No.12/1/2026/DCH/P&E

भारत सरकार/Government of India

वस्त्र मंत्रालय/Ministry of Textiles

हथकरघा विकास आयुक्त का कार्यालय

Office of the Development Commissioner for Handlooms

*****

Udyog Bhavan, New Delhi
Dated 8 July, 2026

To,

1. Managing Director, National Handloom Development Corporation, Noida.
2. Executive Director, Handloom Export Promotion Council, Chennai.

Subject: Annual Marketing Calendar for participation/organization of International Marketing events/fairs during 2026-27 under National Handloom Development Programme (NHDP) - reg.

Sir,

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, 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 2026-27 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 Trade Fairs	19	16-HEPC, 3-NHDC,
2.	Events in India (including IITF)	6	5-HEPC,1-NHDC,
3.	Organizing of need base awareness seminars		
	Total	**25**	

HEPC: Handloom Export Promotion Council, Chennai
NHDC: National Handloom Development Corporation, Uttar Pradesh

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

S.No	Date /Month	Name of the Event / Activity proposed		Grant (Rs. Lakh)	Product profile/ Focus product / Service
A	**EVENTS ABROAD**				
	Upto September 2026				
1	30 July-2nd August 2026	Decorex	Johannesburg, South Africa	75.30	Hometextiles & Floor coverings
2	20-22-August 2026	Indian Handloom and Textile Fair (BSM)	Santa Catarina, Brazil	85.09	Hometextiles, Floor coverings & Clothing accessories
3	25-27 August 2026	Formex	Stockholm, Sweden	75.14	Hometextiles, Floor covering & Clothing Accessories
4	1-3, Sept 2026	Premiere Vision	Paris, France	75.39	Garments , Clothing accessories & Fabrics
5	10-14, Sept '2026	Maison & Objet	Paris, France	75.96	Hometextiles & Clothing accessories
6	22-24 Sept' 2026	Hometextile & Design	Moscow, Russia	75.04	Hometextiles & Floor coverings
7	September 2026	Incredible India Fair 2026	Netherland	89.59	Hometextiles& Furnishing

					Fashion& Life Style
8	28-30, September 2026	Index Dubai	Dubai,UAE	74.78	Hometextiles and floor coverings
			Sub Total(A):	**626.29**	
October,2026 to March,2027					
9	31st October – 4th November 2026	China Import and Export Fair (CANTON)-Phase 3	Guangzhou, China		Hometextiles & Floor coverings
10	26-28, October 2026	Indian Handloom and Textile Fair (BSM)	Santiago, Chile		Hometextiles, Floor coverings & Clothing accessories
11	17-19 November, 2026	Global Sourcing Expo	Melbourne, Australia		Hometextiles & Clothing accessories
12	5-13, December 2026	AFL Artigiano Fair (B2C)	Milan, Italy		Clothing accessories, home textiles, wall hangings
13	23-25, January 2027	WHOs NEXT	Paris, France		Clothing accessories and Garments
14	29thJan-2nd February 2027	Ambiente	Frankfurt, Germany		Home textiles , textile accessories
15	03-06, February 2027	INTERGIFT	Madrid, Spain		Hometextiles and Clothing Accessories
16	07-10, February2027	Source Home & Gift (Spring Fair)	Birmingham, UK		Hometextiles and Clothing Accessories
	By NHDC				
17	20–23 October 2026	Hong Kong Mega Show Part 1	Hong Kong		Gifting, home textiles
18	16-18 Nov 2026 (Tentative)	International apparel and Textile fair	Dubai		Textile Items
19	January 2027	Domotex	Istanbul, Turkey		Carpet and Floor Covering
B	**EVENTS IN INDIA**				
Up to September,2026					
1	30th June to 3rd July 2026	HGH India	Mumbai	**42.53**	Hometextiles & Clothing Accessories
October,2026 to March,2027					
2	11-13, Oct 2026	India International Handwoven Expo (B2B Big Ticket event)	Delhi		Hometextiles and Clothing accessories
3	13-17, Oct'2026	IHGF, Delhi	Delhi		Hometextiles and Clothing accessories
4	December 2026	Special Sourcing Show	Imphal, Manipur		Fabrics, Hometextiles & Clothing Accessories
5	8-10, March 2027	Special Sourcing Show	Chennai, Tamil Nadu		Fabrics, Hometextiles& Clothing Accessories

	By NHDC				
6	14-27 Nov 2025	India International Trade Fair, New Delhi - 200 participants	New Delhi		
	Sub Total (B)			**42.53**	

C	**ORGANISING AWARENESS SEMINARS**				
Up to September 2026					
1	June,2026	Nalgonda/Hyderabad	Telangana	10.00 Lakhs	To create awareness among weavers/ societies / start ups on export procedures , market trends , customs etc
2	Aug,2026	Ziro/ Papumpare	Arunachal Pradesh		
3	Aug,2026	Kannur	Kerala		
4	Sept,2026	Godda	Jharkhand		
5	Sept,2026	Karur	Tamil Nadu		
September 2026 to March, 2027					
6	Oct,2026	Panipat	Haryana		
7	Oct,2026	Varanasi	Uttar Pradesh		
	Sub Total (C):			**10.00 Lakhs**	
	Sub Total (A+B+C):			**678.82**	

4. Accordingly, the above Annual Marketing Calendar 2026-27 of O/o DC(Handlooms), Ministry of Textiles is being forwarded for necessary action.

5. Further, HEPC and NHDC is requested to take prior approval of DC(HL) for participation of Handloom weaver/organization in B2C and other events including live loom Demo based on the recommendation of Zonal Director, WSCs well in advance.

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

Yours sincerely,

Swayamprava Pani 8/7

(Swayamprava Pani)
Additional Development Commissioner (Handlooms)
Tele: 26111643/Email: swayamprava.pani@nic.in)

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.

Swayamprava Pa 8/7/2

(Swayamprava Pani)
Additional Development Commissioner (Handlooms)