

नीलम शमी राव, भा.प्र.से.  
सचिव  
Neelam Shami Rao, IAS  
Secretary



भारत सरकार  
वस्त्र मंत्रालय  
उद्योग भवन, नई दिल्ली - 110 011  
GOVERNMENT OF INDIA  
MINISTRY OF TEXTILES  
UDYOG BHAWAN, NEW DELHI - 110 011  
30<sup>th</sup> July, 2025

D.O.No.CCIC/MD/2025/13

*Dear Secretary,*

As a fellow custodian of India's development and cultural legacy, I take this opportunity to introduce you to "*The Cottage*" — formally, the Central Cottage Industries Corporation of India Ltd., under the aegis of the Ministry of Textiles. For decades, "*The Cottage*" has upheld the authenticity, excellence, and diversity of India's arts and crafts by sourcing directly from master artisans, weavers, and Shilp Gurus across the nation

2. We invite your Ministry and its affiliated Departments/PSUs to consider patronage of "*The Cottage*" for procurement of handcrafted products that reflect India's timeless artistry.

3. "*The Cottage*" offers a comprehensive collection ideal for official events, ceremonial occasions, and institutional gifting, that includes intricately carved woodwork, radiant brassware, and bronzes; handcrafted silver & Meenakari jewellery; hand-painted décor, carpets, durries, heritage furniture and furnishing fabrics and customized corporate gifts. The curated collection can be visited online at [www.thecottage.in](http://www.thecottage.in)

4. "*The Cottage*" is fully integrated with ONDC and GeM platforms, ensuring seamless procurement aligned with Government norms. Notably, its turnkey interior solutions have been deployed in iconic projects such as the New Parliament Building and Pravasi Bharatiya Kendra — a testament to the ability to blend traditional craftsmanship with contemporary standards.

5. Procurement through "*The Cottage*" is a direct investment that empowers thousands of artisan families by ensuring sustainable livelihoods and positioning India's cultural identity at the heart of formal institutions.

6. "*The Cottage*" would be happy to support your Ministry's procurement needs and curate offerings aligned with your requirements. For any assistance, please connect with: **Mr. Anil Razak**, Additional General Manager +91-9654731130 / 011-23320439 and email: [corpmgr.ccic@gmail.com](mailto:corpmgr.ccic@gmail.com)

7. Let us together reaffirm India's commitment to its artisan communities by weaving their craft into our everyday institutions.

*Warm Regards*

Yours sincerely,

*Neelam Shami Rao*  
(Neelam Shami Rao)

All Secretaries to the Govt

*JS (AD)  
Ad (U)*

*DIR (SR)*

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*Secy to Govt  
5/8/25  
Capt (SR)*