

# F.No. M-11014/2(29)/2019-20/MSS(IM) Government of India Ministry of Textiles Office of the Development Commissioner (Handicrafts)

West Block No. VII, R.K. Puram New Delhi-110066 Dated:-08.01.2020

To Chairman/Executive Director, EPCH, CEPC, ITPO, BRAWFED, CCIC, UPEPC and other Central/State Handicrafts Organizations/Corporations/Councils

Subject: Inviting Proposals for participation in International Marketing Events outside India and in India under MSS (International Marketing) scheme of office of Development Commissioner(Handicrafts) during 2020-21–Reg.

Sir,

This is regarding inviting proposals for participation in International Marketing Events to be held abroad and in India during 2020-21 under MSS(International Marketing) Scheme of Office of Development Commissioner (Handicrafts).

In this connection, it is requested that a list of proposals where your organization is considering participation in the International Marketing Events during 2020-21 may be submitted to this office as per attached proforma latest by 15<sup>th</sup> January, 2020.

This office shall compile lists of proposals received from various organizations to prepare International Marketing Calendar 2020-21 which shall be presented before competent authority for scrutiny and final approval as per budget provisions for 2020-21. You may submit detailed proposals as per prescribed formats and supporting documents atleast 45 days before the actual schedule of the event.

The implementing agencies are to ensure that no proposed activity may be conducted without prior approval of the competent authority and no reimbursement claim of such cases will be considered.

For scheme guidelines and prescribed formats, please visit our website <u>www.handicrafts.nic.in</u> under "Schemes" icon.

Yours faithfully,

Encl: As above

(Anirudh Kapil) Assistant Director(Mktg.)

#### (ANNEXURE I)

## Month-wise list of Events proposed by organizations under MSS Scheme (International Marketing Events outside India during 2020-21)

Month	S.No.	Name of Event	Date of Event/Activi ty	City/Countr y	IA	Activity proposed	with the h	elp of DC(H)	Products profiles of show	Justification for participation	or new	Outcome of Previous year participation	Whether the event proposed under MAI Scheme of Ministry of Commerce (If so, provide details)
						Name of Activity proposed under MSS Scheme	Amount Proposed (Rs. In	No. of Exhibitors (E) / Artisans (A)					
1	2	3	4	5	6	7	8	9	10	11	12	13	14
								-					
												200	

### (ANNEXURE II)

## Month-wise list of Events proposed by organizations under MSS Scheme (International Marketing Events in India during 2020-21)

Month	S.No.	Name of Event	Date of Event/Activity	City/Country	IA	Activity proposed with the help of DC(H)			Products	Justification	Regular	Outcome of	Whether the event proposed under MAI
						Name of Activity proposed under MSS Scheme	Amount Proposed (Rs. In lakh)	No. of	munfiles	for	or new event	Previous year participation	Scheme of Ministry of Commerce (If so, provide details)
				5	6	7	8	9	10	11	12	13	14
1	2	3	4	3	0								
										•			
1117													
Mark.													
											,		
											-		
10											-		
				-									