



M-12011/2/2017-18/MD
Government of India
Ministry of Textiles
Office of the Development Commissioner (Handicrafts)

West Block No. VII, R.K. Puram
New Delhi – 110066.
Dated : 11.09.2019

To

The Regional Director/Dy. Director (In-Charge),
(Southern Region, Northern Region, Eastern Region, Western Region, Central Region and
Northeastern Region),
O/o Development Commissioner (Handicrafts).

Subject: Annual Domestic Marketing plan for the year 2019-20 –Reg.

Sir,

Please find enclosed herewith approved Annual Domestic Marketing Plan for the year 2019-20 for organizing Gandhi Shilp Bazars/ Crafts Bazars/ Exhibitions.

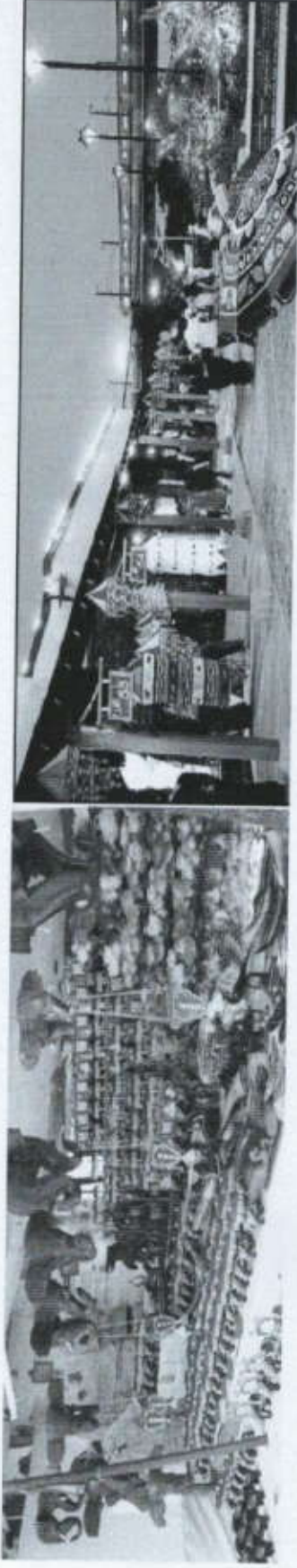
1. Accordingly, you are requested to furnish complete proposals as per the norms of the scheme to this office atleast 90 days before the date of event to enable us to process the fresh proposals for the year 2019-20.
2. In view of this, it is requested to initiate necessary urgent steps to identify the suitable eligible agency as per scheme guidelines and ensure that complete proposal is submitted. As on date since sufficient funds are available under SC and NER subhead only and as per the directions of higher authorities, you are requested to **forward the proposals of Government Organizations for conducting Craft Bazaar and Exhibitions for SC artisans** and Regional Director (NER) may^{be} requested to forward the proposal of Government Organizations for organizing Gandhi Shilp Bazaar, Craft Bazaar and Exhibition for NER region latest by 15.10.2019.
3. While forwarding the proposal, the recommending officer must inform the approximate footfall and expected sales to be generated during the event.
4. The implementing agencies for whom the proposal are recommended must ensure erection of proper civic amenities at the venue and they should also give an **undertaking that no commission or stall rent shall be collected from the participating artisans.**

Yours faithfully,


(Anirudh Kapil)
Asstt. Director (MSS)

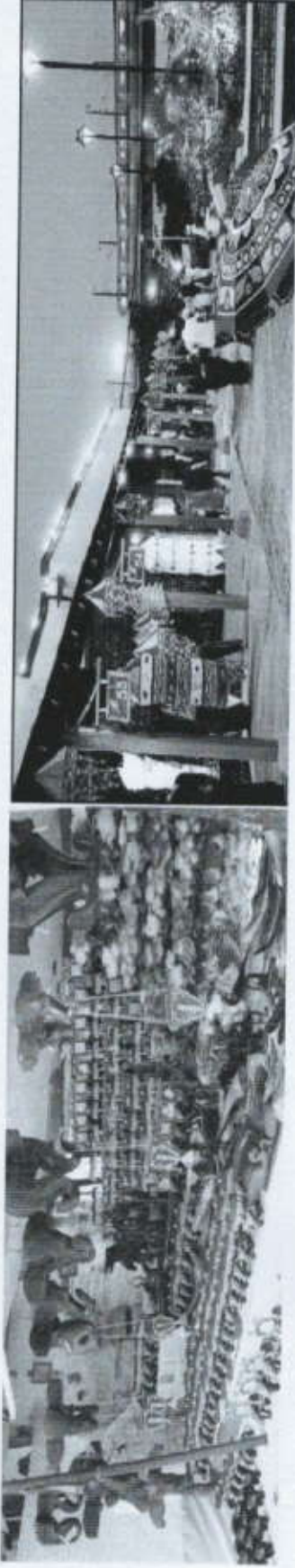
Copy to:

1. The Scientist 'E', O/o DC (Handicrafts) to upload on the website.
2. All the Central/State Corporations concerned may visit this office website.



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 26lakhs. 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.

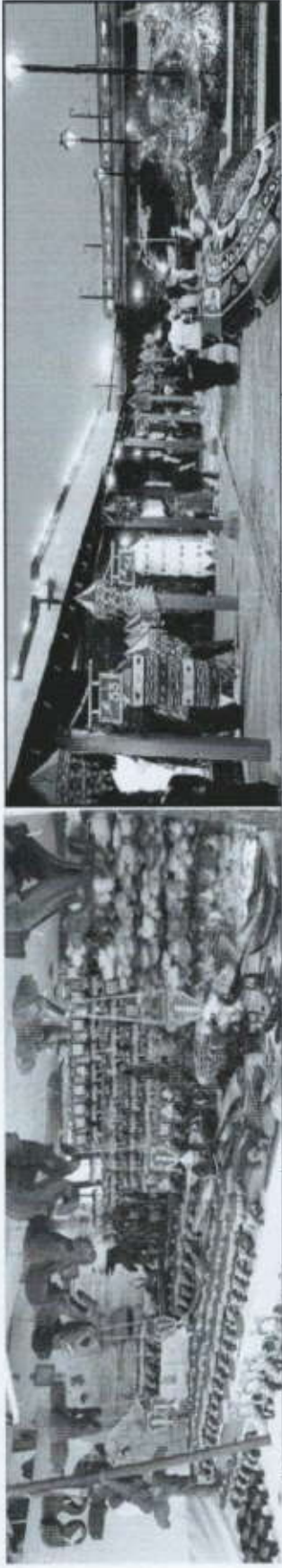
S. No.	State	No. of GSBs	Venue - I	Venue - II	Venue - III	Venue - IV
1.	Andhra Pradesh	2	UH Tirupathi	Vijayawada		
2.	Assam	3	Guwahati	Tezpur	Nagaon	
3.	Bihar	2	Patna	Bhagalpur		
4.	Chandigarh	1	Chandigarh	--		
5.	Chhattisgarh	2	Raipur	Jagdalpur		
6.	Delhi	1	Delhi			
7.	Goa	1	South Goa	--		
8.	Gujarat	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		



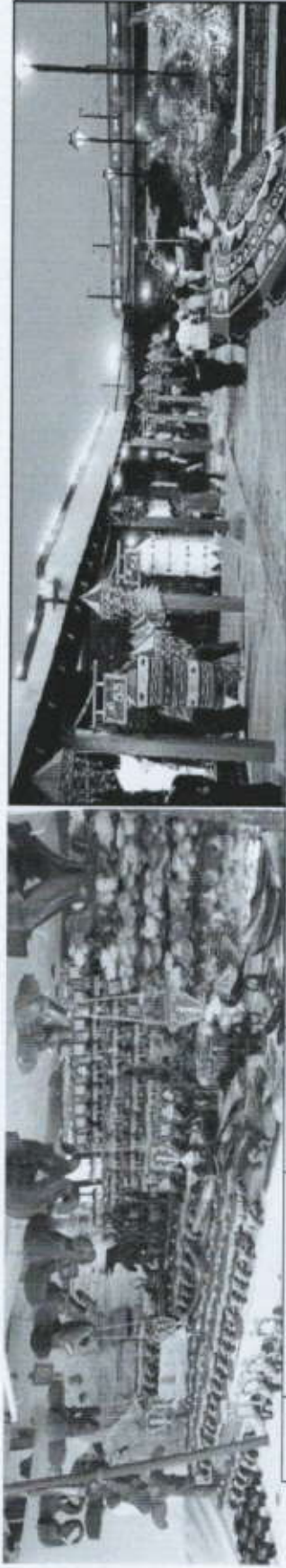
15.	Madhya Pradesh	3	Bhopal	Gwalior	Indore
16.	Maharashtra	2	Pune	Mumbai	
17.	Manipur	1	Imphal	--	
18.	Meghalaya	1	Shilong	--	
19.	Nagaland	1	Dimapur	--	
20.	Odisha	2	Bhubaneswar	Cuttack	
21.	Punjab	2	Amritsar	Patiala	
22.	Pondicherry	1	Pondicherry	--	
23.	Rajasthan	3	Jaipur	Jodhpur	Udaipur
24.	Sikkim	1	Gangtok	--	
25.	Telangana	3	Hyderabad (2)	Warangal	
26.	Tamil Nadu	2	Chennai	Coimbatore	
27.	Uttar Pradesh	4	Lucknow	Varanasi	Prayagraj
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 states 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	Viskhatnam
2.	Assam	5	Jorhat	Dibrugarh	Shivsagar
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

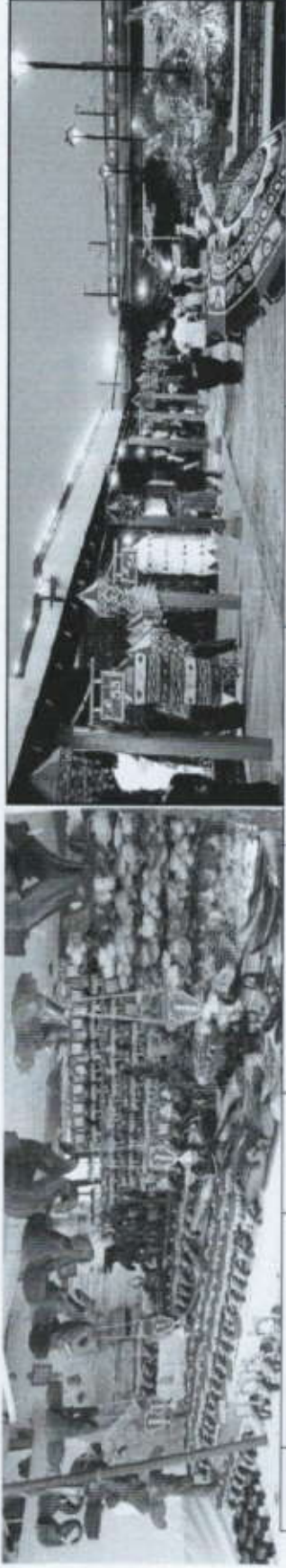


25	Tripura	1	Agartala			
26	Uttar Pradesh	4	Barabanki	Aligarh	Gorakhpur	Merrut
27	Uttarakhand	2	Rishikesh	Nainital		
28	West Bengal	2	Kalyani	Khragpur		

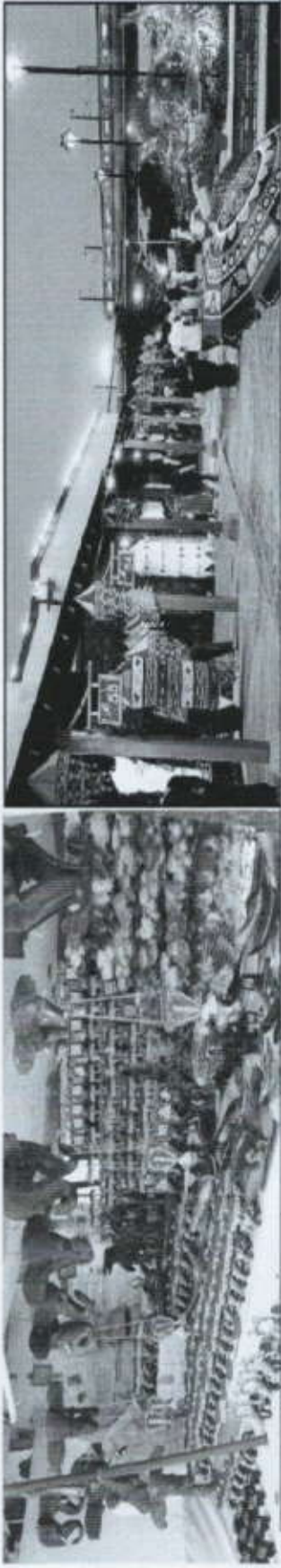
C. Exhibitions:

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 financing the program outside NER with 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. 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	Thiruvananthapuram	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	Adilabad	Nalgonda	Karimnagar	
28	Tamil Nadu	3	Neiveli	Kanyakumari	Salem	
29	Tripura	1	Agartala	--	--	
30	Uttar Pradesh	4	Agra	Bareilly	Mathura	Saharanpur
31	Uttarakhand	1	Dehradun			
32	West Bengal	3	Asansol	Mushidabad	Darjeeling	