

FINANCE DEPARTMENT
(GeM Cell)
GOVERNMENT OF N.C.T. OF DELHI
4TH LEVEL, 'A' WING DELHI SECRETARIAT
I.P. ESTATE, NEW DELHI-110002

No F.20/13/2019/AC/JSFA/ *ds/III - 278*

Dated: 01/09/2020

To,

All Pr. Secretaries / Secretaries / Heads of Department(s) of all the Departments/Autonomous Bodies/Corporations under Govt. of NCT of Delhi

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

Sir,

I am directed to forward the D.O. letter No. S-11057/03/2018/SVEP (363500) dated 05/08/2020 received from Secretary, Department of Rural Development, Ministry of Rural Development, Government of India, on the above noted subject.

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 marketplace for curated SHG products from across the country on GeM.

In this regard, it is, therefore, requested to consider the products in "Saras Collections" while making procurement for your department and associated institutions. A flyer about the products is attached for quick reference. The products can also be accessed at <https://gem.gov.in/saras-ajeevika>.

Yours faithfully,

Encl: As above


(MANOJ KUMAR)
Deputy Secretary (III)

Email

csdelhi@nic.in

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

08/2020/18783
07 AUG 2020
Fri, Aug 07, 2020 01:21 PM
1 attachment

From : is12section@gmail.com**Subject :** SHG products on Government-e-Market (GeM) place.

To : secy. wcd <secy.wcd@nic.in>, Secy labour Employment <secy-labour@nic.in>, R Subrahmanyam <secywel@nic.in>, Secretary Tribal Affairs <secy-tribal@nic.in>, Parameswaran Iyer <param.iyer@gov.in>, Pramod Kumar Das <secy-mma@nic.in>, Shakuntala Doley Gamlin <secretarydamsje@nic.in>, Kiran Gupta <kgarg@nic.in>, Prof. Hrushikesh Senapaty <director.ncert@nic.in>, niepa@niepa.org, cp@ncte-india.org, nageshwarrao@ignou.ac.in, MEMBER SECRETARY NCPDR <ms.ncpdr@nic.in>, Santosh Kumar Yadav <yadavsk.up@nic.in>, MANEESH GARG IAS <maneesh.garg@nic.in>, Darshana Dabral <jsfa.edu@gov.in>, Purnendu Kishore Banerjee <pk.banerjee@nic.in>, acs schedu <acs.schedu@maharashtra.gov.in>, tg cdse <tg.cdse@gmail.com>, ajitmasand@gmail.com, mpspmah@gmail.com, CS AP <cs@ap.gov.in>, Naresh Kumar <cs-arunachal@nic.in>, Kumar Sanjay Krishna IAS <cs-assam@nic.in>, Chief Secretary Bihar <cs-bihar@nic.in>, Chief Secretary Office <csoffice.cg@gov.in>, Shri Vijay Kumar Dev <csdelhi@nic.in>, Chief Secretary <cs-goa@nic.in>, chiefsecretary@gujarat.gov.in, KESHNI ANAND ARORA <cs@hry.nic.in>

Cc : Under Secy EE8 <anilgairola.edu@nic.in>, Ravi Katyal <ravi.katyal@nic.in>, ravikatyal4@gmail.com, Chief Secretary Andamans <cs-andaman@nic.in>

Madam/Sir,

Please find attached DO letter dated 05 August, 2020 for necessary action at your end.

Regards
Devendra Chaudhary
Section Officer
IS-12 Section
Int: 726

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En. Gulshan

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7/8/2020
Secy (Fin)

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DO letter (2).pdf
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नाग-द नाथ सिन्हा

NAGENDRA NATH SINHA
SECRETARYभारत सरकार
ग्रामीण विकास मंत्रालय
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Department of Rural Development
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E-mail: secyrd@nic.in

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,

NPS

(Nagendra Nath Sinha)

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

JS/SSK

DS (RK)

M send to states/UT
all states/UT
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06/08