



## Approved Annual Domestic Marketing Plan - 2019-20

**O/o Development Commissioner (Handicrafts)  
Ministry of Textiles,  
Government of India**



### A. Gandhi Shilp Bazaars:

In order to promote and market handicrafts, Gandhi Shilp Bazaars are being organized in metropolitan cities/state capitals/places of tourist or commercial interest/other places. This will provide direct marketing platform to the handicrafts artisans/SHGs/entrepreneurs from various parts of the country. GSBs are organized in consideration with important fairs/festivals/historic places/places of tourist interest etc. of the particular selected areas. Duration of GSBs will be 7-10 days and shall accommodate 60-100 stalls with maximum financial limit of 26 lakhs. The selection of Implementing agencies will be done by O/o Development Commissioner (Handicrafts) from the eligible organizations like Central/State corporations, EPCs and other eligible agencies as per scheme. Total 55 GSBs are prepared for 2019-20 covering all the states as per the commercial viability of the cities and no states has been given more than three GSBs except Uttar Pradesh during the year.

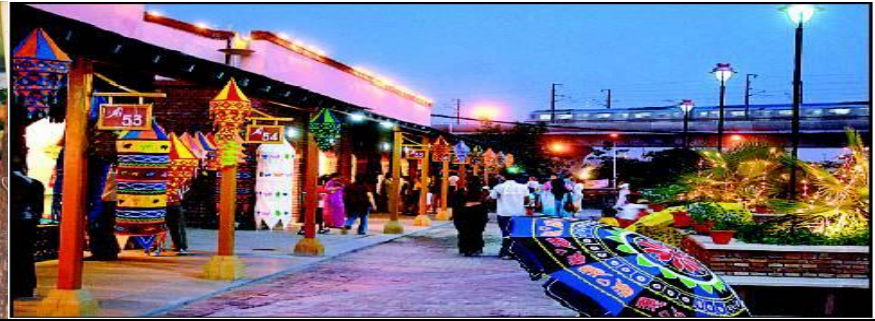
S. No.	State	No. of GSBs	Venue – I	Venue – II	Venue – III	Venue – IV
1.	Andhra Pradesh	2	UH Tirupathi	Vijayawada		
2.	Assam	3	Guwahati	Tezpur	Nagaon	
3.	Bihar	2	Patna	Bhagalpur		
4.	Chandigarh	1	Chandigarh	--		
5.	Chhattisgarh	2	Raipur	Jagdalpur		
6.	Delhi	1	Delhi			
7.	Goa	1	South Goa	--		
8.	Gujarat	2	Ahmedabad	Rajkot		
9.	Haryana	2	Gurgaon	Kurukshetra		
10.	Himachal Pradesh	2	Palampur	Dharamshala		
11.	J & K	1	Jammu			
12.	Jharkhand	2	Ranchi	Dhanbad		
13.	Karnataka	2	Bengaluru	Mysore		
14.	Kerala	2	Trivandrum	Ernakulum		



15.	Madhya Pradesh	3	Bhopal	Gwalior	Indore	
16.	Maharashtra	2	Pune	Mumbai		
17.	Manipur	1	Imphal	--		
18.	Meghalaya	1	Shilong	--		
19.	Nagaland	1	Dimapur	--		
20.	Odisha	2	Bhubaneswar	Cuttack		
21.	Punjab	2	Amritsar	Patiala		
22.	Pondicherry	1	Pondicherry	--		
23.	Rajasthan	3	Jaipur	Jodhpur	Udaipur	
24.	Sikkim	1	Gangtok	--		
25.	Telangana	3	Hyderabad (2)	Warangal		
26.	Tamil Nadu	2	Chennai	Coimbatore		
27.	Uttar Pradesh	4	Lucknow	Varanasi	Prayagraj	Kanpur
28.	Uttarakhand	2	Dehradun	Almora		
29.	West Bengal	2	Kolkata	Durgapur		

## B. Craft Bazaars:

In order to promote and market handicrafts, Crafts Bazaars are being organized in metropolitan cities/state capitals/places of tourist or commercial interest/other places. This will provide direct marketing platform to the handicrafts artisans/SHGs/entrepreneurs from various parts of the country. Crafts Bazaars are organized in consideration with important fairs/festivals/historic places/places of tourist interest etc. of the particular selected areas. Duration of Crafts Bazaars will be 7-10 days and shall accommodate 60-100 stalls with maximum financial limit of Rs.26 lakhs where 75% of grant will be borne by DC(Handicrafts) whereas in case of NER states implementing the program outside NER with NER artisans, 90% of grant will be borne by DC(Handicrafts). The selection of Implementing agencies will be done by O/o Development Commissioner(Handicrafts) from the eligible organizations like Central/State corporations, EPCs and other eligible agencies as per scheme. Total 60 Crafts Bazaars are prepared for 2019-20 covering all the states as per the commercial viability of the cities and no state has been given more than four Crafts Bazaars except Assam during the year.



S. No.	State	No. of Craft Bazaars	Venue – I	Venue – II	Venue – III		
1.	Andhra Pradesh	3	Guntur	Eluru	Viskhapatnam		
2.	Assam	5	Jorhat	Dibrugarh	Shivsagar	Guwahati	Kamrup
3.	Bihar	2	Darbhanga	Gaya			
4.	Chhattisgarh	2	Durg	Bhilai			
5.	Delhi	1	Delhi				
6.	Gujarat	3	Vadodara	Surat	Dwarka		
7.	Haryana	1	Faridabad				
8.	Himachal Pradesh	2	Kullu	Bilaspur			
9.	Jharkhand	2	Jamshedpur	Bokaro			
10	Jammu & Kashmir	1	Srinagar	--			
11	Karnataka	3	UH Mangaluru	Mysore	Banglore		
12	Kerala	2	Thrissur	Kannur			
13	Madhya Pradesh	3	Indore	Ujjain	Hoshangabad		
14	Maharashtra	2	Nasik	Aurangabad			
15	Manipur	1	Thoubal	--	--		
16	Meghalaya	1	Shillong				
17	Nagaland	1	Dimapur	--	--		
18	Odisha	3	Sambalpur	Anugul	Bargarh		
19	Punjab	2	Gurdaspur	Fatehgarh Sahib			
20	Pondicherry	1	Pondicherry	--	--		
21	Rajasthan	3	Ajmer	Jaisalmer	Chittorgarh		
22	Sikkim	1	Gangtok	--	--		
23	Telangana	3	Mehbubnagar	Khammam	Hyderabad		
24	Tamil Nadu	3	Mahabalipuram	Thanjavur	Madurai		

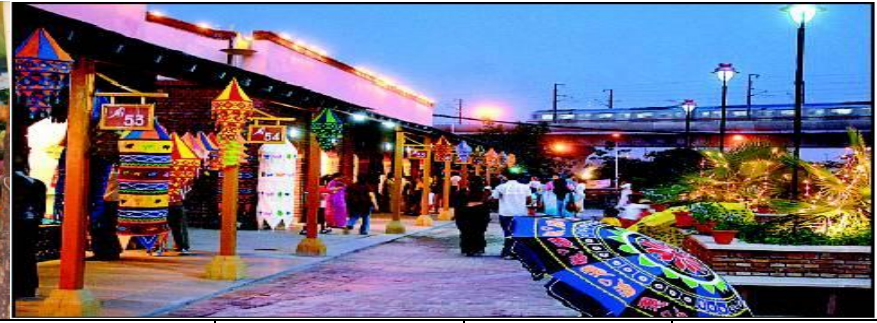


25	Tripura	1	Agartala				
26	Uttar Pradesh	4	Barabanki	Aligarh	Gorakhpur	Merrut	
27	Uttarakhand	2	Rishikesh	Nainital			
28	West Bengal	2	Kalyani	Khragpur			

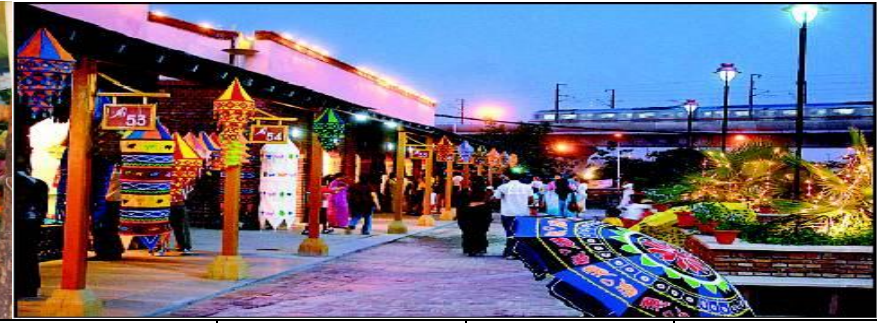
### C. Exhibitions:

In order to promote and market handicrafts, exhibitions are smaller marketing events at local level to provide marketing opportunity to group of artisans from the area. Exhibitions are organized in consideration with important fairs/festivals/historic places/places of tourist interest etc. of the particular selected areas. Duration of exhibitions will be 7-10 days and shall accommodate 10-50 stalls with maximum financial limit of Rs.12 lakhs where 75% of grant will be borne by DC (Handicrafts) whereas in case of NER states implementing the program outside NER with NER artisans, 90% of grant will be borne by DC(Handicrafts). The selection of Implementing agencies will be done by O/o Development Commissioner (Handicrafts) from the eligible organizations like Central/Sate corporations and other eligible agencies as per scheme. Total 80 exhibitions are prepared for 2019-20 covering all the states as per the commercial viability of the cities and no states has been given more than four exhibitions except Assam during the year.

S. No.	State	No. of Exhibitions	Venue – I	Venue – II	Venue – III	Venue- IV	Venue- V
1.	Andhra Pradesh	3	Kakinada	Tirupati	Vijayawada		
2.	A & N Island	1	Port-Blair	--	--		
3.	Arunachal Pradesh	2	Itanagar (2)	--	--		
4.	Assam	6	Shivsagar	Tezpur	Goalpara	Silchar	Ghuwahati, Majuli
5.	Bihar	4	Rajgir	Sonpur	Gaya	Sitamarhi	
6.	Chandigarh	1	Chandigarh	--	--		



7.	Chhattisgarh	4	Bastar	Bilaspur	Kondagaon	Raipur	
8.	Goa	2	Daman	Panjim			
9.	Gujarat	4	Dwarka	Bhuj	Kutch	Rajkot	
10	Haryana	3	Rewari	Rohtak	Panipat		
11	Himachal Pradesh	3	Shimla	Chamba	Solan		
12	Jharkhand	3	Deoghar	Hazaribagh	Dumka		
13	Jammu & Kashmir	2	Katra	Gulmarg			
14	Karnataka	3	Mangaluru	Mysore	Hubli		
15	Kerala	2	Thiruvananthpuram	Kochi			
16	Madhya Pradesh	3	Panchmari	Khajuraho	Satna		
17	Maharashtra	3	Kolhapur	Nagpur	Amravati		
18	Manipur	1	Moirang	--	--		
19	Meghalaya	1	Shillong	--	--		
20	Mizoram	1	Aizwal	--	--		
21	Nagaland	2	Kohima	Dimapur	--		
22	Odisha	3	Keonjhar	Brahmapur	Raurkela		
23	Punjab	3	Abohar	Ludhiana	Mohali		
24	Pondicherry	1	Pondicherry	--	--		
25	Rajasthan	3	Alwar	Bikaner	Durgapur		
26	Sikkim	1	Gangtok	--	--		
27	Telangana	3	Adiladabad	Nalgonda	Karimnagar		
28	Tamil Nadu	3	Neiveli	Kanyakumari	Salem		
29	Tripura	1	Agartala	--	--		
30	Uttar Pradesh	4	Agra	Bareilly	Mathura	Saharanpur	



31	Uttrakhand	1	Dehradun				
32	West Bengal	3	Asansol	Mushidabad	Darjeeling		