

No.4/1/2024 -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)

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उद्योग भवन, नई दिल्ली/Udyog Bhavan, New Delhi  
दिनांक/Dated 10<sup>th</sup> April, 2024

1. The Commissioner/ Director (in charge of HL & Textiles/ Sericulture), All States/UTs.
2. The Zonal Directors/HoO, All WSCs
3. All the Implementing Agencies of Urban Haats.
4. National Level Implementing Agencies (NHDC Ltd./National Design Centre (NDC)
5. Craft Mela Authorities -Odisha (Toshali), AP (Shilpramam), Telangana (Shilpramam), Haryana (Surajkund), UP (Taj Mahotsav)

**Subject: Annual Marketing Calendar (Indicative target) for organization of domestic marketing expos/events including exclusive events etc., during 2024-25 under HMA, NHDP scheme - 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 National Handloom Expo (NHE) - Gandhi Bunkar Mela, State Handloom Expo (SHE) - Hathkargha Mela, District Handloom Expo (DHE) - Tana-Bana, Exclusive/Mega events, & other Misc. events, including participation in established Craft Melas viz. Suraj Kund, Toshali, Taj Mahotsav, Shilparamam (AP & Tel) etc., during the year 2024-25 under Handloom Marketing Assistance (HMA), National Handloom Development Programme (NHDP).

2. This office is implementing 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 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, this office has decided to rationalize and accordingly, identified the potential cities (list attached) where expos/events will be organized preferably, at the centrally located place in city including various urban haats/crafts villages set-up by the MoT linking with the local festivals.
4. Also, it has been decided to organize exclusive marketing expos/events (period of at least 7-8 days) of niche handloom products like Kani Shawls, Ikat, Double Ikat, Jamdani, Banaras Brocades, Gysar etc., to provide direct marketing opportunity to handloom weavers/producers of niche products for high end clientele, eliminating the middlemen and ensuring high remuneration for weavers. In addition, exclusive events like Sari Festival, Home Décor, Theme/weave base events, including Silk, Wool & GI handloom products etc. will be organized. These exclusive events will be organized at NCHT (Handloom Haat, Janpath), 7/5 star hotels, Gymkhana Clubs, AWWA/AFWWA (Army/AF Wife's Welfare Association) Clubs and other prominent places. For organizing these events, the National Level Implementing Agencies (NLIAs) viz. WSCs, NHDC, NDC etc., will be the implementing agency. This will bring variety to each event and increase the popularity of the events & in turn, maximize sales for the participants.
5. Accordingly, the Competent Authority has fixed indicative target for organisation of 127 domestic marketing expos/events including exclusive/mega events, & other misc. events, participation in established craft melas, to be organised by the State Level Implementing Agencies (SLIAs) & National Level Implementing Agencies (NLIAs) of office of the DC (Handlooms) during the current financial year i.e. 2024-25. 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 consult concerned WSC and follow the terms & conditions of the scheme guidelines meticulously.
  - City/places for the expos/events may be considered as indicated in the attached list of potential cities including urban haats/crafts villages set-up by the MoT.



- Publicity & promotion of the expos/events shall be undertaken under the tagline/slogan - "MyHandloomMyPride".
- Some of the exclusive events will be organized in accordance with the para -4 of the letter by the NH, WSC & NDC.
- 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 may ensure on-boarding of weavers/artisans on e-commerce portal (<https://www.indiahandmade.com/>) of MoT in association with IA & DIC, Meity 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.

6. The details of indicative target for organization of domestic marketing expos/events including exclusive events, 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 2024-25				
		NHE - Gandhi Bunkar Mela	SHE - Hathkargha Mela	DHE - Tana-Bana	Misc./ exclusive	Total
<b>General States</b>						
1	Andhra Pradesh	1	3	-	-	04
2	Bihar	-	2	-	-	02
3	Chhattisgarh	-	1	-	-	01
4	Delhi	-	1	-	-	01
5	Gujarat	-	1	-	-	01
6	Haryana	-	1	-	-	01
7	Himachal Pradesh	-	1	1	-	02
8	Jammu & Kashmir	-	1	1	-	02
9	Ladakh (U.T.)	-	-	1	-	01
10	Jharkhand	-	1	-	-	01
11	Karnataka	1	1	-	-	02
12	Kerala	-	2	-	-	02
13	Madhya Pradesh	1	2	-	-	03
14	Maharashtra	-	2	-	-	02
15	Orissa	1	2	-	-	03
16	Rajasthan	-	2	-	-	02
17	Tamil Nadu	1	4	-	-	05
18	Telangana	1	2	-	-	03
19	Uttar Pradesh	1	3	-	-	04
20	Uttarakhand	-	1	1	-	02
21	West Bengal	-	1	-	-	01
<b>NER States</b>						
22	Arunachal Pradesh	-	2	1	-	03
23	Assam	2	7	-	-	09
24	Meghalaya	-	-	1	-	01
25	Manipur	1	4	1	-	06
26	Mizoram	-	2	1	-	03
27	Nagaland	1	4	1	-	06
28	Sikkim	-	2	1	-	03
29	Tripura	-	2	1	-	03
	<b>Total (a):</b>	<b>11</b>	<b>57</b>	<b>11</b>	<b>-</b>	<b>79</b>
<b>National Level IA's (7-8 days exclusive marketing expos/events - GI, Silk/ Wool products etc.)</b>						
30	NHDC Ltd.	-	5	-	7	12
31	National Design Center (NDC)	-	-	-	12	12
32	WSCs	@ 3 exclusive events to each zone, to be decided & recommended by the respective Zonal Director			12	12
<b>Craft Melas /Master Creation/Bharat Parv &amp; Paryatan Parv./Misc. events etc.</b>						
33	Craft melas/Master Creation	-	-	-	7	07
34	Misc. events & participation in Bharat/Paryatan Parv/ Misc.	-	-	-	5	05
	<b>Total (b):</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>43</b>	<b>48</b>
	<b>Grand Total (a+b):</b>	<b>11</b>	<b>62</b>	<b>11</b>	<b>43</b>	<b>127</b>

*Handwritten signature/initials*

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 HMA, NHDP duly compulsorily considered all the points as stated under para - 4 of the letter, for the year 2024-25 on or before 20.04.2024, so as to consolidated Annual Marketing Calendar can be prepared along with the period and place of expos and financial approval can be obtained well in time. The implementing agencies are advised that while sending the proposals, they may ensure that no UC of earlier funds released is pending against the implementing agency under any scheme of O/o DC (Handlooms), 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 2023-24 may be sent without which proposal for 2024-25 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 2<sup>nd</sup> instalment/re-imbursement 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,  


(विवेक कुमार बाजपाई/Vivek Kumar Bajpai)  
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1. PS to DC (HL).
2. PA to ADC (VKB)
3. NIC, O/o DC (Handlooms) - for uploading on the website.

