



JEEViKA

Rural Development Department, Government of Bihar

Bihar Rural Livelihoods Promotion Society State Rural Livelihoods Mission, Bihar



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Ref NO: - BRLPS/Proj-NF/1215/17/6530

Date - 23.02.2023

From

Rahul Kumar, IAS.

Chief Executive officer,
Bihar Rural Livelihood Promotion Society, Patna

To,

Col. Rahul Sharma,
Director NIFT, Patna

Subject: - BRLPS (JEEViKA) providing sponsorship for Craft Bazaar, 2023 by NIFT-Patna

Sir,

“BRLPS, an autonomous society of the Government of Bihar, working for up-liftment of rural households through constitution of self-supporting primary institutions like SHGs of Rural Women and later on federating them into higher level federations like village organizations/cluster level federation/Producer Groups and Producer Companies.”

We are working on developing a good number of SHG entrepreneurs having skills in traditional Crafts like, Mithila Painting, Sikki Craft, Sujni Embroidery and other folk arts which need proper branding and marketing. JEEViKA has already established no. of PGs and PCs to bring them on one platform to scale up their overall business.

In response to letter from NIFT-Patna, Dated: 15-02-2023, we are happy to inform you that JEEViKA is ready to sponsorship you as per your demand to promote artisans products at Craft Bazaar organization in lieu of the following marketing and branding activities.

- Setting up of one counter in the Craft Bazaar.
- Two rounds of Heritage Walk. (Other than product & artisan rest other arrangement will be made by NIFT)
- The logo of the JEEViKA and Shilpgram shall be included in the main backdrop of the stage, box gate which will be at the entrance of the campus, hoardings in the city and all the promotional material which will be used in the social media dissemination and which will be covered by the print and the electronic media.

Requesting you to share the account details of NIFT Patna

For further co-ordination purposes, we will be assigning

MR. Himanshu Ranjan-8102922886.

NF-YP SPMU, Patna

Thank you for your support in JEEViKA Endeavour.

Yours Faithfully

(Rahul Kumar, IAS.)
Chief Executive officer,

Copy To

- I. Director/AO/OSD/CFO/PC-GKM/SPM
- II. DPM Darbhanga/Mgr-NF/YP-NF
- III. Shilpgram Producer Company Pvt. Ltd