



M-12012/01/2026-27/MD/DilliHaat
Government of India
Ministry of Textiles
Office of the Development Commissioner (Handicrafts)

Craft Complex,
Plot No. 8, Nelson Mandela Marg
Vasant Kunj, New Delhi - 110070
Date – 30.03.2026

CIRCULAR

Subject: - Annual Marketing Calendar for organization of Marketing Events in Dilli Haat during FY 2026-27 under Marketing Support & Services Scheme (MSS) - regarding.

1. A meeting was held on 20.03.2026 under the joint chairpersonship of DC (Handicrafts) and DC (Handloom), through VC w.r.t. to Annual Calendar of Dilli Haat, INA for FY 2026-27 calendar of Dilli Haat. Accordingly, the proposed calendar of the event is as under:

Dilli Haat Calendar 2026-27		
Month	Dates	Calendar FY 2026-27
Apr 26	1-15	UPHDMC
	16-30	Cotton Fest & Manipur KVIB
May 26	1-15	Co-operatives Fest
	16-31	Regular Event – Non-textile-based Crafts from Pan India
Jun 26	1-15	Regular Event – Non-textile-based Crafts from Pan India
	16-30	Ministry of Minority Affairs
Jul 26	1-15	Youth Fest (Less than 30 years) - Non-textile-based Crafts
	16-31	GI Fest - Non-textile-based Crafts
Aug 26	1-15	Handloom Day - Artistic Textiles Only (Women Only)
	16-31	Shilp Didi – Non-textile-based Crafts
Sep 26	1-15	Producer Company
	16-30	Govt. of West Bengal
Oct 26	1-15	KVIC
	16-31	Master Creations 1 - Only State Awardee & NMC awardee
Nov 26	1-15	Startups Fest - Non-textile based Crafts
	16-30	TRIFED (Ministry of Tribal Affairs)
Dec 26	1-15	Master Creation 2 - Only Padma Shri, Shilp Guru & National awardee
	16-31	Govt of HP & Govt of Ladakh
Jan 27	1-15	Dastkari Haat Samiti

Mug

	16-31	NER Fest by NEHHDC
Feb 27	1-15	OSCHC & ORMAS
	16-28	Exim Bank
Mar 27	1-15	Shilp Didi Festival - Non textile-based Crafts
	16-31	NIFT

2. The guidelines regarding participation process for artisans in Dilli Haat is enclosed at Annexure I. Additionally, if any artisan is found selling textile-based crafts in a non-textile-based crafts event, the stall will be closed with immediate effect and artisan will be debarred for 05 years from availing all future benefits from the Office of Development Commissioner (Handicrafts).

This is issued with the approval of DC (Handicrafts) vide Diary No. 85342 dated 28.03.2026.

Yours faithfully

MJP
30/3/26

(Manjuswamy D. T)

Assistant Director (MSS)

Copy to:

1. Chief Manager, Dilli Haat, INA for kind information.
2. The Regional Directors (CRO, ERO, NERO, NRO, SRO, WRO) for kind information
3. The Sr. Assistant Directors/Assistant Directors of all HSC for kind information
4. PA to DC (HL) for kind information
5. Assistant Director, PM&E Section, the O/o Development Commissioner (Handlooms)

Annexure I

Dilli Haat Guidelines

(For normal slots at Dilli Haat)

A. General Rules:

1. Artisans shall reach Dilli Haat One (01) day before start of the event/slot for allotment of stalls between 11:00 AM to 05:00 PM.
2. Artisans shall carry only those items which he/she has declared on the Pehchan card/artisan database on the Indian Handicraft Portal (indian.handicrafts.gov.in) as craft.
3. Stall allotment shall be done through "online portal" on the Indian Handicraft Portal (www.indian.handicrafts.gov.in).
4. No dropout shall be conducted for vacant stalls until unless approved by DC (Handicrafts)
5. The artisan shall pay the stall rent as per norms and no refund/return shall be entertained, once paid.
6. No TA, DA and Freight charges will be provided to the artisan.
7. Boarding/Loading. packing of material has to be arranged by the artisan only.
8. Artisans shall insure their handicraft items from natural calamities, fire, loss, theft etc.
9. All the items are to be price tagged and the artisan have to declare the inventory brought by him/her.
10. The artisan or the custodian of items/products will solely be responsible for their belongings. No claim will be entertained by DC (H).
11. The selected artisans must be present for all the 15/16 days of the event/slot. The absenteeism on valid ground only, must be intimated to the Dilli Haat Authority.
12. The stall shall remain closed in the absence of artisan.
13. The items are to be displayed in proper manner and strict discipline may be maintained.
14. Stall will be allotted only to the original artisan and not to the helper.
15. Until further notification/memorandum/order/circular, any artisan shall be allocated the stall only once in a six (06) month period, with effect from allocation of the stall.
16. Biometric System may be installed at Dilli Haat, INA premise to monitor the attendance of participating artisans. The participating artisans shall punch their attendance twice a day, one before 11:00 AM and another after 6:00 PM.

B. Verification of the Documents:

17. Artisan shall carry a copy of participation letter (downloaded from handicraft portal), duly verified & attested by the Sr, Assistant Director/Assistant Director of the concerned jurisdiction.
18. The artisan shall carry valid Pehchan card (Artisan card) & Adhaar Card, or any government issued identity card.
19. In case of Awardee, artisan shall carry original award certificates, Photocopy, if presented, should be verified & attested by the concerned Sr. Assistant Director/Assistant Director.
20. In case of Pehchan card (Artisan card) -
 - a. In case the Pehchan card is lost, a copy of FIR, not older than 15 days OR a letter duly verified by the concerned Sr. Assistant Director/Assistant Director may be issued to the artisan on the letterhead. The letter will be valid only for a period of Three (03) months. Artisan must carry the letter/FIR Copy on the day of allotment of stall.
 - b. Duplicate/Printout/Expired Pehchan card will be considered invalid and no stall will be allotted to the artisan.
 - c. The Pehchan ID card (Artisan card) will be deposited with Dilli Haat authorities and the same will be returned by the authority to the concern artisan at the conclusion/end of the slot only.

C. Assistant/Helper:

21. Helper shall be in the blood relation with the artisan or from the same village or municipality. None other than these will be allowed/recommended as helper.
22. The helper shall be attested by the concerned Sr. Assistant Director/Assistant Director.
23. Helper is only for the assistance of the artisan. He/she is not allowed to run/open the stall in the absence of artisan to whom the stall has been allotted.

D. Inspection:

24. Inspection committee shall visit the venue for inspection of stalls. The committee shall check the attendance of artisans on the day of inspection, crafts as displayed in the stall, subletting of stalls etc.
25. The committee shall submit the inspection report within one working days after completion of the inspection.
26. The decision taken by committee shall only be over-ruled with the approval of DC (Handicrafts).

E. Debarment:

27. 70% attendance is mandatory. If found lesser, artisan concern may be debarred from participating for next One (01) year at Dilli Haat, INA.
28. The artisan shall be informed that, after the allotment of stalls. if they deny or show unwillingness to participate in two slots in a financial year, then they may be debarred for next One (01) year lor participating at Dilli Haat, INA.
29. If some other/unauthorized person other than the artisan/helper found on the stall during the inspection/visit, the artisan will be debarred for participation in any marketing event for Two (02) years and the stall will be closed with immediate effect.
30. If artisan has displayed the different craft other which is mentioned on the Artisan/Pehchan Card or in the artisan database/ he/she shall be debarred for their participation in any marketing event for Three (03) years and the stall will be closed with immediate effect.
31. The allottee are not allowed to sublet the stall to anyone. If found so, the stall will be closed forth with immediate effect and the artisan will be debarred for at least Five (05) years to avail any benefit of schemes of o/o the DC (Handicrafts).
32. If any other impersonation is observed/detected, the artisan shall be debarred for at least five (05) years from availing any benefit of schemes of the O/o the DC (Handicrafts).
33. In case of any misconduct with the official/officer on duty, then the artisan concerned shall be debarred for at least Five (05) years to avail any benefit of schemes of the O/o the DC (Handicrafts) and the stall of the artisan concerned, if allotted any, will be closed forth with immediate effect.