



No. M-12011/01/2021-22/MD
Government of India
Ministry of Textiles
Office of the Development Commissioner (Handicrafts)

West Block-7, R K Puram,
New Delhi-110066

Dated: 12.11.2021

mkt-dchc-textiles@gov.in,
marketinghandicrafts@gmail.com

CIRCULAR

Subject:-Annual Action Plan for the year 2021-22.

The undersigned is directed to invite the proposals from eligible organisations **as per new scheme guidelines** for the remaining approved venues as per annual domestic marketing plan for the year 2021-22 for organising domestic marketing events.

The proposal for organizing marketing event from the NGO's must be submitted through NGO portal only. In case of Govt. organisation, the proposal may also forward through email to marketinghandicrafts@gmail.com or mkt-dchc-textiles@gov.in. While recommending the proposal for any marketing activity, the following check points may be ensured by the concerned Assistant Directors.

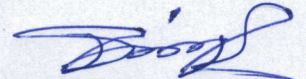
1. The proposal must be recommended only as per the remaining venues attached herewith.
2. To promote eoffice initiative, it must be ensured that no hard copies of the proposal are submitted at HQ office.
3. TA/DA and freight charges proposed should be as per the entitlement.
4. No. of participants proposed should be clearly mentioned.
5. Govt Corporations/agencies may be preferred for the proposals of Integrated Marketing Event/National Handicrafts Fair, Thematic Exhibition and Gandhi Shilp Bazaars.
6. In case of recommended proposals for NGOs, preference must be given to the organisation with experience in handicraft sector.
7. It must be ensured that the implementing agency submit their proposal by **22.11.2021**
8. While recommending the proposal, the concerned Assistant Director must inform the approximate footfall and expected sales to be generated during the event.
9. All the field offices is requested to scrutinize the proposals and may either recommend or reject the proposals by 23.11.2021.
10. No proposal should remain pending at the end of Assistant Director (H), Handicrafts Service Centres by 23.11.2021.

11. The details of the activities recommended may be submitted in the prescribed format by the Regional Directors/Assistant Directors. The above information is also to be submitted in excel format via email by 24.11.2021.

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

This issues with the approval of Development Commissioner (Handicrafts).

Encl. List of remaining venues.



**(Saroj Kumar Singh)
Assistant Director (MSS)**

12/11

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. Sh. Sandeep Khurana, Scientist 'E' is requested to upload the circular on the official website.
4. PA to DC (HC)/ PA to ADC (HC)/ PA to Sr. Director (HC)/ PA to Director (HC).

Details of the events/venue as per Approved Annual domestic Action Plan FY 2021-22, for which proposal not received/recommended by field offices by 02.08.2021

Venue	Region	Integrated Mkt. event	GSB	CB	Exh.	Thematic Exhibition			
						Gen	SC	NER	Toy-Fair
Varanasi	CR	1							
Dehradun	CR		1			1			
Gautam Buddh Nagar	CR			1					
Lucknow	CR			1		1			1
Prayagraj	CR								1
Rampur-UH	CR				1				
Rishikesh	CR			1					
Varanasi-UH	CR				1				
Angul	ER			1					
Bhubaneswar	ER			1					1
Bhubneswar-UH	ER				3				
Bokaro	ER			1					
Deoghar	ER				1				
Dhanbad	ER		1						
Durgapur-UH	ER				4				
Gaya	ER			1	2				
Hazaribag-UH	ER				3				
Kolkata	ER			1			1		1
Kolkata-UH	ER				3				
Konark	ER				2				
Konark-UH	ER				2				
Patna	ER			1					
Puri-UH	ER				2				
Rajgir	ER				1				
Ranchi	ER				1	1			
Shantiniketan-UH	ER				4				
Sonpur	ER				1				
Talcher	ER				2				
Guwahati	NER	1							
Agartala	NER				1			1	
Agartala-UH	NER				2				
Aizwal	NER		1						
Gangtok	NER		1	1	1			1	
Guwahati	NER			2	2	1		1	1
Itanagar	NER		1	1	1			1	
Jorethang	NER			1					
Karbi Anglong	NER				1				
Kohima	NER							1	
Moirang	NER			1					
Shillong	NER				2	1		1	
Sivasagar	NER			1					
Ukhrul	NER				1				
Amritsar	NR	1							
Ajmer-UH	NR				3				
Amritsar	NR			1					
Chandigarh	NR					1			
Chittorgarh	NR			1					
Hoshiarpur	NR			1					

337634/2021/MSS-HC

Jammu	NR		1				1		
Kathua	NR			1					
New Delhi	NR			1		1	1	1	1
Palampur	NR			1					
Shimla	NR			1					
Sonipat	NR			1					
Udaipur	NR		1		1				
Amravati (A.P.)	SR		1	1					
Chennai	SR	1	1	1			1		
Hyderabad	SR			2					1
Kanchipuram	SR				1				
Kanyakumari-UH	SR				1				
Khammam	SR			1					
Mahabalipuram	SR			1					
Mamallapuram-UH	SR				1				
Mehbubnagar	SR			1					
Tirupati-UH	SR				2				
Vellore	SR				1				
Vijaywada	SR		1	1					1
Visakhapatnam	SR					1			1
Warangal	SR		1		2				
Ahmedabad	WR		2	2	1		1	1	1
Ahmedabad-UH	WR				4				
Bhopal	WR			1					
Bhopal-UH	WR				1				
Gandhidham	WR				1				
Gandhinagar	WR			1					
Indore	WR				1				
Mumbai	WR			1		1	1	1	
Navi Mumbai	WR		1						
Navi Mumbai-UH	WR				4				
Panaji	WR			1		1			
Pune	WR	1					1	1	
Raipur	WR	1							
Ramgarh (M.P.)	WR			1					
Surat	WR		1	2	1				
Vadodara	WR		1	1		1			
		6	16	42	69	11	7	10	10