



No. M-12011/02/2019-20/MD
Government of India
Ministry of Textiles
Office of the Development Commissioner (Handicrafts)

West Block-7, R K Puram,
New Delhi-110066
Dated: 09.03.2020

CIRCULAR

Subject:-Annual Action Plan for the year 2020-2021.

The undersigned is directed to forward approved annual domestic marketing plan for the year 2020-21 for organising Gandhi Ship Bazaar, Craft Bazaar, Exhibitions and Sp. Exhibition at Urban Haat during 2020-21.

The proposal for organizing marketing event from the NGO's must be submitted through NGO portal only. While recommending the proposal for any marketing activity, the following check points may be ensured by the concerned Assistant Directors.

1. To promote office initiative, it must be ensured that no hard copies of the proposal are submitted at HQ office.
2. TA/DA and freight charges proposed should be as per the entitlement.
3. Period of the event with dates must be specific.
4. No. of participants proposed should be clearly mentioned.
5. Brief note on activities undertaken must contain the activities organised by the IA during the last year with dates and output.
6. Where Urban Haats sponsored by Office of DC (Handicrafts) are already functional, the venue of the marketing events must be Urban Haats.
7. While submitting the proforma, In the detail of the grant received from Office of DC(Handicraft) during last three years, only reimbursement sanction order must be uploaded.
8. It is requested to initiate necessary urgent steps to identify the suitable eligible agencies as per scheme guidelines and ensure that complete proposal is submitted.
9. It must be ensured that the implementing agency submit their proposal by **15.03.2020** for the year 2020-21.
10. While recommending the proposal, the concerned Assistant Director must inform the approximate footfall and expected sales to be generated during the event.
11. The implementing agencies for whom the proposal are recommended must ensure erection of proper civic amenities at the venue and they should give an undertaking that no commission or stall rent shall be collected from the participating artisans.
12. The details of the activities recommended may be submitted in the prescribed format by the Regional Directors. The above information is also to be submitted in excel format via email.

S.No	Name of I.A	Name of Activity	Venue	Expected footfall	Expected sales	NGO portal applied no.

Cont....2

M-12011/02/2019-20/MD

13. The concerned Assistant Director must recommend or reject the proposal by 17.03.2020. It must be ensured that no event remains pending.

14. The concerned Regional Director has the responsibility to submit the desired information in the prescribed format by **19.03.2020**.

15. The final selection of IA will be made by the committee comprising of AD (MSS), AD (Design), and Sr. AD (Welfare). The final selection of the eligible NGO's will be done by 25.03.2020.

16. The Criteria for sanctioning of different marketing events will be as per below given details:

a) Gandhi Shilp Bazaar will be Sanctioned to those NGO's who have successfully conducted 1 GSB or 2 Craft Bazaar during the last 3 years will be considered from the reimbursement sanction uploaded on Proforma point grant received from O/o DC(H) during the last 3 years.

b) Craft Bazaar will be sanctioned to those NGO's who has successfully conducted 1 CB or 3 Exhibition under MSS Scheme as detailed above.

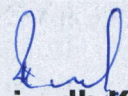
c) Exhibition will be sanctioned to those NGO's who have successfully conducted exhibitions. Exhibitions may also be sanctioned to fresh NGO's but priority must be given to NGO's with experience of organizing Exhibitions.

17. It is requested that all claims of reimbursements of domestic marketing event for the year 2019-20 may exclusively be submitted in the form of soft copy only to Marketing Section.

The Marketing section henceforth, will process all such cases from the year 2019-20 through e-office and ensure that all official communications be made through the official e-mail only.

Further, the statutory documents viz. GFR-12A, Audited Statement of Accounts, Statement of expenditure, Inspection Report etc. may be forwarded to this office in hard copy simultaneously in respect of the reimbursement case. Reimbursement claims through hard copy will not be entertained as **Marketing Section is on the way to become a paperless Section**

***This issues with the approval of Development Commissioner (Handicrafts)
vide diary no. 34845 dated 05.03.2020***


**(Anirudh Kapil)
Assistant Director (MSS)**

To

1. All Regional Director (SR /CR /ER /WR /NER /NR), Office of DC (Handicrafts) for circulation and necessary compliance.
2. PA to DC (HC)/ PA to ADC (HC)/ PA to Sr. Director (HC)/ PA to Director (HC).



Approved Annual Domestic Marketing Plan - 2020-21

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



A. Gandhi Shilp Bazaars:

S. No.	State	No. of GSBs	Venue – I	Venue – II	Venue – III	Venue – IV
1.	Andhra Pradesh	3	Tirupathi	Vijayawada	Vishakhapatnam	
2.	Assam	3	Guwahati	Tezpur	Nagaon	
3.	Bihar	2	Patna	Muzzaffarpur		
4.	Chandigarh	1	Chandigarh	--		
5.	Chhattisgarh	2	Raipur	Jagdapur		
6.	Delhi	2	Delhi (2)			
7.	Goa	1	Panaji	--		
8.	Gujarat	2	Ahmedabad	Vadodara		
9.	Haryana	2	Gurgaon	Kurukshetra		
10.	Himachal Pradesh	2	Palampur	Dharamshala		
11.	Jammu Kashmir	1	Jammu			
12.	Jharkhand	2	Ranchi	Dhanbad		
13.	Karnataka	3	Bengaluru	Mysore (2)		
14.	Kerala	2	Trivandrum	Ernakulum (2)		
15.	Madhya Pradesh	3	Bhopal	Gwalior	Indore	



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



B. Craft Bazaars:

S. No.	State	No. of Craft Bazaars	Venue – I	Venue – II	Venue – III		
1.	Andhra Pradesh	3	Guntur	Vijaywada	Viskhapatnam		
2.	Assam	5	Jorhat	Dibrugarh	Shivsagar	Guwahati	Kamrup
3.	Bihar	3	Darbhanga	Gaya	Patna		
4.	Chandigarh	1	Chandigarh				
5.	Chhattisgarh	3	Durg	Bhilai	Raipur		
6.	Delhi	1	Delhi				
7.	Gujarat	4	Ahmedabad	Surat	Gandhinagar	Narmada	
8.	Haryana	3	Rohtak	Kurukshetra	Karnal		
9.	Himachal Pradesh	2	Kullu	Palampur			
10	Jharkhand	2	Jamshedpur	Bokaro			
11	Jammu Kashmir	3	Srinagar	Jammu	Kathua		
12	Karnataka	3	Mangaluru	Mysore	Banglore		
13	Kerala	2	Thrissur	Kannur			
14	Madhya Pradesh	3	Indore	Ujjain	Jabalpur		



15	Maharashtra	3	Nasik	Aurangabad	Nagpur		
16	Manipur	1	Thoubal	Imphal	Moirang		
17	Meghalaya	1	Shillong				
18	Nagaland	1	Dimapur	--	--		
19	Odisha	3	Sambalpur	Paradeep	Bargarh		
20	Punjab	3	Ludhiana	Hoshiarpur	Bhatinda		
21	Pondicherry	1	Pondicherry	--	--		
22	Rajasthan	3	Ajmer	Jaisalmer	Chittorgarh		
23	Sikkim	2	Gangtok	Jorethang	--		
24	Telangana	3	Mehbubnagar	Khammam	Hyderabad		
25	Tamil Nadu	3	Mahabalipuram	Thanjavore	Chennai		
26	Tripura	1	Agartala				
27	Uttar Pradesh	5	Barabanki	Aligarh	Gorakhpur	Merrut	Mathura
28	Uttarakhand	2	Rishikesh	Nainital			
29	West Bengal	3	Kalyani	Khragpur	Shantiniketan		



C. Exhibitions:

S. No.	State	No. of Exh.	Venue – I	Venue – II	Venue – III	Venue- IV	Venue- V
1.	Andhra Pradesh	5	Tirupati (2)	Kakinada	Guntur	Anantapuramu	
2.	A & N Island	1	Port-Blair	--	--		
3.	Arunachal Pradesh	2	Itanagar (2)	--	--		
4.	Assam	6	Jorhat	Bishwanth	Goalpara	Silchar	Ghuwahati, Majuli
5.	Bihar	3	Rajgir	Sonpur	Gaya		
6.	Chandigarh	1	Chandigarh	--	--		
7.	Chhattisgarh	4	Bastar	Bilaspur	Kondagaon	Raipur	
8.	Goa	3	Daman	Panaji	South Goa		
9.	Gujarat	4	Dwarka	Bhuj	Gandhidham	Rajkot	
10.	Haryana	4	Hisar	Sonipat	Panchkula	Faridabad	
11.	Himachal Pradesh	3	Shimla	Una	Solan		
12.	Jharkhand	3	Deoghar	Godda	Dumka		
13.	Jammu Kashmir	3	Katra	Srinagar	Jammu		
14.	Karnataka	3	Banglore	Belagavi	Hubli		



15.	Kerala	3	Thiruvananthapuram	Kochi	Kozhicode		
16.	Ladakh	1	Leh				
17.	Madhya Pradesh	5	Panchmari	Khajuraho	Ujjain	Bhopal	Jabalpur
18.	Maharashtra	4	Kolhapur	Solapur	Amravati	Shirdi	
19.	Manipur	3	Imphal	Ukhrul	Kakching		
20.	Meghalaya	1	Shillong	--	--		
21.	Mizoram	1	Aizwal	--	--		
22.	Nagaland	2	Kohima	Dimapur	--		
23.	Odisha	3	Talcher	Brahmapur	Rourkela		
24.	Punjab	4	Abohar	Fathegarh Sahib	Mohali	Ropar	
25.	Pondicherry	1	Pondicherry	--	--		
26.	Rajasthan	3	Alwar	Bikaner	Durgapur		
27.	Sikkim	2	Gangtok	Namchi	--		
28.	Telangana	4	Adiladabad	Nalgonda	Karimnagar	Warangal	
29.	Tamil Nadu	3	Erode	Kanyakumari	Salem		
30.	Tripura	1	Agartala	--	--		
31.	Uttar Pradesh	5	Agra	Bareilly	Mathura	Varanasi	Chitrakoot
32.	Uttrakhand	2	Dehradun	Haridwar			
33.	West Bengal	4	Asansol	Murshidabad	Darjeeling	Shantiniketan	



D. Exhibitions at Urban Haats

The following No. of Exhibition is proposed at the Urban Haats with financial parameters as publicity, TA, DA, Freight and misc only. The implementing agency will be the one who has owned it.

S. No.	State	Name of UH	No. of Exh
1.	Andhra Pradesh	Tirupati (A)	8
2.	Chhattisgarh	Raipur (A)	8
3.	Gujarat	Bhuj (B)	6
4.	Gujarat	Ahmedabad (A)	8
5.	Haryana	Karnal	2
6.	Jharkhand	Hazaribag (B)	6
7.	Jammu Kashmir	Srinagar	2
8.	Jammu Kashmir	Jammu (B)	6
9.	Karnataka	Mysore (A)	8
10.	Karnataka	Mangluru (B)	6
11.	Madhya Pradesh	Bhopal (A)	8
12.	Madhya Pradesh	Indore (B)	6
13.	Maharashtra	Navi Mumbai (A)	8
14.	Manipur	Imphal	2
15.	Nagaland	Dimapur (B)	6



16	Odisha	Bhubaneswar (B)	6
17	Odisha	Konark (C)	4
18	Odisha	Puri (C)	4
19	Rajasthan	Ajmer (A)	8
20	Rajasthan	Jodhpur	2
21	Rajasthan	Jaipur (B)	6
22	Tamil Nadu	Kanyakumari (B)	6
23	Tamil Nadu	Mamallapuram	2
24	Tripura	Agartala (C)	4
25	Uttar Pradesh	Varanasi (B)	6
26	Uttar Pradesh	Agra	2
27	Uttar Pradesh	Bareilly (B)	6
28	Uttar Pradesh	Rampur (B)	6
29	West Bengal	Durgapur (A)	8
30	West Bengal	Shantiniketan (A)	8
31	West Bengal	Kolkata (B)	6