

**Government of Jammu & Kashmir
Civil Secretariat, Finance Department.**

CIRCULAR

Subject:-SHG Products on Government e-market place(GeM) and their procurement by all departments.

Ministry of Rural development, Government of India vide D.O S-11057/03/2018/SVEP(363500) dated 18.11.2020 has advised that all the departments and district administration in the Union Territory of J&K, may be directed to procure products from GeM "Saras Collections" for departmental needs specially hostels, schools, hospitals, reform homes, jails etc and all offices in general to ensure that all money reaches to the rural women entrepreneurs.

The Deendayal Antodaya Yojana- National Rural Livelihood Mission(DAY-NRLM), the flagship livelihood programme of the Ministry of the Rural Development, Gol is one of the worlds largest institutional platforms of the poor. As on date, 7.4 crore women have been mobilized 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 business run by women both small and large, including Farmer Producer Organization(FPOs) that are engaged in producing food products, handicrafts, Handlooms textiles etc.

As the part of the efforts to connect producers to market, NRLM has set up "The Saras Collection" exclusive market place for curated SHG products from across the country on GeM. There are as of now 700 products made by SHG women from 15 states under five categories of, handicrafts, handlooms textiles, Office

accessories, grocessory and Pantry, and Personnel hygiene and care on GeM.

Therefore, it is enjoined upon all the Administrative Secretaries to instruct all line departments/PSUs/Autonomous Bodies/Boards to procure products from "Saras Collections" for their departmental needs, specially the curated SHG products on Government e-market place(GeM) as per norms .These products can also be accessed at <https://gem.gov.in/saras-ajeevika>.

Sd/-

(Dr. Arun Kumar Mehta), IAS,
Financial Commissioner
Finance Department.

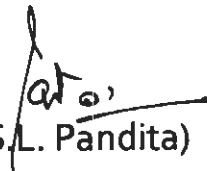
Dated: 30.12.2020

No:-A/GeM/(2019)-Sgr- 888

Copy to the:

1. Ld. Advocate General J&K High Court Jammu/Srinagar.
2. Principal Secretary to the Hon'ble Lieutenant Governor.
3. Principal Accountant General (A&E), J&K.
4. Principal Resident Commissioner, J&K Government, New Delhi
5. Joint Secretary (J&K), Ministry of Home Affairs, Government of India.
6. Chief Electoral Officer, J&K.
7. Director General of Police, J&K.
8. All Commissioner/Secretaries to the Government.
9. Divisional Commissioner, Kashmir/Jammu.
10. Chairperson, J&K Special Tribunal.
11. Secretary J&K Public Service Commission.
12. All Heads of Departments I Managing Directors.
13. All Deputy Commissioners
14. Director Information, J&K.
15. Director Estates, J&K.
16. Director Archives, Archaeology and Museums.
17. Secretary, J&K Legislative Assembly.
18. Secretary, J&K Services Selection Board.
19. Director Accounts & Treasuries, Jammu/Kashmir.
20. Director(s) Finances/FA&CAO(s). Director (s) (P&M)/Joint Director (s) (P&M).
21. SIO/Director NIC, J&K Unit.
22. OSD to Advisor (B)/(F)/(BK) to Hon'ble Lieutenant Governor, J&K.
23. General Manager, Government Press, Srinagar/Jammu.
24. All Treasury Officers
25. Private Secretary to the Chief Secretary

26. Private Secretary to Financial Commissioner, Finance Department for information of the Financial Commissioner, Finance.
27. Incharge Website FinanceIGAD Stock file (Wzscs)


(S.L. Pandita)
Director General (Codes)
Finance Department