

Saumya Gupta  
Joint Secretary  
Tel. No. 011-23073687



भारत सरकार  
शिक्षा मंत्रालय  
उच्चतर शिक्षा विभाग  
शास्त्री भवन  
नई दिल्ली - 110 115  
GOVERNMENT OF INDIA  
MINISTRY OF EDUCATION  
DEPARTMENT OF HIGHER EDUCATION  
SHASTRI BHAVAN  
NEW DELHI-110 115

D.O. No. M.11014/02/2023-CDN

Dated 25.10.2023

*Respected Sir,*

The Ministry of Commerce & Industry is organizing a nationwide '**People's Choice Campaign**' from November 3, 2023, onwards to promote ODOP, GI, and other local products. The campaign is centered around messaging, outreach, and targeted economic activity to **catalyze a national movement**. The Government of India is actively promoting local, ODOP, and GI products throughout the country, recognizing their heritage, quality, and their importance in the growth of our nation.

2. The Ministry of Commerce and Textiles (C&T) has requested support in mobilizing resources across the country to actively participate in the campaign. This includes:

1. Organize blog writing competitions at schools and colleges about local products
2. Educational video screening at schools and colleges on Local/ODOP products
3. Shadow an artisan/weaver.

3. I kindly request your assistance in disseminating information about the 'People's Choice Campaign' in the universities and colleges under your purview. This will help maximize student participation in the various competitions and ensure the success of this campaign.

*Warm regards,*

Yours Sincerely,

A handwritten signature in blue ink, appearing to read 'Saumya Gupta', enclosed within a circular blue ink stamp.  
(Saumya Gupta)

The Chairman, AICTE  
Nelson Mandela Marg,  
Vasant Kunj,  
New Delhi-110070