

**Approved Annual Domestic Marketing Plan - 2020-21**

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

- **National Handicrafts Fair**
- **Special Marketing event/Folk Craft Festival**
- **Special Handicrafts Thematic Exhibitions (Established Malls/Metro Cities).**
- **State Level Events**
  - a) **Gandhi Shilp Bazars**
  - b) **Craft Bazars**
  - c) **Exhibitions at places of Tourist/Heritage importance**
  - d) **Marketing activities at Urban Haats**
- **Craft Awareness Programmes**
- **Craft Demonstration Programmes**

## I. National Level Events.

National level events are regular events in Delhi and neighbouring areas in collaborations with Haryana Tourism and State/Central Handicrafts Corporations etc. which are regular events. These events will benefit artisans/entrepreneurs who are unable to participate in the International fairs due to the high cost. Implementing agencies will mobilise artisans, organize Thematic /Stand-alone Exhibition of Indian Handicrafts, Live Demonstration by Master Craftspersons conduct Buyer Seller Meets, Publicity of the event etc during the events.

Month	Events	No. Of Days	No. Of Artisans expected to Participate	Period	Theme	Implementing Agencies	Amount in lakh	
							Sanction Amount	50% amount
December	Master Creation, Dilli Haat	15	120	1-15 December, 2020	Master Creation Awardees Artisans		40.00	20.00
February	Surajkund International Craft Mela at Surajkund	15-17	200	February 2021	National Handicrafts Fair	Haryana Tourism	40.00	20.00
						<b>Total :-</b>	<b>80.00</b>	<b>40.00</b>

## **II. Special Marketing event/Folk Craft Festival of India:**

Special events/folk craft festival of India organized at places of tourist interest to promote handicrafts products developed by eligible master craftspersons and also to create a brand image for Indian handicrafts. The event shall be organized with 20-40 participants for a period of 7-10 days with maximum financial limit of Rs.15 lakhs per programme. 10 such programmes are to be organised during 2020-21 **on need basis** with a budget provision of Rupees 150 Lakhs and Rupees 75 Lakhs may be released as advance.

### III. Special Handicrafts Thematic Exhibitions at Established Malls/ Metro Cities-

These exhibitions shall be organized in India in Established Malls/Metro Cities to promote the products and create a **brand image for Indian handicrafts** in markets. 45 such programmes are to be organized out of which 15 programmes each for the Gen, SC and NER artisans in the following cities

S.No.	Gen Artisans	SC artisans	NER artisans
1	New Delhi	New Delhi	New Delhi
2	Chandigarh	Jaipur	Mumbai
3	Amritsar	Amritsar	Ahmedabad
4	Lucknow	Varanasi	Varanasi
5	Varanasi	Indirapuram	Pune
6	Dehradun	Agra	Kolkata
7	Mumbai	Mumbai	Chennai
8	Vadodara	Ahmedabad	Hyderabad
9	Visakhapatnam	Chennai	Siliguri
10	Banglore	Mangluru	Guwahati
11	Panaji	Kolkata	Imphal
12	Kolkata	Patna	Gangtok
13	Ranchi	Siliguri	Shillong
14	Guwahati	Guwahati	Raipur
15	Shillong	Kolkata	Patna

These events are proposed with a budget provision of Rupees 675 Lakhs (15 Lakhs each) and Rupees 337.50 Lakhs will be released as 50% advance.

## IV. State Level Events.

### 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 45 GSBs are prepared for 2020-21 covering all the states as per the commercial viability of the cities and no states has been given more than three GSBs.

S. No.	State	No. of GSBs	Venue – I	Venue – II	Venue – III
1.	Andhra Pradesh	2	Vishakhapatnam	Vijayawada	
2.	Assam	3	Guwahati	Tezpur	Nagaon
3.	Bihar	2	Patna	Muzaffarpur	
4.	Chandigarh	1	Chandigarh	--	
5.	Chhattisgarh	1	Jagdalpur		
6.	Delhi	1	Delhi		
7.	Goa	1	Panaji	--	
8.	Gujarat	1	Vadodara		
9.	Haryana	2	Gurgaon	Kurukshetra	
10.	Himachal Pradesh	2	Palampur	Dharamshala	
11.	J & K	1	Jammu		
12.	Jharkhand	2	Ranchi	Dhanbad	
13.	Karnataka	1	Bengaluru		
14.	Kerala	2	Trivandrum	Ernakulum	
15.	Madhya Pradesh	1	Gwalior		
16.	Maharashtra	2	Pune	Navi Mumbai	
17.	Manipur	1	Imphal	--	
18.	Meghalaya	1	Shilong	--	
19.	Odisha	1	Cuttack		
20.	Punjab	3	Amritsar	Patiala	Gurdaspur

21.	Pondicherry	1	Pondicherry	--	
22.	Rajasthan	1	Udaipur		
23.	Sikkim	1	Gangtok	--	
24.	Telangana	2	Hyderabad	Warangal	
25.	Tamil Nadu	3	Chennai	Coimbatore	Madurai
26.	Uttar Pradesh	3	Lucknow	Kanpur	Prayagraj
27.	Uttarakhand	2	Dehradun	Almora	
28.	West Bengal	1	Siliguri		

**Financial implications @Rs. 25 lakhs x 45 = Rs.1125.00 lakhs**

**Release to be released @ Rs-12.50 lakhs x45 = Rs.562.50 lakhs**

## **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 NEER states implementing the program outside NEER with NEER 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 62 Crafts Bazaars are prepared for 2020-21 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 & Uttar Pradesh during the year.

<b>S. No.</b>	<b>State</b>	<b>No. of Craft Bazaars</b>	<b>Venue – I</b>	<b>Venue – II</b>	<b>Venue – III</b>		
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	2	Durg	Bhilai			
6.	Delhi	1	Delhi				
7.	Gujarat	2	Gandhinagar	Narmada			

8.	Haryana	2	Rohtak	Kurukshetra			
9.	Himachal Pradesh	2	Kullu	Palampur			
10	Jharkhand	2	Jamshedpur	Bokaro			
11	Jammu & Kashmir	1	Kathua				
12	Karnataka	1	Banglore				
13	Kerala	2	Thrissur	Kannur			
14	Madhya Pradesh	3	Jabalpur	Ujjain			
15	Maharashtra	3	Nasik	Aurangabad	Nagpur		
16	Manipur	1	Thoubal	Imphal	Moirang		
17	Meghalaya	1	Shillong				
18	Odisha	3	Sambalpur	Paradeep	Bargarh		
19	Punjab	3	Ludhiana	Hoshiarpur	Bhatinda		
20	Pondicherry	1	Pondicherry	--	--		
21	Rajasthan	2	Chittorgarh	Jaisalmer			
22	Sikkim	2	Gangtok	Jorethang	--		
23	Telangana	3	Mehbubnagar	Khammam	Hyderabad		
24	Tamil Nadu	3	Mahabalipuram	Thanjavore	Chennai		
25	Tripura	1	Agartala				
26	Uttar Pradesh	5	Barabanki	Aligarh	Gorakhpur	Merrut	Mathura
27	Uttarakhand	2	Rishikesh	Nainital			
28	West Bengal	2	Kalyani	Khragpur			

**Financial implications 75% @ Rs.20lakhsx 62 = Rs.1240.00 lakhs**  
**Amount to be released@ Rs. 10 lakhsx 62= Rs.620.00 lakhs**



### 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/State corporations and other eligible agencies as per scheme. Total 84 exhibitions are prepared for 2020-21 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	Anantapuramu	Kakinada	Guntur		
2.	A & N Island	1	Port-Blair	--	--		
3.	Arunachal Pradesh	1	Itanagar	--	--		
4.	Assam	6	Jorhat	Bishwanth	Goalpara	Silchar	Ghuwahati, Majuli
5.	Bihar	3	Rajgir	Sonpur	Gaya		
6.	Chandigarh	1	Chandigarh	--	--		
7.	Chhattisgarh	3	Bastar	Bilaspur	Kondagaon		
8.	Goa	3	Daman	Panaji	South Goa		
9.	Gujarat	3	Dwarka	Rajkot	Gandhidham		
10	Haryana	4	Hisar	Sonipat	Panchkula	Faridabad	
11	Himachal Pradesh	3	Shimla	Una	Solan		
12	Jharkhand	3	Deoghar	Godda	Dumka		
13	Jammu & Kashmir	2	Katra	Leh			
14	Karnataka	3	Banglore	Belagavi	Hubli		
15	Kerala	3	Thiruvananthpuram	Kochi	Kozhicode		

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

Estimated Sanctioned Amount (75%) = Rs. 10 Lakhs x 84= Rs. 840 lakhs

Estimated will be released = Rs. 5 Lakhs x 84 = 420 Lakhs

## D. Exhibitions at Urban Haats

There are 30 functional Urban Haats set-up in different parts of the country as a permanent marketing infrastructure to provide direct marketing platform to the handicrafts artisans and handloom weavers. As per the initiatives to make Urban Haats active, the following no. of 169 marketing events are to be organised at the Urban Haats

State	Urban Haat venue	Category of Urban Haat (A/B/C)	No. of events	August	September	October	November	December	January	February	March	Estimate Exp. (In lakhs)
<b>Central Region</b>												
UP	Varanasi	B	1 GSB, 2 CB, 5 Exh	Exh	Exh	Exh	Exh	Exh	CB	CB	GSB	115
UP	Agra	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	GSB	CB	85
UP	Bareilly	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	CB	GSB	85
UP	Rampur	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	GSB	CB	85
UP	Ayodhya	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	CB	GSB	85
<b>Western Region</b>												
Maharashtra	Urban Haat Belapur, Navi Mumbai,	A	2 GSB, 2 CB, 2 Exh			Exh	Exh	CB	GSB	CB	GSB	110
Madhya Pradesh	Gauhar Mahal, VIP Road, Bhopal (M.P.)	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	CB	GSB	85
Madhya Pradesh	Urban Haat, Indore (M.P.)	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	GSB	CB	85

Gujarat	Bhuj Haat, Opposite Reliance Mall, Mundra Road,	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	GSB	CB	85
Gujarat	Urban Haat, Ahmedabad	A	2 GSB, 3 CB, 3 Exh	Exh	Exh	Exh	CB	GSB	CB	CB	GSB	140
Chhattisgarh	Urban Haat,Raipur	A	2 GSB, 3 CB, 2 Exh		Exh	Exh	CB	CB	GSB	GSB	CB	130
<b>Eastern Region</b>												
Odisha	Bhubaneswar	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	GSB	CB	85
Odisha	Konark	C	2 Exh, 2 CB					Exh	Exh	CB	CB	50
Odisha	Puri	C	2 Exh, 2 CB					Exh	Exh	CB	CB	50
West Bengal	Kolkata	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	GSB	CB	85
West Bengal	Durgapur	A	2 GSB, 3 CB, 2 Exh		Exh	Exh	CB	GSB	CB	CB	GSB	130
West Bengal	Shantiniketan	A	2 GSB, 3 CB, 2 Exh		Exh	Exh	CB	CB	GSB	GSB	CB	130
Jharkhand	Hazaribag	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	CB	GSB	85
<b>Southern Region</b>												
Andhra Pradesh	Tirupati	A	2 GSB, 3 CB, 2 Exh		Exh	Exh	CB	CB	GSB	CB	GSB	130
Karnataka	Mangaluru	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	GSB	CB	85

Karnataka	Mysuru	A	2 GSB, 3 CB, 3 Exh	Exh	Exh	Exh	CB	GSB	CB	CB	GSB	140
Tamil Nadu	Kanyakumari	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	GSB	CB	GSB	85
Tamil Nadu	Mamallapuram	-	1 CB, 2 Exh						Exh	Exh	CB	40
<b>Northern Region</b>												
Rajasthan	Jodhpur	B	1 GSB, 2 CB, 5 Exh	Exh	Exh	Exh	Exh	Exh	CB	GSB	CB	115
Rajasthan	Ajmer	A	2 GSB, 3 CB, 3 Exh		Exh	Exh	CB	GSB	CB	CB	GSB	130
Rajasthan	Jaipur	B	1 GSB, 2 CB, 3 Exh	Exh	Exh	Exh	Exh	Exh	CB	GSB	CB	115
Haryana	Karnal	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	CB	GSB	85
<b>North Eastern Region</b>												
Nagaland	Dimapur	B	1 GSB, 2 CB, 2 Exh				Exh	Exh	CB	GSB	CB	85
MANIPUR	IMPHAL		2 CB, 2 Exh					Exh	Exh	CB	CB	60
Tripura	Agartala		1 CB, 2 Exh						Exh	Exh	CB	40

<b>Total Estimate Expenditure</b>		<b>28.15</b>
		<b>Crore</b>
<b>Est. Amount to be released</b>		<b>14.07</b>
		<b>Crore</b>
events		33 GSB 65 CB 71 Exh

## **V. Craft Awareness Programme**

To organize 100 Craft Awareness Programmes in various schools/ other educational institutes for craft awareness among the upcoming generation with a project cost of Rs. 1.00 Lakh each programme with estimated expenditure of Rs. 100.00 Lakhs, 50% shall be released as 1<sup>st</sup> installment i.e. Rs. 50.00 Lakhs.

## **VI. Craft Demonstration Programme**

To organize 50 craft demonstration programmes in various The total estimated cost shall be Rs. 225.00 Lakhs, 50% shall be released as 1<sup>st</sup> installment i.e. Rs. 112.50 Lakhs.

### **Breakup Estimate of Financial requirement for year 2020-21**

<b>Event</b>	<b>No. of programme proposed</b>	<b>Estimates Amount (Amount in Lakhs)</b>
National Level Events	02	80
Sp. Marketing events/Folk craft festival	10	150
Exhibition (Spl. Handicrafts Thematic Exhibition at Established Mall/ Metro Cities)	45	675
Gandhi Shilp Bazaars	45	1125
Craft Bazaars	62	1240
Exhibitions	84	840
Marketing events at Urban Haat	169	2815
Craft Awareness Programmes	100	100
Craft Demonstration Programmes	50	225
<b>Total</b>	<b>567</b>	<b>7250</b>