



No. M-12011/03/2021-22/MD
Government of India
Ministry of Textiles
Office of the Development Commissioner (Handicrafts)

West Block-7, R K Puram,

New Delhi-110066

Dated: 08.04.2022

mkt-dchc-textiles@gov.in,

marketinghandicrafts@gmail.com

CIRCULAR

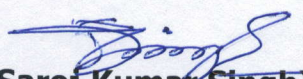
Subject:-Annual Action Plan for the year 2022-23.

The undersigned is directed to forward approved domestic annual marketing action plan for the year 2022-23 for organising domestic marketing events at the approved venues.

The proposal for organizing marketing event from the eligible organisations (NGOs/Govt Corporation/agencies/Council/Co-operative Societies etc.) is invited through NGO Portal of Office of DC (Handicrafts) as well as through email (in case of government organisations not able to submit their proposal through NGO Portal). The following check points may be ensured by the concerned Assistant Directors.

1. To promote eoffice initiative, it must be ensured that no hard copies of the proposal are submitted at HQ office.
2. Govt corporations/agencies may be preferred for the proposals of National Handicrafts Fairs, Thematic Exhibitions and Gandhi Shilp Bazaars.
3. The proposal must be recommended only as per the venues approved in the domestic annual action plan.
4. **The last date for applying the proposal for the Implementing agency is 06.05.2022.**
5. All the concerned Assistant Directors are directed to scrutinize the proposals and may **either recommend or reject the proposal by 10.05.2022 keeping in view of the Internal Guidelines for Domestic events** and ensure financial parameters should be correct in recommended proposal.
6. **No proposal should remain pending at the end of Assistant Director, Handicrafts Service Centres after 10.05.2022.**
7. Govt agency applying through email to HQ office (in case is not able to submit their proposal through NGO portal) may advised to submit one copy of the proposal in the concerned field office.
8. The concerned Assistant Director may ensure that empanelment in case of NGOs must be valid on the last date of receiving the proposal.

Encl: Approved annual action plan.


(Saroj Kumar Singh)
Assistant Director (MSS) 3/4/22

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To

1. All Regional Director (SR /CR /ER /WR /NER /NR), Office of DC (Handicrafts) for circulation and necessary compliance.
2. All the Assistant Directors, HSCs.
3. The Assistant Director (IT Cell), Office of DC (Handicrafts) to upload the circular on the website.
4. PA to DC (HC)/ PA to ADC (HC)/ PA to Sr. Director (HC)/ PA to Director (HC).

Office of the Development Commissioner (Handicrafts)

Ministry of Textiles,

Government of India

Annual Domestic Marketing Plan for FY2022-23

Marketing Event:

- National Handicrafts Fair
- Special Handicrafts Thematic Exhibition (Established Malls/Metro Cities).
- State Level Event
 - a) Gandhi Shilp Bazaar
 - b) Craft Bazaar
 - c) Exhibitions at places of Tourist/Heritage importance/Urban Haat (UH)
- Craft Awareness Programme
- Craft Demonstration Programme
- Fashion Show

(I) National Handicrafts Fair: National handicrafts fair will showcase the best of the Indian handicrafts and handmade carpets, Silk, Jute, handloom in quality, design and versatility from across the country. There will be 250 participants from across the country. The objective of this programme is to organize exclusive fairs for handicrafts products in India at a grand scale to increase visibility of the products in domestic market. It is proposed to organise the event in 11 cities i.e. Amritsar, Jodhpur, Shantiniketan, Hyderabad, Bhubaneswar, Bengaluru, Chennai, Guwahati, Varanasi, Lucknow and Ahmedabad with a budget provision of Rupees 1100 Lakhs (100 Lakhs each). Further, 3 more national handicrafts fair are planned during 2022-23 in which only awardees artisan will participate.

Month	Events	No. Of Days	No. Of Artisans expected to Participate	Tentative Period	Implementing Agency
October	Master Creation-1	16	120	16-31 October, 2022	NRO, New Delhi
December	Master Creation-2	15	120	1-15 December, 2022	NRO, New Delhi
February	Surajkund International Craft Mela	15-17	150-200	February 2023	Haryana Tourism

(II) Special Handicrafts Thematic Exhibitions at Established Malls/ Metro Cities: Thematic exhibitions shall be organized in India at Established Malls/Metro Cities to promote the products and create a brand image for Indian handicrafts in markets. It is proposed to organize 26 Thematic Exhibitions for specific General, SC, NER or Toy cluster on need basis in the following cities. These events are proposed with a budget provision of Rupees 234 Lakhs (9 Lakhs each).

Sl. No.	Venue	Sl.No.	Venue
1	Vijawada	14	Varanasi
2	Bengaluru	15	Gautam Budh Nagar
3	Trivandrum	16	Lucknow
4	Chennai	17	Raipur
5	Kanyakumari	18	Panaji
6	Hyadrabad	19	Surat
7	Ranchi	20	Vadodara
8	Bhubaneswar	21	Ahmedabad
9	Kolkata	22	Indore
10	Guwahati	23	Pune
11	Shillong	24	Mumbai
12	Gangtok	25	UH Bareilly
13	Dehradun	26	Agra

(III)State LevelEvent:

(a)Gandhi Shilp Bazaars: Gandhi Shilp Bazaars (GSB) are being organize in metropolitan cities/state capitals/places of tourist or commercial interest/other places. This will provide direct marketing platform to the handicraft 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 51-100 stalls with maximum financial limit of Rs. 28 lakhs. The selection of Implementing agencies will be done by O/o Development Commissioner (Handicrafts) from the eligible organizations like Central/Sate corporations, EPCs and other eligible agencies as per scheme. Total 88 GSBs are proposed for 2022-23 covering all the states.

Name of Region	State	Venue
Central Region	Uttar Pradesh	Agra, UH (Urban Haat) Bareilly, UH Rampur, Ayodhya, Lucknow, Kanpur, Moradabad, Ghaziabad, Mathura, UH Varanasi, GautamBudh Nagar, Prayagraj
	Uttarakhand	Dehradun, Almora
Eastern Region	Bihar	Patna, Muzzaffarpur, Gaya/Bodh Gaya
	Jharkhand	Dhanbad, Ranchi, Jamshedpur
	Odisha	UH Bhubaneswar, Cuttack, UH Konark, UH Puri, Balasore, Puri
	West Bengal	Kolkata, Siliguri, UH Durgapur, Kalyani
North Eastern	Assam	Guwahati, Tezpur, Nagaon, Jorhat, Barpeta

Region		
	Manipur	Imphal
	Meghalaya	Shillong
	Nagaland	UH Dimapur
	Sikkim	Gangtok
	Tripura	Agartala
Northern Region	Chandigarh	Chandigarh
	New Delhi	New Delhi
	Haryana	Gurugram, Karnal, Kurushetra, Panchkula

	Himachal Pradesh	<u>Kullu</u>
	Punjab	Ludhiana, Hoshiarpur, Pathankot
	Rajasthan	UH Jaipur, UH Jodhpur, UH Ajmer , Udaipur
	Jammu & Kashmir	Jammu, UH Srinagar
Southern Region	Andhra Pradesh	Vijaywada, UH Tirupati, Visakhapatnam, Salem
	Karnataka	Bengaluru, UH Mysuru, Mangluru, Udupi
	Kerala	Trivandrum, Ernakulum
	Tamil Nadu	Chennai, Madurai, Coimbatore, Salem
	Telangana	Hyderabad

	Puducherry	Puducherry (2)
Western Region	Chhattisgarh	UH Raipur, Bhilai
	Goa	Panaji
	Gujarat	UH Ahmedabad, UH Bhuj, Surat, Vadodara, Gandhinagar, Rajkot
	Madhya Pradesh	Bhopal, Gwalior, Indore
	Maharashtra	UH Navi Mumbai, Pune, Nagpur

(b) Craft Bazaars: 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 handicraft 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 51-100 stalls with maximum financial limit of Rs.28 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.

Name of Region	State	Venue
Central Region	Uttar Pradesh	Barabanki, Gorakhpur, Meerut, Prayagraj, Varanasi, Lucknow, Sultanpur

	Uttarakhand	Nainital, Haridwar
Eastern Region	Bihar	Patna, Gaya/Bodh Gaya
	Jharkhand	Bokaro, Jamshedpur, Deoghar
	Odisha	Sambalpur, Bargarh, Berhampur
	West Bengal	Kharagpur, Murshidabad
North Eastern Region	Arunachal Pradesh	Itanagar
	Assam	Guwahati, Sivasagar, Dibrugarh, Gauripur
	Manipur	Thoubal, Moirang, Kakching
	Meghalaya	Shillong
	Mizoram	Aizwal
	Nagaland	Dimapur
	Sikkim	Gangtok
	Tripura	Agartala
Northern Region	Chandigarh	Chandigarh
	New Delhi	Delhi
	Haryana	Faridabad, Ambala
	Himachal Pradesh	Mandi

	Punjab	Gurdaspur, Mohali, Patiala
	Rajasthan	Jaisalmer, Bikaner, Chittorgarh
	Ladakh	Leh
	Jammu & Kashmir	Jammu
Southern Region	Andhra Pradesh	UH Tirupati, Vijaywada
	Karnataka	Dharwad, UH Mysuru, UH Mangaluru
	Kerala	Trissur, Kozhikode
	Tamil Nadu	Madurai, Thanjavur
	Telangana	Hyderabad, Mehbubnagar
Western Region	Chhattisgarh	UH Raipur, Durg, Bilaspur
	Goa	Madgaon
	Gujarat	Dwarka, Gandhinagar
	Madhya Pradesh	Ujjain, UH Indore
	Maharashtra	Pune, Aurangabad, Nasik

(c)Exhibitions: 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/State corporations and other eligible agencies as per scheme.

Name of Region	State	Venue
Central Region	Uttar Pradesh	Agra-UH (2), Bareilly-UH (2), Rampur-UH (2), Varanasi-UH (2), Chitrakoot, Mathura, UH Jhansi (2), UH Ayodhya (2), Kushi Nagar, Renukoot (Sonbhadra), Aligarh
	Uttarakhand	Dehradun, Nainital, Roorkee, Rishikesh
Eastern Region	Bihar	Raxaul, Darbhanga, Madhubani, Vaishali, Madhepura, Purnia, Rajgir
	Jharkhand	Hazaribag-UH (2), Deoghar
	Odisha	Konark-UH (2), Puri-UH (2), Bhubaneswar-UH (2), Rourkela
	West Bengal	Durgapur-UH (2), Shantiniketan-UH (2), Kolkata-UH (2), Durgam, Darjeeling, Burdwan
North Eastern Region	Arunachal Pradesh	Itanagar
	Assam	Silchar, Kamrup, Chirang, Goalpara, Kokrajhar, Rangia
	Manipur	Ukhrul, Bishnupur, Imphal-UH (2)
	Meghalaya	Shillong, West Garo Hills

	Mizoram	Aizwal
	Nagaland	Dimapur-UH (3), kohima
	Sikkim	Gangtok
	Tripura	Gormati, Agartala-UH (2)
Northern Region	Chandigarh	Chandigarh
	Haryana	Karnal-UH (2), Sonipat
	Himachal Pradesh	Shimla, Una
	Punjab	Abohar, Faridkot
	Rajasthan	Jaipur-UH (2), Ajmer-UH (2), Jodhpur-UH (2), udaipur
	Ladakh	Leh
	Jammu & Kashmir	Jammu-UH, UH Srinagar
Southern Region	Andhra Pradesh	Tirupati-UH (2), kakinada
	Karnataka	Mangluru-UH (2), Mysuru-UH (2)
	Kerala	Kottayam, Kozhikode
	Tamil Nadu	Rameswaram, Kanyakumari-UH (2), Erode, Karur
	Telangana	Dharwad, Karimnagar, Hyderabad, Warangal
	Pondicherry	Puducherry, Karaikal

Western Region	Chhattisgarh	Raipur-UH (2), Rajnandgaon
	Goa	Panaji
	Gujarat	Bhuj-UH (4), Ahmedabad-UH (2), Bhavnagar, Jam Nagar
	Madhya Pradesh	Ujjain, Bhopal-UH (2), Indore-UH (2), khajuraho, Panchmarhi, Dewas
	Maharashtra	Navi Mumbai- UH (2), Kolhapur, Pune, Latur
	Daman & Diu	Diu

(IV) Craft Awareness Programme: 100 Craft Awareness Programmes on need basis in various schools/ other educational institutes for craft awareness among the upcoming generation with a project cost of Rs. 3.00 Lakh each programme will be organised during 2022-23.

(V) Craft Demonstration Programme: 50 Craft Demonstration Programmes on need basis in various schools/educational institutes/other places for the promotion of handicrafts among the students and general public with a project cost of Rs. 5.00 Lakh each programme will be organised during 2022-23.

(VI) Fashion Show: Fashion Show on need basis at premium locations/placed of wide gathering for the promotion of handicrafts among the students and general public with a project cost of Rs. 26.00 Lakh each programme will be organised.