



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: 07.07.2021

mkt-dchc-textiles@gov.in,

marketinghandicrafts@gmail.com

CIRCULAR

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

The undersigned is directed to forward approved annual domestic marketing plan for the year 2021-22 for organising domestic marketing events at the approved venues.

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. 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 venues approved in the domestic annual action plan.
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. Period of the event with proposed dates must be specific.
5. No. of participants proposed should be clearly mentioned.
6. Brief note on activities undertaken must contain the activities organised by the IA during the last year with dates and output.
7. While submitting the proforma, In the detail of the grant received from Office of DC(Handicraft) during last three years, only reimbursement sanction order must be uploaded.
8. It is requested to initiate necessary urgent steps to identify the suitable eligible agencies as per scheme guidelines and ensure that complete proposal is submitted.
9. It must be ensured that the implementing agency submit their proposal by **23.07.2021** for the year 2021-22.
10. While recommending the proposal, the concerned Assistant Director must inform the approximate footfall and expected sales to be generated during the event.
11. The implementing agencies for whom the proposal are recommended must ensure erection of proper civic amenities at the venue and they should give an undertaking that no commission or stall rent shall be collected from the participating artisans.

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

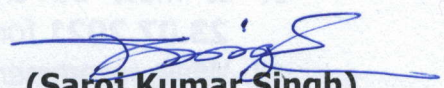
S.No	Name of I.A	Name of Activity	Venue	Expected footfall	Expected sales	NGO portal applied no.

13. The concerned Assistant Director must recommend or reject the proposal by 24.07.2021. It must be ensured that no proposal remains pending.

14. The concerned Assistant Director/ Regional Director has the responsibility to submit the desired information in the prescribed format by **25.07.2021** to this office.
15. The final selection of IA will be made by the committee Comprising of Officers at HQ Office level for selection of NGOs/IAs.
16. The Criteria for sanctioning of different marketing events to NGOs will be as per below given details. No such criteria is fixed for Government Organisations.
- a) Gandhi Shilp Bazaar will be Sanctioned to those NGO's/IAs who have successfully conducted 1 GSB or 2 Craft Bazaar sponsored by Office of DC (Handicrafts) during the last 3 years, which will be verified from the reimbursement sanction order uploaded on Proforma point grant received from O/o DC(H) during the last 3 years.
- b) Craft Bazaar will be sanctioned to those NGO's who has successfully conducted 1 CB or 3 Exhibition sponsored by Office of DC (Handicrafts) during the last 3 years, which will be verified from the reimbursement sanction order uploaded on Proforma point grant received from O/o DC(H) during the last 3 years.
- c) Exhibition will be sanctioned to those NGO's who have successfully conducted exhibitions sponsored by Office of DC (Handicrafts). Exhibitions may also be sanctioned to fresh NGO's but priority must be given to NGO's with experience of organizing Exhibitions.
17. It is requested that all claims of reimbursements of domestic marketing event may exclusively be submitted in the form of soft copy only to Marketing Section through mkt-dchc-textiles@gov.in or marketinghandicrafts@gmail.com.

The Marketing section henceforth, will process all such cases through e-office and ensure that all official communications be made through the official e-mail only.

Further, the statutory documents viz. GFR-12A, Audited Statement of Accounts, Statement of expenditure, Inspection Report etc. may be forwarded to this office in hard copy simultaneously in respect of the reimbursement case. Reimbursement claims through hard copy will not be entertained as **Marketing Section is on the way to become a paperless Section**


(Saroj Kumar Singh)
Assistant Director (MSS)

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).

Office of the Development Commissioner (Handicrafts)

Ministry of Textiles,

Government of India

Annual Domestic Marketing Plan for FY 2021-22

- National Handicrafts Fair
- Integrated Marketing Events
- Special Handicrafts Thematic Exhibitions (Established Malls/Metro Cities).
- State Level Events
 - a) Gandhi Shilp Bazars
 - b) Craft Bazars
 - c) Exhibitions at places of Tourist/Heritage importance/Urban Haats
- Craft Awareness Programmes
- Craft Demonstration Programmes

1. National Level Events.

National level events are regular events in Delhi and neighbouring areas in collaborations with Haryana Tourism and State/Central Handicrafts Corporations etc. which are regular events. These events will benefit artisans/entrepreneurs who are unable to participate in the International fairs due to the high cost. Implementing agencies will mobilise artisans, organize Thematic /Stand-alone Exhibition of Indian Handicrafts, Live Demonstration by Master Craftspersons conduct Buyer Seller Meets, Publicity of the event etc during the events.

Month	Events	No. Of Days	No. Of Artisans expected to Participate	Tentative Period	Theme	Implementing Agencies	Amount in lakhs	
							Sanction Amount	Advance 50% amount
October	Master Creation-1	16	120	16-31 October, 2021	Master Creation Awardees Artisans	NRO, New Delhi	50.00	-
December	Master Creation-2	15	120	1-15 December, 2021	Master Creation Awardees Artisans	NRO, New Delhi	50.00	-
February	Surajkund International Craft Mela at Surajkund	15-17	200	February 2022	National Handicrafts Fair	Haryana Tourism	50.00	25.00
						Total	150.00	75.00

2. Integrated Marketing Events.

The events will showcase the best of the Indian handicrafts and handmade carpets, Silk, Jute, handloom in quality, design and versatility from across the country along with 200 participants. The objective of this programme is to organize exclusive fairs for handicrafts products in India at a grand scale to increase visibility of the products in domestic market. The program will also benefit artisans/entrepreneurs/weavers who are unable to participate in the International fairs due to the high cost. **It is proposed to organise the event in 6 cities i.e. Guwahati, Amritsar, Varanasi, Pune, Raipur and Chennai with a budget provision of Rupees 420 Lakhs (70 Lakhs each). Out of which Rupees 210 lakhs will be released as 50% advance.** The implementing agency will be finalised with the approval of DC (Handicrafts).

3. Special Handicrafts Thematic Exhibitions at Established Malls/ Metro Cities

These exhibitions shall be organized in India at Established Malls/Metro Cities to promote the products and create a **brand image for Indian handicrafts** in markets. It is proposed to organize 60 (15-Gen, 15-SC, 15-NER and 15-Toy Fair) such programmes at the following cities

Sl. No.	Gen Artisans	SC artisans	NER artisans	Toy Fair Venues
1	New Delhi	New Delhi	New Delhi	Bangalore
2	Chandigarh	Jaipur	Mumbai	Vijaywada
3	Mysore	Amritsar	Ahmedabad	Visakhapatnam
4	Lucknow	Varanasi	Pune	Thanjavur
5	Varanasi	Jammu	Kolkata	Varanasi
6	Dehradun	Agra	Raipur	Lucknow
7	Mumbai	Mumbai	Siliguri	Jaipur
8	Vadodara	Ahmedabad	Itanagar	Bhubaneswar
9	Visakhapatnam	Chennai	Aizwal	Guwahati
10	Bangalore	Mangluru	Guwahati	Kolkata
11	Panaji	Kolkata	Imphal	Puducherry
12	Kolkata	Patna	Gangtok	Ahmedabad
13	Ranchi	Siliguri	Shillong	Hyderabad
14	Guwahati	Guwahati	Agartala	Delhi
15	Shillong	Pune	Kohima	Prayagraj

These events are proposed with a budget provision of Rupees 900.00 Lakhs (15 Lakhs each) and Rupees 445.00 Lakhs will be released as 50% advance.

4. State Level Events.

• 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 handicraft 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. 26 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 81 GSBs are prepared for 2021-22 covering all the states.

Name of State/UT	No. of Events	Venue	Venue	Venue	Venue	Venue
Central Region						
Uttar Pradesh	7	Lucknow	Bareilly	Prayagraj	Kanpur	Varanasi
		Gautam Budh Nagar	Ghaziabad			
Uttarakhand	3	Dehradun (2)	Almora			
Eastern Region						
Bihar	3	Patna	Muzaffarpur	Bhagalpur		
Jharkhand	2	Ranchi	Dhanbad			
Odisha	2	Bhubaneswar	Cuttack			
West Bengal	2	Kolkata	Siliguri			
North Eastern Region						
Arunachal Pradesh	1	Itanagar				
Assam	3	Guwahati	Tezpur	Nagaon		
Manipur	1	Imphal				
Meghalaya	1	Shillong				
Mizoram	1	Aizwal				
Nagaland	1	Kohima				
Sikkim	1	Gangtok				
Tripura	1	Agartala				
Northern Region						
Chandigarh	2	Chandigarh (2)				
Haryana	3	Gurugram	Karnal	Kurushetra		

Himachal Pradesh	4	Shimla	Dharamshala	Palampur	Manali	
Laddakh	1	Leh				
Punjab	3	Amritsar	Gurudaspur	Patiala		
Rajasthan	4	Jaipur	Udaipur	Ajmer	Bikaner	
Jammu & Kashmir	1	Jammu				
Southern Region						
Andhra Pradesh	4	Amravati	Tirupati	Visakhapatnam	Vijaywada	
Karnataka	4	Bengaluru (2)	Mysuru	Mangluru		
Kerala	4	Thiruvananthapuram (2)	Ernakulum	Kochi		
Tamil Nadu	4	Chennai	Madurai	Coimbatore	Salem	
Telangana	2	Hyderabad	Warangal			
Puducherry	1	Puducherry				
Western Region						
Chhattisgarh	2	Raipur	Jagdalpur			
Goa	1	Panaji				
Gujarat	5	Ahmedabad (2)	Vadodara	Bhuj	Surat	
Madhya Pradesh	4	Bhopal	Gwalior	Indore	Ujjain	
Maharashtra	3	Mumbai	Navi Mumbai	Pune		
Total no. of events	81					

Financial implications:

Fund to be sanctioned @ Rs. 25 lakhs /per event shall be 25 x 81 = Rs. 2025.00 lakhs

Fund to be released @ Rs. 12.50 lakhs/per event shall be 12.5 x 81 = Rs. 1012.50 lakhs

B. Craft Bazaars:

In order to promote and market handicrafts, Crafts Bazaars are being organize in metropolitan cities/state capitals/places of tourist or commercial interest/other places. This will provide direct marketing platform to the handicraft 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. 26 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 120 Crafts Bazaars are prepared for 2021-22 covering all the states.

Name of State/UT	No. of Events	Venue	Venue	Venue	Venue	Venue
Central Region						
Uttar Pradesh	16	Lucknow	Prayagraj	Kanpur	Varanasi (2)	Gorakhpur
		Aligarh	Mathura	Ayodhya	Saharanpur	Rampur
		Ghaziabad	Barabanki	Gautambuddh Nagar	Agra	Chitrakoot
Uttarakhand	4	Dehradun	Nainital	Rishikesh	Haridwar	
Eastern Region						
Bihar	2	Patna	Gaya			
Jharkhand	3	Ranchi	Jamshedpur	Bokaro		
Odisha	7	Bhubaneswar (2)	Puri	Sambalpur	Angul	Bargarh
		Konark				
West Bengal	3	Kolkata	Darjeeling	Kharagpur		
North Eastern Region						
Arunachal Pradesh	1	Itanagar				
Assam	7	Guwahati (2)	Sivasagar (2)	Tezpur	Jorhat	Kamrup
Manipur	3	Imphal	Thoubal	Moirang		
Meghalaya	1	Shillong				
Mizoram	1	Aizwal				
Nagaland	1	Kohima				
Sikkim	2	Gangtok	Jorethang			
Tripura	1	Agartala				
Northern Region						
Chandigarh	1	Chandigarh				
Delhi	1	Delhi				
Haryana	4	Karnal	Rohtak	Kurukshetra	Sonipat	
Himachal Pradesh	3	Shimla	Palampur	Kullu		
Laddakh	2	Leh (2)				
Jammu & Kashmir	1	Kathua				
Punjab	4	Amritsar	Ludhiana	Hoshiarpur	Bathinda	

Rajasthan	6	Jaipur (2)	Jodhpur	Jaisalmer	Chittorgarh	Ajmer
Southern Region						
Andhra Pradesh	6	Amravati	Tirupati (2)	Visakhapatnam	Vijaywada	Guntur
Karnataka	5	Bengaluru (2)	Mangalore	Mysuru (2)		
Kerala	3	Thiruvananthapuram	Trissur	Kannur		
Tamil Nadu	4	Chennai	Mahabalipuram	Thanjavur (2)		
Telangana	4	Hyderabad (2)	Mehbubnagar	Khammam		
Puducherry	1	Puducherry				
Western Region						
Chhattisgarh	4	Raipur	Durg	Bhilai	Jagdalpur	
Goa	1	Panaji				
Gujarat	8	Ahmedabad (2)	Vadodara	Bhuj (2)	Gandhinagar	Surat (2)
Madhya Pradesh	5	Bhopal	Indore	Jabalpur	Ujjain	Ramgarh
Maharashtra	5	Mumbai	Aurangabad	Navi Mumbai	Nagpur	Nasik
Total no. of events	120					

Financial implications (@ 75% share of O/o DC (H))

Fund to be sanctioned @ Rs. 20 lakhs /per event shall be 20 x 120 = Rs. 2400.00 lakhs

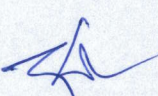

Fund to be released @ Rs. 10 lakhs/per event shall be 10 x 120 = Rs. 1200.00 lakhs

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. 12 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 193 exhibitions are prepared for 2021-22.

Name of State/UT	No. of Events	Venue	Venue	Venue	Venue	Venue
Central Region						
Uttar Pradesh	24	Agra	Bareilly	Mathura (4)	Varanasi	Chitrakoot

		Aligarh (2)	Rampur	Gautam Bush Nagar	Ghaziabad	Ayodhya
		Agra-UH	Bareilly-UH (3)	Rampur-UH (3)	Varanasi-UH (3)	
Uttrakhand	4	Haridwar (3)	Almora			
Eastern Region						
Bihar	4	Sonpur	Gaya (2)	Rajgir		
Jharkhand	7	Ranchi	Deoghar	Jamsedpur (2)	Hazaribag-UH (3)	
Odisha	13	Talcher (2)	Brahmapur	Rourkela	Konark (2)	Bhubneswar-UH (3)
		Konark-UH (2)	Puri-UH (2)			
West Bengal	14	Kolkata	Asansol	Darjeeling	Durgapur-UH (4)	Shantiniketan-UH (4)
		Kolkata-UH (3)				
North Eastern Region						
Arunachal Pradesh	1	Itanagar				
Assam	15	Jorhat (3)	Ghuwahati (4)	Dibrugarh (2)	Hojai	Karbi Anglong (2)
		Nagaon (2)	Lakhimpur			
Manipur	1	Ukhrul	Kakching	Imphal-UH		
Meghalaya	2	Shiliong (2)				
Mizoram	1	Aizwal				
Nagaland	3	Dimapur-UH (3)				
Sikkim	1	Gangtok				
Tripura	3	Agartala	Agartala-UH (2)			
Northern Region						
Chandigarh	1	Chandigarh				
Haryana	6	Hisar (2)	Panchkula	Faridabad	Karnal	Karnal-UH
Himachal Pradesh	8	Shimla (2)	Una (2)	Solan (2)	Kullu (2)	
Jammu & Kashmir	4	Katra	Leh	Srinagar-UH	Jammu-UH	
Punjab	3	Abohar	Jalandhar	Mohali		
Rajasthan	23	Bikaner	Jaipur (2)	Barmer	Jaisalmer (2)	Jaipur-UH (3)
		Udaipur (2)	Kota	Ajmer (2)	Ajmer-UH (4)	Jodhpur-UH (5)
Southern Region						
Andhra Pradesh	6	Kakinada	Guntur	Tirupati-UH (4)		
Karnataka	9	Banglore (2)	Mysuru-UH (4)	Mangluru-UH (3)		

Kerala	3	Thiruvananthapuram	Palakkad	Kozikode		
Pondicherry	2	Pondicherry (2)				
Telangana	2	Warangal (2)				
Tamil Nadu	6	Kanchipuram	Kanyakumari-UH (3)	Mamallapuram-UH	Vellore	
Western Region						
Chhattisgarh	4	Raipur-UH (4)				
Goa	1	Panaji				
Gujarat	12	Ahmedabad	Surat	Bhuj (2)	Gandhidham	Bhuj-UH (3)
		Ahmedabad-UH (4)				
Madhya Pradesh	8	Indore	Bhopal-UH (4)	Indore-UH (3)		
Maharashtra	4	Navi Mumbai-UH (4)				
Total	193					

Financial implications (@ 75% share of O/o DC (H))

Fund to be sanctioned @ Rs. 10 lakhs /per event shall be $10 \times 193 = \text{Rs. } 1930.00$ lakhs

Fund to be released @ Rs. 5 lakhs/per event shall be $5 \times 193 = \text{Rs. } 960.50$ lakhs

5. Craft Awareness Programme

To organize various Craft Awareness Programmes in various schools/ other educational institutes for craft awareness among the upcoming generation with a project cost of Rs. 1.00 Lakh each programme.

6. Craft Demonstration Programme

To organize various Craft Demonstration Programmes in various schools/educational institutes/other places for the promotion of handicrafts among the students and general public.

Handwritten signature and date:
1.07.2021
1/7/21