

Most Urgent



F.No. M-12014/1/2017-18/MD
Government of India
Ministry of Textiles
Office of the Development Commissioner (Handicrafts)

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

Dated : 23.06.2017.

To

1. The Regional Director/Dy. Director (In-Charge),
(Southern Region, Northern Region, Eastern Region, Western Region, Central Region and
North-East Region),
O/o Development Commissioner(Handicrafts).
2. CCIC, New Delhi.

Subject: Annual Domestic Marketing plan for the year 2017-18 –Reg.

Sir,

Please find enclosed herewith approved Annual Domestic Marketing Plan for the year 2017-18 for organizing Gandhi Shilp Bazars/ Crafts Bazars/ Exhibitions. Accordingly, you are requested to furnish complete proposals as per the norms of the scheme to this office to enable us to process the fresh proposals for the year 2017-18 immediately.

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 immediately. The wide publicity is also being given in various Newspapers inviting the proposals.

Yours faithfully,

(A.K.Mohanty)
Asstt. Director(IM)

Encl: As above.

Copy to the NIC Section of DC(H), New Delhi for uploading in the official website.

OFFICE OF THE DEVELOPMENT COMMISSIONER (HANDICRAFTS)
(DOMESTIC MARKETING)

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 Rs.20 lakhs. 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 64 GSBs are prepared for 2017-18 covering all the states as per the commercial viability of the cities and no state has been given more than three GSBs during the year.

S. No.	State	No. of GSBs	Venue – I	Venue – II	Venue – III
1.	Andhra Pradesh	2	UH Tirupathi	Vijayawada	--
2.	Assam	2	Guwahati	Dibrugarh	--
3.	Bihar	1	Patna	--	--
4.	Chandigarh	1	Chandigarh	--	--
5.	Chhattisgarh	2	Raipur	Jagdalpur	--
6.	Goa	1	Panajim	--	--
7.	Gujarat	2	Ahmedabad	Baroda	--
8.	Haryana	1	Gurgaon	--	--
9.	Himachal Pradesh	2	Palampur	Dharamshala	--
10.	Jharkhand	1	Ranchi	--	--
11.	Jammu & Kashmir	1	Jammu	--	--
12.	Karnataka	2	Bengaluru	UH Mysore	--
13.	Kerala	2	Trivandrum	Ernakulum	--

14.	Madhya Pradesh	2	Bhopal	Gwalior	---
15.	Maharashtra	2	Mumbai	Nagpur	---
16.	Manipur	1	Imphal	--	--
17.	Meghalaya	1	Shilong	--	--
18.	Nagaland	1	Dimapur	--	--
19.	Odisha	3	Bhubaneswar	Cuttack	Sambalpur
20.	Punjab	1	Amritsar	--	--
21.	Pondicherry	1	Pondicherry	--	--
22.	Rajasthan	3	Jaipur	Ajmer (during Urs)	Udaipur
23.	Sikkim	1	Gangtok	--	--
24.	Telangana	2	Hyderabad	Warangal	--
25.	Tamil Nadu	2	Chennai	Coimbatore	--
26.	Uttar Pradesh	3	Lucknow	Varanasi	Allahabad/Moradabad
27.	Uttarakhand	2	Dehradun	Haridwar	--
28.	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.20 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 53 Crafts Bazaars are prepared for 2017-18 covering all the states as per the commercial viability of the cities and no states has been given more than three Crafts Bazaars during the year.

S. No.	State	No. of Craft Bazaars	Venue – I	Venue – II	Venue – III
1.	Andhra Pradesh	2	Guntur	Ananthapur	--
2.	Assam	2	Kokrajhar	Jorhat	--
3.	Bihar	1	Bhagalpur	--	--
4.	Chandigarh	1	Chandigarh	--	--

5.	Chhattisgarh	1	Raipur	---	--
6.	Goa	-	--	--	--
7.	Gujarat	2	Vadadora	Surat	--
8.	Haryana	1	Kurkshetra	----	--
9.	Himachal Pradesh	1	Kullu	--	--
10	Jharkhand	2	Jamshedpur	Bokaro	--
11	Jammu & Kashmir	---	----	--	--
12	Karnataka	2	UH Mangaluru	Bengaluru	--
13	Kerala	2	Trivandrum	Kottayam	--
14	Madhya Pradesh	2	Jabalpur	Indore	--
15	Maharashtra	2	Nasik	Pune	--
16	Manipur	1	Thoubal	--	--
17	Nagaland	1	Kohima	--	--
18	Odisha	2	Puri	Bargarh	--
19	Punjab	1	Gurdaspur	---	--
20	Pondicherry	1	Pondicherry	--	--
21	Rajasthan	2	Pushkar (Ajmer)	Jaisalmer	--
22	Sikkim	1	Gangtok	--	--
23	Telangana	2	Hyderabad	Khammam	--

24	Tamil Nadu	2	Chennai	Tirupur	--
25	Uttar Pradesh	2	Kanpur	Aligarh	--
26	Uttarakhand	2	Roorki	Dehradun	--
27	West Bengal	2	Asansol	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 financial limit of Rs.10 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 63 exhibitions are prepared for 2017-18 covering all the states as per the commercial viability of the cities and no states has been given more than three exhibitions during the year.

S. No.	State	No. of Exhibitions	Venue – I	Venue – II	Venue – III
1.	Andhra Pradesh	3	Eluru (Diwali Mela)	Kurnool (SankranthiMela)	Srikakulam (Ratyatra)
2.	A & N Island	1	Port-Blair (Tourist)	--	--
3.	Arunachal Pradesh	1	Itanagar (ParsuramMela)	--	--
4.	Assam	3	Shivsagar (Shivratri)	Nalwadi (RaasMela)	Goalpara (Surya Mela)
5.	Bihar	3	Rajgir (RajgirMahotsav)	Sonpur (Kartik Purnima)	Gaya (Religious)
6.	Chandigarh	1	Chandigarh (Heritage)	--	--

7.	Chhattisgarh	2	Bastar (Dussahara)	Rajim (KumbhMela)	--
8.	Goa	1	Daman (Tourist)	--	--
9.	Gujarat	3	Dwarka (Religious)	Kutch (Kutch Mahotsav)	Ahmedabad UH (Tourist)
10	Haryana	2	Hissar (Makar Sankranti)	Rohtak (TeejMela)	--
11	Himachal Pradesh	2	Shimla (Tourist)	Manali (Tourist)	--
12	Jharkhand	2	Deoghar (Shivratri)	Hazaribagh (Makar Mela)	--
13	Jammu & Kashmir	1	Katra (Religious)	--	--
14	Karnataka	3	Mangaluru UH	Mysore UH (Dussehra)	Hassan (Car Festival)
15	Kerala	2	Thrissur (Onam Festival)	Alappuzha (Onam Festival)	--
16	Madhya Pradesh	3	Ujjain (Kumbh)	Khajuraho (Heritage)	Indore (MalvaUtsav)
17	Maharashtra	3	Kolhapur (Navratri)	Nagpur (Orange Festival)	Aurangabad (Shivratri)
18	Manipur	1	Moirang (SanghaiMela)	--	--
19	Meghalaya	1	Shillong (Tourist)	--	--
20	Mizoram	1	Aizwal (Tourist)	--	--
21	Nagaland	1	Kohima (Horn Festival)	--	--

22	Odisha	3	Keonjhar (SitalSasthi)	Brahmapur (Dussehra)	Raurkela (Tourist)
23	Punjab	2	Jalandhar (Heritage)	Amritsar (Religious)	--
24	Pondicherry	1	Pondicherry (Aurobindo Festival)	--	--
25	Rajasthan	3	Barmer (TeezMela)	Jaipur (Tourist)	Jodhpur (Dussehra)
26	Sikkim	1	Gangtok (Tourist)	--	--
27	Telangana	3	Nizamabad (Dassahara)	Nalgonda (Sankranti)	Karimnagar (Ramzan)
28	Tamil Nadu	3	Ooty (Tourist)	Trichy (Tourist)	Ramewaram (Religious)
29	Tripura	1	Agartala (Tourist)	--	--
30	Uttar Pradesh	3	Agra (Tourist Heritage)	Allahabad (KumbhMela)	Mathura (Religious)
31	Uttrakhand	2	Nainital (Tourist)	Dehradun (Tourist)	--
32	West Bengal	3	Burdwan (Durga Puja)	Shantiniketan (Posh Mela)	Coochbehar (Diwali Mela)
33	CCIC, New Delhi	7	Chennai (2 Nos.)	Bengaluru (2 Nos.)	Hyderabad Varanasi Ahmedabad
