

No.4/36/2023 -DCH/P&E

भारत सरकार/Government of India
वस्त्र मंत्रालय/Ministry of Textiles
विकास आयुक्त (हथकरघा) कार्यालय
Office of the Development Commissioner for Handlooms
(पी एम एण्ड ई अनुभाग/PM & E Section)

उद्योग भवन, नई दिल्ली/Udyog Bhavan, New Delhi
दिनांक/Dated 5th June, 2023

To,

1. Commissioner/ Director (in charge of HL & Textiles), All States/UTs.
2. Commissioner/ Director (in charge of Sericulture), All States/UTs.
3. All the Implementing Agencies of Urban Haats.
4. All National Level Implementing Agencies -
 - (i) National Handloom Development Corporation (NHDC);
 - (ii) Handloom Export Promotion Council (HEPC);
 - (iii) Central Cottage Industries Corporation of India (CCIC)
5. Craft Mela Authorities -Odisha (Toshali), AP (Shilpramam), Telangana (Shilpramam), Haryana (Surajkund), UP (Taj Mahotsav) & Master Creation Programme (Dilli Haat), New Delhi) by WSC, Delhi.



Subject: Annual Marketing Calendar (Indicative target) for organization of Domestic Marketing expos/events during 2023-24 under MSS, NHDP (O/o DC Handicrafts) & HMA, NHDP (O/o DC Handloom) - reg.

Madam/Sir,

I am directed to convey the approval of the competent authority for Annual Marketing Calendar in respect of Domestic Marketing expos/events such as organization of Gandhi Shilp Bazar (GSB)/Gandhi Bunkar Mela (NHE) - National Level, Gandhi Shilp Bazar (GSB)/Hathkargha Mela (SHE) - State Level & Gandhi Shilp Bazar (GSB)/ Tana-Bana (DHE) - District Level, Crafts Awareness cum Demonstration Program (Handicrafts), Fashion shows, Exclusive/Mega events, Hiring of Stalls & other Misc. events, including participation in established Craft Melas viz. Suraj Kund, Toshali, Taj Mahotsav, Shilparamam (AP & Tel) etc., during the year 2023-24 under Marketing Support & Service (MSS), National Handicrafts Development Programme (NHDP) (O/o DC Handicrafts) and National Handloom Development Programme (NHDP) (O/o DC Handloom).

2. Office of the DC (Handicrafts & Handlooms) are implementing MSS, NHDP & HMA, NHDP scheme across the country with the objective to develop and promote marketing channels in domestic and export markets in a holistic and integrated manner and to bring greater visibility to the sector & ensure commensurate remuneration to artisans/weavers. It provides marketing platform to the handicrafts & handloom entities, artisans/weavers to sell their products directly to the consumers eliminating the middleman.

3. With a view to harness the optimum potential of these marketing events, office of the DC (Handloom) & DC (Handicrafts) has decided to rationalize and need-based merger of marketing events at different levels. Emphasis has been given to bring synergy and economies of scale to increase popularity of events and maximize sales for the participants by bringing variety to each event. The convergence/merger has been considered with following benefits & advantage:

- All the events will have participation of weavers & artisans including silk weavers, Jute artisans, & KVIC.
- Effective publicity & branding of marketing events to ensure better footfalls & sales.
- Cost effectiveness.
- Integrated picture of Ministry of Textiles to bring synergy in efforts & greater value for the consumer in terms of range of products.

4. Accordingly, the Competent Authority has fixed indicative target for organisation of 300 domestic marketing expos/events to be organised by the State Level Implementing Agencies (SLIAs) & National Level Implementing Agencies (NLIAs) of office of the DC (Handicrafts) & (Handlooms) during the current financial year i.e. 2023-24. However, additional proposals may also be considered in case of non-receipt of proposals from other States over and above the target allocated to States/UTs including National Level implementing agencies to meet the indicative target. All the State Govt./UTs and national implementing agencies are requested to consider following points while submitting the proposal and organising the events:

- IA to follow the terms & conditions of the scheme guidelines meticulously.
- City/places for such marketing expos/events may be considered as indicated in the attached list of cities.
- Priority to be given to the cities having Urban Haats (34 functional) while selecting venue for the events.
- Publicity & promotion of the expos/events shall be undertaken under the tagline/slogan - "MyHandloomMyPride"/suitable tagline of Handicrafts.
- Some of the expos/events will be organized exclusively for handloom & handicrafts - GI products, Languishing crafts, Silk & Wool, Sari festival, Home Décor, Weave base products viz. Ikat, Jamdani, any other important crafts etc., under exclusive/mega events.,
- One stall will be reserved exclusively for registration & promotion of 'India Handloom' brand (IHB), Handloom Mark (HLM), GI handloom/handicrafts products & schemes of office of the DC (Handicrafts) & (Handlooms).
- In addition, concerned WSC/HSC may ensure on-boarding of weavers/artisans on e-commerce portal (<https://www.indiahandmade.com/>) of Ministry of Textiles, GoI for on-line marketing of handloom & handicrafts products & Govt. e-market Place (GeM) in association with IA of the expos/events & GeM authority through the above stall.
- IA should organize cultural events viz. sangeet sandhya, Kavi Sammellan, folk songs, Nukkad Natak, fashion display etc. to attract footfalls including putting up food stalls.
- IA is to clearly mention the details/nos. of stalls (participants) going to put up in the expo for handloom & handicrafts agencies including silk weavers, Jute artisans, KVIC, food stalls & one stall for dissemination of schemes, on-boarding, registrations etc., as stated above.

5. The details of indicative target for organisation of 300 domestic marketing expos/events by office of the DC (Handicrafts) & (Handlooms) during the current financial year i.e. 2023-24 are given in the table below:

Sl No.	Event Name	No. of events (To be funded in respective Division)		
		Handicrafts	Handlooms	Total
1.	परम्परा (राष्ट्रीय स्तर पर) (name will be finalized in due course) National Gandhi Shilp & Bunkar Bazar (05 - Craft Melas viz. Suraj Kund, Toshali, Taj Mahotsav, Shilparamam)	15	15	35 * * (5 crafts Melas - common)
2.	परम्परा (राज्य स्तर पर) State Gandhi Shilp & HathKargha Bazar	60	65	125
3.	परम्परा (जिला स्तर पर) District Gandhi Shilp & Tana-Bana Bazar	34	16	50
4.	Crafts Awareness cum Demonstration Program (Handicrafts)	40	-	40
5.	Fashion Shows	10	-	10
6.	Exclusive/Mega events & other Misc. events including Hiring of Stalls etc.	20	20	40
	Total	179	116	300 *

Atinye

6. Indicative target, State-wise & National Level Implementing Agencies (NLIAs) - is as follow in respect of O/o DC Handicrafts (HC) & Handlooms (HL):

Sl. No.	Name of State	Indicative Target for Domestic Marketing Events during FY 2023-24										Grand Total	
		National Level		State Level		District Level		Mega/Exclusive/Misc. events		Total			
		Gandhi Shilp Bazar (GSB)/Gandhi Bunkar Mela (NHE)	HC	HL	Gandhi Shilp Bazar (GSB)/Hathkargha Mela (SHE)	HC	HL	Gandhi Shilp Bazar (GSB)/ Tana-Bana (DHE)	HC	HL	Mega/Exclusive/Misc. events		HC
General States													
1	Andhra Pradesh	-	1	1	3	1	1	-	-	02	05	07	
2	Bihar	-	-	1	2	1	1	-	-	02	03	05	
3	Chandigarh	-	-	1	-	-	-	-	-	01	-	01	
4	Chhattisgarh	-	-	2	1	2	-	-	-	04	01	05	
5	Delhi	1	-	2	1	-	-	-	-	03	01	04	
6	Gujarat	2	-	4	1	2	-	-	-	08	01	09	
7	Goa	-	-	1	-	1	-	-	-	02	-	02	
8	Haryana	1	-	2	-	-	1	-	-	03	01	04	
9	Himachal Pradesh	-	-	1	1	1	1	-	-	02	02	04	
10	Jammu & Kashmir	-	-	3	1	-	1	-	-	03	02	05	
11	Ladakh (U.T.)	-	-	-	-	1	1	-	-	01	01	02	
12	Jharkhand	-	-	1	-	2	1	-	-	03	01	04	
13	Karnataka	1	1	3	1	1	-	-	-	05	02	07	
14	Kerala	-	-	2	1	-	-	-	-	02	01	03	
15	Madhya Pradesh	-	1	3	2	2	-	-	-	05	03	08	
16	Maharashtra	3	-	6	2	2	-	-	-	11	02	13	
17	Orissa	-	1	2	2	1	-	-	-	03	03	06	
18	Punjab	-	-	1	-	1	-	-	-	02	-	02	
19	Puducherry	-	-	1	-	-	-	-	-	01	-	01	
20	Rajasthan	1	-	5	2	1	-	-	-	07	02	09	
21	Tamil Nadu	1	1	3	2	2	2	-	-	06	05	11	
22	Telangana	1	1	2	2	1	1	-	-	04	04	08	
23	Uttar Pradesh	2	1	7	3	3	1	-	-	12	05	17	
24	Uttarakhand	-	-	-	1	1	1	-	-	01	02	03	
25	West Bengal	1	-	2	1	1	-	-	-	04	01	05	
NER States													
26	Arunachal Pradesh	-	1	1	3	-	1	-	-	01	05	06	
27	Assam	1	3	2	12	1	-	-	-	04	15	19	
28	Meghalaya	-	-	1	1	1	-	-	-	02	01	03	
29	Manipur	-	2	-	6	1	-	-	-	01	08	09	
30	Mizoram	-	-	-	3	1	1	-	-	01	04	05	
31	Nagaland	-	2	-	6	1	-	-	-	01	08	09	
32	Sikkim	-	-	-	2	1	1	-	-	01	03	04	
33	Tripura	-	-	-	3	1	1	-	-	01	04	05	
34	National Level IA's viz. NHDC Ltd., CCIC Ltd. & other IAs of State Govts.	Mega/Misc./Exclusive events (languishing crafts, GI, Silk & wool products), Master creation including participation in Bharat/Paryatan Parv etc.							20	20	20	20	40
35	Fashion Shows								10	-	10	-	10
36	Crafts Awareness cum Demonstration Program (Handicrafts)								40	-	40		40
37	Craft melas Authority of State Govts.	Suraj Kund, Toshali, Taj Mahotsav, Shilparamam (Hyd & Tel) - * Common for HC & HL										05 *	
Grand Total		15	15	60	65	34	16	70	20	179	116	300	

7. You are therefore, requested to submit fresh proposals of your implementing agency (s)/organization, in accordance to the target fixed to your respective State/organization including IA of Urban haats in the prescribed proforma as per the guidelines of the scheme, under MSS, NHDP & HMA, NHDP (as applicable) & duly compulsorily considered as stated under para - 4 of the letter, for the year 2023-24 on or before 15.06.2023, so as to necessary formalities to release of funds could be considered well in time. In some of the cases the date of the expo will be finalized by this office keeping in view national level events etc. The implementing agencies are advised that while sending the proposals, they

Handwritten signature

may ensure that no UC of earlier amount released is pending against the implementing agency under any scheme of O/o DC (Handlooms & Handicrafts), Ministry of Textiles.

8. You are also requested that while sending the proposals, following additional information with regard to total no. of expos already organized during the year 2022-23 may be sent without which proposal for 2023-24 may not be considered:


Sl. No.	Name of event	Venue	Date of sanction	Period		No. of participants	No. of beneficiaries	No. of foot falls	Sales	Name of IA
				From	To					
...

9. In addition to above, all the implementing agencies are required to furnish completion report w.r.t. all domestic marketing expos/events, Crafts melas etc. within a week from the date of completion of expos/events in the following format. In case of not submitting the desired information, the 2nd instalment/re-imburement claims may not be considered.

Sl. No.	Name of event	Venue	Date of sanction	Period			No. of participants			No. of beneficiaries	No. of On-boarding		No. of registration processed		No. of foot falls	Sales	Name of IA
				From	To	HL	HC	Others	e-commerce portal, MoT		GeM	IHB	HLM				
...

10. This issues with the approval of the competent authority.

भवदीय/Yours sincerely,



(संतोष कुमार सिंह/Santosh Kumar Singh)

अतिरिक्त विकास आयुक्त (हथकरघा)/Addl. Development Commissioner (HL)

Tele: 23062402/Fax: 2306 1716

e.mail: sk Singh1.ord@gov.in, pme.dchl-textiles@gov.in

Copy to:

1. All the Zonal/Regional Directors/HoO, All the WSCs/HSCs.
2. O/o DC (Handicrafts), RK Puram, New Delhi.
3. PS to DC (HC & HL).
4. PA to ADC (SKS/VKB/MM)
5. PA to Sr. Director (SKJ)
6. NIC, O/o DC (Handlooms & Handicrafts) - for uploading on the website.

Places for Marketing expos/events including Mega events during 2023-24 (For Handlooms & Handicrafts)

Places for Marketing Expos/other events						
Sl. No.	States	Proposed places for National Level Events	Proposed places for other expos including cities proposed for National Level Events			
1	Andhra Pradesh		Amravati Vizianagaram	Kurnool Guntur	Nellore Tirupati	Vijayawada
2	Bihar		Patna Rohtash	Bhagalpur Sitamdhi	Siwan	Muzaffarpur
3	Chhattisgarh		Raipur			
4	Delhi	Delhi-2				
5	Gujarat	Ahemdabad-2 Surat-1	Gandhinagar			
6	Haryana	Gurugram-1	Chandigarh	Sonipat	Panipat	
7	Himachal Pradesh		Shimla	Kullu		
8	J&K		Jammu	Srinagar	Leh Ladakh	
9	Jharkhand		Ranchi	Jamshedpur	Dhanbad	
10	Karnataka	Bangalore-2	Devanagers Hassan	Mysure Mangalore	Dharawd	Chikmangaluru
11	Kerala		Trivendrum	Cannure		
12	Madhya Pradesh		Bhopal Gwalior	Jabalpur	Rewa	Indore
13	Maharashtra	Mumbai-2 Pune-2 Nagpur-1	Aurangabad	Nashik		
14	Punjab		Ludhiyana	Chandigarh	Amritsar	
15	Odisha	Bhubaneswar - 1	Dhenkanal	Puri Angul	Koraput	Sambalpur
16	Rajasthan	Jaipur-1	Jodhpur	Bikaner		
17	Tamil Nadu	Chennai-2	Coimbatore Ramnathapuram	Salem Cuddalore	Erode	Kumbakonam
18	Telangana	Hydrabad-2	Warangal	Madhapur	Ranga Reddy	Siddipet
19	Uttar Pradesh	Lucknow-2 Varansi-2 Kanpur-2 Noida-1	Moradabad Prayagraj Ambedkar Nagar	Jhansi Bareilly Bijnor	Kushinagar Etawah Simauni Banda	Meerut Mau
20	Uttrakhand		Dehradun	Nainital		
21	West Bengal	Kolkata-2	Birbhum	Asansol	Ranikhet	Silliguri
22	Arunachal Pradesh		Itanagar Changlang	Tenu Twang	Kameng	Nahargun
23	Assam	Guwahati-2	Morigaon Suklai, Mangaldoi	Kokrajhar Suklai, Jorhat	Udalgiri, Tezpur Dimakuchi	Bijni Gossaigaon
24	Meghalaya		Shillong			
25	Manipur		Imphal	Nilakuthi	Thoubal	
26	Mizoram		Aizawl Hnahthial	Khawzawl Saitual	Lawngtlai Serchip	Lunglei
27	Nagaland		Kohima Mokokehun	Dimapur	Zunheboto	Meluri Town, Phek
28	Tripura		Agartala kailashahar, Unokuti	Khowai Dharmanagar	Udaipur, Gomati Santribazar	Kamalpur, Dhalai
29	Sikkim		Gangtok Singtam East	Shiv Mandir, South Sikkim	Temi, South Sikkim Dzongu, North Sikkim	Namchi Soreng West
	Total	30 Events				

Note: Any other city having substantial Handloom presence will also be taken for the expos in accordance with the guidelines.

Atig

