

**Government of India  
Ministry of Textiles  
Officer of Development Commissioner (Handicrafts)  
(Marketing Section)**

**Revised International Marketing Plan 2020-21**

**Annexure-I**

**Approved Revised Proposals for organizing/participation in International Marketing Events outside India under MSS Scheme during 2020-21**

**Annexure-II**

**Approved Revised Proposals for organizing/participation in International Marketing Events in India under MSS Scheme during 2020-21**

The Revised Calendar supersedes the earlier approved International Marketing Calendar 2020-21 circulated vide this office circular no. M-11014/2(28)/2019-20/MSS(IM) number dated 11.03.2020.

**(ANNEXURE I)****Approved Revised Proposals for organizing/participation in International Marketing Events outside India under MSS Scheme during 2020-21**

Month	S.No.	Name of Event	Date of Event/ Activity	City / Country	Implementing Agency	Activity proposed with the help of DC(H)		
						Name of Activity proposed under MSS Scheme - Type of Activity/event	Amount Proposed (Rs. In lakh)	No. of Exhibitors (E) / Artisans (A)
1	2	3	4	5	6	7	8	9
September, 2020	1	Virtual Buyer Seller Meet (Focus on Australia Market)	September, 2020	To be organized virtually on the web	CEPC	Virtual BSM with special focus on Australia	15	E=50
October, 2020	2	Virtual Buyer Seller Meet (Focus on Hong kong Market)	October, 2020	To be organized virtually on the web	CEPC	Virtual BSM with special focus on Hong Kong	15	E=50
November, 2020	3	Virtual Buyer Seller Meet (Focus on Sweden, Denmark, Finland, Norway)	November, 2020	To be organized virtually on the web	EPCH	Virtual Buyer Seller Meet (Sweden, Denmark, Finland, Norway)	20	E=40
	4	Virtual Buyer Seller Meet (Focus on Poland, Austria Czech Republic)	November, 2020	To be organized virtually on the web	EPCH	Virtual Buyer Seller Meet (Poland, Austria & Czech Republic)	20	E=40
	5	Virtual Buyer Seller Meet (Focus on Australia, New Zealand)	November, 2020	To be organized virtually on the web	EPCH	Virtual Buyer Seller Meet (Australia & New Zealand)	20	E=40
November, 2020	6	Virtual Buyer Seller Meet (Latin American Countries - Uruguay, Chile & Colombia)	November, 2020	To be organized virtually on the web	EPCH	Virtual Buyer Seller Meet (Latin American Countries)	20	E=40
	7	Virtual Buyer Seller Meet (Focus on UAE & Middle East)	November, 2020	To be organized virtually on the web	CEPC	Virtual BSM with special focus on UAE & Middle East	15	E=50

December, 2020	8	AF-L' Artigiano in Feria	05-13 December 2020	Milan, Italy	EPCH	Participation in Exhibition / Live Demonstration	50	E=20 A=5
	9	-do-	-do-	-do-	CCIC	Participation in Exhibition	19	---
	10	-do-	-do-	-do-	ITPO	Participation in Exhibition	30	A=8
	11	Virtual Buyer Seller Meet (Focus on USA)	December, 2020	To be organized virtually on the web	CEPC	Virtual BSM with special focus on USA	15	E=50
	12	Virtual Buyer Seller Meet (Focus on Europe)	December, 2020	To be organized virtually on the web	CEPC	Virtual BSM with special focus on Europe	15	E=50
January, 2021	13	Domotex	15-18 January 2021	Hannover, Germany	EPCH	Awareness Campaign	10	---
	14	Maison&Objet Fair	16-20 January, 2021	Paris, France	EPCH	Thematic Exhibition & Handicrafts Awareness Campaign	50	---
	15	Ghana International Trade Fair	January 28-30,2021	Accra, Ghana	ITPO	Participation in Exhibition	30	A=8
	16	Dhaka Intl. Trade Fair	January 1-31,2021	Dhaka	ITPO	Participation in Exhibition	30	A=8
	17	Heimtextile	January, 2021	Frankfurt, Germany	CEPC	Participation in Exhibition	53	E=10
	18	-do-	-do-	-do-	CCIC	Participation in Exhibition	19	---
	19	Atlanta International Gift & Home Furnishing Market	January, 2021	Atlanta, USA	EPCH	Handicrafts Awareness Campaign	10	---
January, 2021	20	India Show	December/January 2021	Colombo (Sri Lanka)	ITPO	Participation in Exhibition	30	A=8
February, 2021	21	Tokyo International Gifts Show	03-05 February, 2020	Tokyo, Japan	EPCH	Participation in Exhibition	50	E=10
	22	NY NOW 2021	6-10 February, 2021	New York, USA	EPCH	Handicrafts Awareness Campaign	10	---
	23	Spring Fair	7-11 February, 2021	Birmingham, UK	EPCH	Live Demonstration by Artisans	30	A=5
	24	-do-	-do-	-do-	CCIC	Participation in Exhibition	19	---

February, 2021	25	Ambiente Fair	19-23 February, 2021	Frankfurt, Germany	EPCH	Live Demonstration	35	A=5	
	26	-do-	-do-	-do-	EPCH	Brand Image Promotion Seminar	15	---	
	27	-do-	-do-	-do-	CEPC	Participation in Exhibition	53	E=10	
	28	Reed Gift Fair	20-23 February, 2021	Sydney, Australia	EPCH	Participation in Exhibition	35	E=5	
	29	Virtual Buyer Seller Meet (Focus on Chile and Colombia)	February, 2021	To be organized virtually on the web	CEPC	Virtual BSM with special focus on Chile & Colombia	15	E=50	
	30	Sourcing at Magic	February, 2021	Las Vegas, USA	CCIC	Participation in Exhibition	19	---	
	31	-do-	-do-	-do-	CCIC	Participation in Exhibition	19	---	
March, 2021	32	Domotex Asia	26-28 March 2021	Shanghai, China	CEPC	Participation in Exhibition Abroad	51	E=15	
March, 2021	33	-do-	-do-	-do-	CEPC	GI Theme Pavilion	7	A=2	
	34	The Inspired Home Show	March, 2021	Chicago, USA	EPCH	Participation in Exhibition	35	E=5	
	35	India Show	March, 2021	Lima, Peru	ITPO	Participation in Exhibition	30	A=8	
	36	India Show	March, 2021	St. Petersburg	ITPO	Participation in Exhibition	30	A=8	
	37	Cairo International Fair	March, 2021	Cairo (Egypt)	ITPO	Participation in Exhibition	30	A=8	
	38	India Show	March, 2021	Santiago, Chile	ITPO	Participation in Exhibition	35	A=8	
							Total (in Rs. Lakh)	1004	616 Participants

**(ANNEXURE II)****Approved Revised Proposals for organizing/participation in International Marketing Events in India under MSS Scheme during 2020-21**

Month	S. No.	Name of Show	Date of Event / Activity	City / Country	Implementing Agency	Activity proposed with the help of DC(H)		
						Type of Activity/event Name of activity proposed under MSS scheme	Amount Proposed (Rs. In lakh)	No. of Exhibitors (E) / Artisans (A)
1	2	3	4	5	6	7	8	9
June, 2020	1	Indian Fashion Jewellery & Accessories Show - A Virtual Trade Fair	01-04 June, 2020	Organised Virtually on the Web and attended globally	EPCH	International Publicity, Brand Promotion through Electronic media	30	---
	2	A study on COVID-19: Challenges, opportunity & threat for Indian Handicraft Exports: an impact assessment	June, 2020	New Delhi, India	EPCH	A study on COVID-19: Challenges, opportunity & threat for Indian Handicraft Exports: an impact assessment	14	---
July, 2020	3	IHGF Delhi Fair Spring 2020 - a Virtual Trade Fair (IHGF Delhi Fair was scheduled from 15-19 April, 2020 however due to COVID-19, the fair rescheduled and organized as Virtual edition from 13-19 July, 2020)	13-19 July, 2020	Organised Virtually on the Web and attended globally	EPCH	International Publicity, Brand Promotion through Electronic media	200 (Rs.100 lakh released as advance in 2019-20, balance will be released as reimbursement during 2020-21 after the completion of the event)	---
	4	-do-	-do-	-do-	-do-	Participation of Crafts from North Eastern Region States	47.69 (Rs.23.85 lakh released as advance in 2019-20, balance will be released as reimbursement during 2020-21 after the completion of the event)	A=25
	5	-do-	-do-	-do-	-do-	Participation of Crafts from Jammu & Kashmir	15	E=20
July, 2020	6	-do-	-do-	-do-	EPCH	Product Promotion Fashion Show	15	---

October, 2020	7	IHGF Delhi Fair Autumn 2020 - a Virtual Trade Fair	14-18 October, 2020	To be organised Virtually on the Web	EPCH	Participation of Crafts from North Eastern Region States, Northern Region, Central Region, Southern Region, Western Region, Eastern Region	50	A=100
	8	-do-	-do-	-do-	-do-	Participation of Entrepreneurs in Exhibition	50	E=1000
	9	-do-	-do-	-do-	EPCH	Product Promotion Fashion Show	15	---
	10	-do-	-do-	-do-	EPCH	International Publicity and Brand Promotion of Virtual Trade Fair through Digital / Electronic / Social media, online campaign	75	---
December, 2020	11	India International Hospitality Expo (IHE 2020) - A Virtual Trade Fair	2-5 December 2020	To be Organised Virtually on the Web	EPCH	Participation and Showcasing of Sustainable Eco-Friendly Crafts of North Eastern Region	15	A=15
	12	-do-	-do-	-do-	-do-	Participation of carpets/home furnishings/decoratives entrepreneurs	40	E=60
	13	India International Mega Trade Fair	December, 2020	Kolkata, West Bengal, India	EPCH	Thematic Exhibition (Eastern Region)	15	A=15
	14	-do-	-do-	-do-	-do-	Thematic Exhibition (North Eastern Region)	15	A=15
	15	India Carpet Expo	December, 2020	Hyderabad, Telangana, India	CEPC	Thematic Exhibition in Hyderabad	50.4	E= 20
	16	-do-	-do-	-do-	-do-	Theme & GI Pavilion	10	A=2
	17	India Carpet Expo	December, 2020	Chandigarh, India	CEPC	Thematic Exhibition in Chandigarh	50.4	E=20
	18	-do-	-do-	-do-	-do-	Theme & GI Pavilion	10	A=2
January, 2021	19	Pashchimi Rajasthan Udyog Hastshilp Utsav	January, 2021	Jodhpur, Rajasthan, India	EPCH	Participation in Exhibition	15	A=15
	20	International Craft Exposure Programme	January, 2021	New Delhi, India	Dastkari Haat Samiti	International Craft Exposure Programme	10	A=5
February, 2021	21	India Carpet Expo	February, 2021	Bangalore, Karnataka, India	CEPC	Thamctic Exhibition in Banglore	50.4	E= 20

February, 2021	22	-do-	-do-	-do-	-do-	Theme & GI Pavilion	10	A=2	
March, 2021	23	IHGF Delhi Fair (Spring) 2021	16-20 March, 2021	IEML, Greater Noida, Delhi NCR, India	EPCH	Thematic Exhibition (Crafts of North Eastern Region)	48	A=20	
	24	-do-	-do-	-do-	-do-	Product Promotion Fashion Show	30	---	
	25	IHGF Delhi Fair (Spring) 2021(International Publicity and Brand Promotion and Electronic media)	16-20 March, 2021	IEML, Greater Noida, Delhi NCR, India	EPCH	International Publicity and Brand Promotion and Electronic media	175	---	
	26	India Industrial Fair 2021 (India Industrial Fair was scheduled from 19-22 March 2020, however due to COVID-19, the fair rescheduled and will be organized during March, 2021)	March, 2021	Jodhpur, Rajasthan, India	EPCH	Reverse Buyer Seller Meet	48 (Rs.23.52 lakh released as advance in 2019-20, balance will be released as reimbursement during 2020-21 after the completion of the event)	E=50	
	27	HINDTEX	February/March 2021	Varanasi, UP, India	Eastern U.P. Exporters' Association (EUPEA)	Reverse Buyer Seller Meet	35	E=50	
							Total (in Rs. Lakh) (A)	1138.89	1456 Participants
							Amount released during 2019-20 for activities scheduled in 2019 but due to COVID-19, rescheduled and organized in 2020 (in Rs. Lakh) (B)	147.37	
							Financial assistance sought during 2020-21 (in Rs. Lakh) (A-B)	991.52	