

No.4/1/2022/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 19th April, 2022

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 (IAs) of Urban Haats.
4. All National Level Implementing Agencies (IAs):
 - (i) National Handloom Development Corporation (NHDC);
 - (ii) Handloom Export Promotion Council (HEPC);
 - (iii) Member Secretary, Central Silk Board, Bangalore (CSB);
 - (iv) Central Cottage Industries Corporation of India (CCIC)
5. Craft Mela Authorities – Rajasthan (Shilpgram), 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 events during 2022-23 under NHDP - reg.

Sir/Madam,

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 National Handloom Expos (NHEs), Special Handloom Expos (SHEs), District Handloom Expos (DHEs), Exclusive expos including participation in Crafts Melas, other misc events etc., during the year 2022-23 under National Handloom Development Programme (NHDP).

2. This office is implementing Handloom Marketing Assistance (HMA), a component of National Handloom Development Programme (NHDP) across the country. The objective of the HMA is to develop and promote the marketing channels in domestic as well as export markets and bring about linkage between the two in a holistic and integrated manner.

3. Under the scheme, following domestic marketing events are organized to provide marketing platform to the handloom agencies/weavers to sell their products directly to the consumers. In addition, handloom exporters/weavers are facilitated for participation in the international marketing events for export promotion:

- (i) National Handloom Expos (NHEs), State Handloom Expos (SHEs), District Handloom Expos (DHE), Exclusive Expos, etc.
- (ii) Participation in various craft melas organized by the States Govt.

Domestic Marketing Expos/Events

4. The Competent Authority has fixed indicative target for organisation of 200 domestic marketing expos/events by the State Govt. & their Implementing Agencies and National Level Implementing Agencies (NLIAs) during the current financial year i.e. 2022-23. However, additional proposals may also be considered in case of non-receipt of the proposals from the other States, over and above the target allocated to States/UTs and National Level implementing agencies. All the State Govt./UTs and

national implementing agencies are requested to consider following points while submitting the proposal:

- (i) Important Cities and locations of Urban Haats across the country may be considered for marketing events.
- (ii) Efforts may be made to organize more events in 33 functional Urban Haats, involving their IAs.
- (iii) Publicity & promotion of the expos/events shall be undertaken under the tagline/slogan – “MyHandloomMyPride”.
- (iv) NHDC & CCIC may organised certain no. of expos exclusively for GI registered handloom products.
- (v) Similarly, NHDC & CSB may organised certain no. of expos exclusively for silk & wool handloom products.
- (vi) Participation in various craft melas, master creation programme & misc. events organized by the States Govt. and other Govt. Departments/Ministry be given on nomination basis.

5. Further, the Competent Authority has approved organisation of 50 exclusive marketing events of 5-6 days annually for niche handloom products in 7/5 star hotels, Gymkhana Clubs, AWWA/AFWWA (Army/AF Wife’s Welfare Association) Clubs and other prominent places and select locations having potential for such events/expos. List of such locations including high-end products like Kani Shawls, Ikat, Double Ikat, Jamdani, Banaras Brocades, Gysar etc. and their weavers/producers have been finalized and placed on the website of this office (i.e. www.handlooms.nic.in) for participation on rotation basis by the IAs.

6. The details of indicative target, State-wise and National Level Implementing Agencies (NLIAs) – wise are given in the table below:

Sl. No.	Name of State	Indicative Target for Domestic Marketing Events during FY 2022-23			
		NHE	SHE	DHE	Total
General States					
1	Andhra Pradesh	1	5	1	07
2	Bihar	1	3	2	06
3	Chhattisgarh	1	3	-	04
4	Delhi	-	1	-	01
5	Gujarat	-	1	-	01
6	Haryana	-	1	-	01
7	Himachal Pradesh	-	1	2	03
8	Jammu & Kashmir	-	2	3	05
9	Ladakh (U.T.)	-	1	1	02
10	Jharkhand	-	1	-	01
11	Karnataka	1	4	-	05
12	Kerala	-	1	-	01
13	Madhya Pradesh	1	6	-	07
14	Maharashtra	1	1	-	02
15	Orissa	1	6	-	07
16	Rajasthan	-	2	-	02
17	Tamil Nadu	1	6	-	07
18	Telangana	1	4	-	05
19	Uttar Pradesh	2	8	4	14
20	Uttarakhand	-	1	1	02
21	West Bengal	-	1	-	01
	Total (a):	11	59	14	84
NER States					
22	Arunachal Pradesh	1	4	2	07
23	Assam	4	12	4	20
24	Meghalaya	-	-	1	01
25	Manipur	2	7	3	12

26	Mizoram	-	5	4	09
27	Nagaland	2	7	1	10
28	Sikkim	1	5	1	07
29	Tripura	1	6	2	09
Total (b):		11	46	18	75
National Level IA's					
30	NHDC Ltd.	3	2 <u>Exclusive expos for GI products</u>	-	21
			16 <u>Exclusive expos for Silk/Wool</u>		
31	CCIC	-	5 <u>Exclusive expos for GI & Silk</u>	-	05
32	Central Silk Board (CSB)	-	2 <u>Exclusive expos for GI & Silk</u>	-	02
Craft Melas /Master Creation/Bharat Parv & Paryatan Parv./Misc. events etc.					
33	Craft melas/Master Creation	-	7	-	07
34	Participation in Bharat Parv/ Paryatan Parv)/ Misc.	-	-	6	06
Total (c):		3	32	6	41
Grand Total (a+b+c):		25	137	38	200

7. Any revision in the scheme guidelines in the intervening period would apply automatically to the remaining expos/events in supersession of the guidelines under which the earlier expos were held/organized. However, financial implication for the same will continue to be regulated as per the approval conveyed/sanctioned order issued to the IA.

8. You are therefore, requested to submit proposals of your Implementing Agency (s)/organization, in accordance to the target fixed to your respective State/organization including Urban haats in the prescribed proforma as per the guidelines of the scheme (Annexure B1), under NHDP scheme for the year 2022-23 on or before 30.04.2022, so that necessary formalities to release the advance 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 may ensure that no UC of earlier amount released is pending against the implementing agency under any scheme of O/o DC (Handlooms), Ministry of Textiles (need to be incorporated).

9. You are also requested that while sending the proposals to this office the following additional information with regard to total no. of expos already organized during the year 2021-22 along with screen shot of booking of earlier released Govt. grants (previous financial year) to NIL in PFMS portal, may be sent without which proposal for 2022-23 may not be considered:

Sl. No.	Name of event (NHE/SHE etc.)	Venue of expo	Date of sanction of expo	Date of expo	No. of participants	No. of beneficiaries	No. of foot falls	Sales	Name of IA
...	

10. In addition to above, all the implementing agencies are also requested to comply with the direction to this office letter dated 09 October, 2019, wherein it was requested 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 the event of not submitting the above information, the 2nd instalment/re-imburement claims will not be considered by this office.

(i) Details of expos organized during 2022-23 (word copy through e-mail):

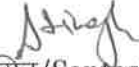
Name/ Type of expos/events	Place	Period	No. of participants	No. of beneficiary (weavers)	Sales generated	No. of footfalls

(ii) List of participants (expos-wise) (word copy through e-mail):

1. Name of Marketing expo: NHE/SHE/DHE			
2. Name of Implementing Agency:			
3. Venue:			
4. Period:			
Sl. No.	State/UT	Name of Participants (Handloom Weavers/Agencies)	Complete Address

11. 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)

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Copy to:

1. All the Zonal Directors/HoO, All the WSCs.
2. O/o DC (Handicrafts), RK Puram, New Delhi.
3. PS to DC (HL).
4. NIC, O/o DC (Handlooms) – for uploading on the website.