

No.12/1/2024/DCH/P&E
Government of India
Ministry of Textiles
Office of the Development Commissioner for Handlooms

Udyog Bhavan, New Delhi
Dated 10th May, 2024

To,

1. Director General, Export Promotion Council for Handicrafts, Delhi.
2. Managing Director, National Handloom Development Corporation, Noida.
3. Executive Director, Handloom Export Promotion Council, Chennai.

Subject: Annual Marketing Calendar for organization of International Marketing events during 2024-25 under NHDP - reg.

Sir/Madam,

I am directed to convey the approval of the competent authority for Annual Marketing Calendar in respect of International Marketing fairs/events such as participation in International Trade Fairs, participation of Clusters in International Fairs, organizing Big Ticket Events, organization Special Handloom Sourcing Show, organization of Special Promotional Events abroad for Traditional Textiles, Misc. activities – Seminars, etc., during the year 2024-25 under National Handloom Development Programme (NHDP). The details are given as under:

Sl. No.	International marketing expos/event	No. of Events	IA for the events
1.	Participation in International Fairs	7	HEPC
2.	Special Sourcing Show - Abroad	3	HEPC
3.	Events in India including participation in Bharat Tex 2025, Sourcing Show, GI Fair & IITF etc.	6	4-HEPC, 1-NHDC & EPCH - 1
4.	Misc. activities viz. organization of Seminars etc.	1	HEPC
Total:		17	

2. The event-wise break-up are given as under:

Sl. No	Date /Month	Name of the Event / Activity	Amount (Rs. Lakh)	Product profile/ Focus product / Service
01. By HEPC				
A	EVENTS ABROAD			
1	27-30, Oct' 2024	Hong Kong Mega Show, Hong Kong	75.56	Hometextiles and clothing accessories
2	19-21, Nov' 2024	Global Sourcing Expo, Melbourne,Australia	75.56	Hometextiles and clothing accessories
3	12-14, Nov' 2024	International Apparel & Textile Show, Dubai,UAE	74.94	Fabrics, Apparel and clothing accessories
4	30th November to 8th December 2024	AFL Artigiano (B2C), Milan, Italy	97.83	Hometextiles and Clothing accessories
5	16-19, Jan' 2025	Domotex, Hannover, Germany	75.82	Rungs and Floor coverings
6	January 2025	Who's Next, Paris, France	75.56	Apparel & Clothing accessories
7	2-5, Feb' 2025	Source Home & Gift (Spring Fair), Birmingham, United Kingdom	75.82	Hometextiles and Clothing accessories
Sub Total (A)			551.09	

B SPECIAL SOURCING SHOW - Abroad (B2B & B2C)				
1	6-8, Sept' 2024	Special Sourcing Show - Germany	111.86	Traditional handwoven textiles
2	12-15, Sept' 2024	Special Sourcing Show-USA	114.43	Traditional handwoven textiles
3	24-27, Oct' 2024	Special Sourcing Show - Canada	114.43	Traditional handwoven textiles
Sub Total (B)			340.72	
C EVENTS IN INDIA				
1	2-5, July 2024	HGH INDIA, Mumbai	42.54	Hometextiles and Clothing accessories
2	August 2024	Special Sourcing Show, Varanasi	62.73	Hometextiles and Clothing accessories
3	Feb 2025	Big Ticket Event, Delhi	325.48	Fabrics, Clothing accessories and hometextiles
4	March 2025	Special Sourcing Show, Kannur/Cochin	62.73	Fabrics, Clothing accessories and hometextiles
Sub Total (C)			493.48	
D ORGANISING AWARENESS SEMINARS				
1	Jun-2024	Subarnapur/Sonepur, Odisha	22.50	To create awareness among weavers / societies / startups on export procedures, market trends, customs etc
2	Jul-2024	Cannanore, Kerala		
3	Aug-2024	Imphal, Manipur		
4	Aug-2024	Varanasi, Uttar Pradesh		
5	Sep-2024	Karur, Tamil Nadu		
6	Sept-2024	Panipat, Haryana		
7	Oct-2024	Ludhiana, Punjab		
8	Oct-2024	Bhagalpur, Bihar		
9	Nov-2024	Nagpur/Nasik, Maharashtra		
10	Mar-2025	Katwa/ Murshidabad, West Bengal		
Sub Total (D)			22.50	
Grand Total (A+B+C+D)			1407.79	

02. By NHDC		
1	Nov 2024	India International Trade Fair, New Delhi
03. By EPCH		
1	July - August	GI Fair Noida

3. You are requested to submit the revised budget proposal of the approved event at the earliest so that financial concurrence may be conveyed accordingly.

4. This issues with the approval of the Secretary (Textiles).

Yours sincerely,



(K C Shakdwipee)

Joint Development Commissioner (Handlooms)

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Copy to:

1. All the Zonal Directors/HoO, All the WSCs.
2. PS to DC (HL).
3. NIC, O/o DC (Handlooms) - for uploading on the website.