

Kala-Shilp-Mela at Jammu from 26 September 2022 to 2nd October 2022 at Kala Kendra, Jammu

1 message

ofdd jammu <ofdd.jammu@nabard.org>
To: "dir.he.jk@gmail.com" <dir.he.jk@gmail.com>
Cc: Des Raj - II-AGM <des.raj@nabard.org>

Wed, Sep 7, 2022 at 3:43 PM

आदरणीय महोदय / महोदया / Respected Sir /Madam,

कृपया उपर्युक्त विषय पर संलग्न प्राप्त करें।

सादर / Regards,

देस राज/Des Raj

सहायक महाप्रबंधक/Assistant General Manager




कृषीतर विकास विभाग /Off Farm Development Department

नाबार्ड / NABARD

जम्मू और कश्मीर क्षेत्रीय कार्यालय / Jammu and Kashmir Regional Office

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**The Director Higher Education
Jammu**

Dear sir,

Organizing "GRAMYA" NABARD Kala-Shilp Mela at Jammu from 26th September to 02nd October 2022 : Publicity campaign.

NABARD, J&K RO is organizing the captioned exhibition/Mela, an exhibition cum sale of products of SHG's/Rural artisans/FPOs from **26th September to 02nd October 2022** at **Jammu**, wherein artisans/SHGs are being invited to take part from various states all over India, to exhibit/display and sell their products.

2. This Mela will provide an apt opportunity for the SHGs/Artisans/FPOs to showcase their products, understand customer preferences, and learn new techniques of marketing along with developing customer base in order to boost their economic viability.
3. The exhibition/Mela is being organized at **Kala Kendra, near Bikram Chowk, Jammu.**
4. In this connection, we solicit your cooperation for publicity campaign. The objective is to reach out to maximum number of people for publicity of the exhibition in order to make it successful through your colleges/institutions.
6. Your cooperation in this regard shall be highly appreciated.

Yours faithfully

**(Des Raj)
Assistant General Manager**

राष्ट्रीय कृषि और ग्रामीण विकास बैंक

National Bank for Agriculture and Rural Development

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