

**INDIA TRADE PROMOTION ORGANISATION**  
**(Administration Division, E-I Section)**  
Pragati Bhawan, Pragati Maidan, New Delhi

F.No9-ITPO(14)/E-I/2019

Dated: 06.08.2021

**Circular No. Admn./ 28 /2021**

The National Handloom Day is observed annually on 7<sup>th</sup> of August in the honour of our handloom weavers and to provide impetus to the handloom industry.

In view of same all ITPO officials are:

- a) urged to buy Indian handloom fabric and post pictures of the same through their social media accounts using the hashtag #MyHandloomMyPride.
- b) advised to encourage others to support the handloom weaving community by wearing handloom fabric.

This issues with the approval of the Competent Authority, please.



Srishti Jain  
Dy. Manager (Admin)

To

All employees at HQs and ROs

Copy to:

1. All HoDs/GMs
2. IT Services for uploading on ITPO's website under Knowledge Management-Administration Division
3. Circular Register
4. Notice Board

For information to:

1. PS to CMD