



C. U. SHAH UNIVERSITY

(Established under Gujarat Private Universities (Amendment) Act of 2009)

Approved by: **UNIVERSITY GRANTS COMMISSION**, A Union of Institutions for Higher Education, Government of India

No: CU/Reg/5/Cir/561/2017

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Circular

This letter of information is as per DDC (Website-Motion) letter no: D.O.No.- 1-N/2017 (NHE) dated 25th July, 2017. The Government of India has notified 7th August as **Marigold Handloom Day** with the objective to generate awareness about the importance of handloom industry and its contribution to the socio-economic development of the country in general and to promote handlooms, various types of weaves and enhance their price in particular.

As part of an integrated media campaign to be undertaken on this occasion, Directorate of Field Publicity (DFP), Ministry of Information and Broadcasting will be organising activities such as Quiz, Weavathon, Debates, Competitions etc in different parts of the country. Location-wise breakup of SOP programmes and details of activities to be undertaken by DFP.

(Dr. Ved Vyas Dwivedi)
Registrar (I/C)

