)  
Government of India  
Ministry of Rural Development  
Department of Rural Development  
(Rural Livelihoods Division)

7<sup>th</sup> Floor, NDCC II,  
Jai Singh Road, New Delhi-110001  
Dated: 27<sup>th</sup> August 2024

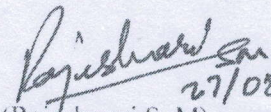
Office Memorandum

**Subject: Purchase by the Central Government Employees the products of Self Help Groups sold in SARAS Gallery operated by MoRD – Request - Reg.**

The undersigned is directed to refer to the above mentioned subject and to say that the Ministry of Rural Development (MoRD) has set up a SARAS Gallery at the Handicrafts Bhawan, Baba Kharak Singh Marg, New Delhi to showcase and sale of products made by women Self Help Groups (SHGs) from across the country. The endeavour of the MoRD is to assist the SHG women in enhancing their income by promoting in selling their products from the above mentioned SARAS Gallery.

2. In view of above, all the Ministries/Departments of Government of India are requested to consider purchase products of the SHGs from the SARAS Gallery for distribution among participants in any event organized by the Ministry/Department and products supplied by them for use in day to day activities in the offices under the Ministries/Department as per their requirements. This would support greatly in selling of the products of SHG women from the SARAS Gallery and encourage the SHG women to produce more.

3. It is informed that discounts of **up to 20% on hand-loom and handicrafts products are being offered by the SARAS Gallery to the officers/officials of the central government.** If any clarification is required, you may contact Shri Ajaya Kumar Sahoo, Under Secretary, through e-mail [[sahoo.ak68@gov.in](mailto:sahoo.ak68@gov.in) and [narender.15@gov.in](mailto:narender.15@gov.in)].

  
(Rajeshwari S. M)  
Director (RL)

To  
The Secretary,  
All Ministries/Departments of Government of India.

Copy for information to:

- (i) ~~PS~~ to SRD
- (ii) PPS to Additional Secretary (RL), DoRD
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