



**No. M-11014/2(6)/2023-24/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 :17.06.2023**

To  
**Chairman/Executive Director,**  
EPCH, ITPO, NECTAR, EUPEA, KCCI, NDC, APHDC, IICT

Subject: **International Marketing Annual Plan for FY 2023-24 of DC (Handicrafts) under MSS component of NHDP Scheme –Reg.**

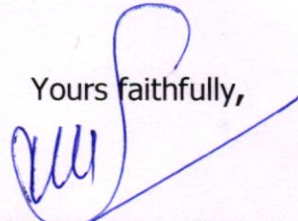
Madam/Sir,

The **International Marketing Annual Plan for FY 2023-24 of DC (Handicrafts) under MSS component of NHDP Scheme** has been finalized with the approval of Secretary (T) vide diary no. 53947 dated 16.06.2023. Accordingly, the above Annual Marketing Annual Plan for FY 2023-24 of DC (Handicrafts) is being forwarded herewith for information & submission of formal proposals as per the scheme guidelines.

The detailed Annual Marketing Plan is as follows (Please see the attachments):

- **Annexure-I** (Month Wise list of International Events outside India during FY 2023-24.
- **Annexure-II** (Month Wise list of International Events in India during FY 2023-24.

Yours faithfully,

  
**(Sohan Kumar Jha)**  
**Sr Director (Handicrafts)**

Encl: As above.

## Month-wise list of International Marketing Events outside India (Abroad) under MSS Component of NHDP Scheme during FY 2023-24

MONTH	S. No.	NAME OF SHOW	DATE OF EVENTS / ACTIVITY	CITY / COUNTRY	Implementing Agency	Activity proposed with the help of DC(H)		Products profiles of show
						Type of Activity/event Name of activity proposed under MSS scheme	No. of Exhibitors (E) / Artisans (A)	
1	2	3	4	5	6	7	8	9
September, 2023	1	Thessaloniki Intl. Fair, Thessaloniki, Greece	September, 2023	Greece	ITPO	B2B/B2C Exhibition	A = 6	Multi Products (Garment/Home Furnishing/ Handicrafts/Gift/ Jewellery etc)
	2	AUTUMN FAIR 2023	04 - 07 September, 2023	Birmingham, UK	EPCH	Live Demonstration by Artisans	A = 5	Metal, Wooden & Gift Handicrafts, Xmas Decoration, Fashion Jewellery & Accessories, Eco Friendly Products
	3	MAISON&OBJET FAIR 2023	07-11 September, 2023	Paris, France	EPCH	Live Demonstration by Artisans & Thematic Exhibition of Crafts	A = 5	Handicrafts, Home Décor, Textiles, Home Furnishing, Bags, Fashion Accessories, Cushion Covers, Shawls, Jute Products etc.
	4	INDEX SAUDI FAIR 2023	10 - 13 September, 2023	Riyadh, Saudi Arabia	EPCH	Participation in Exhibition	E = 10	Accessories & Home Decor, Home Textile, Decorative Lighting, Furniture etc.
October, 2023	5	International Craft Exposure Program in Natural Fibre craft	October, 2023	Thailand	National Design Centre	Awareness on design, product innovation and exchange of techniques	10 ( 5 artisans from India and 5 artisans from Thailand)	Natural Fibre craft
	6	Asian Gifts & Premium Show 2023	20-23 October, 2023	Hongkong	EPCH	Live Demonstration by Artisans & Participation in Exhibition	E = 15 A = 5	Handicrafts, Home Décor, Textiles, Home Furnishing, Bags, Fashion Accessories, Cushion Covers, Shawls, Jute Products etc.
November, 2023	7	International Craft Exposure Program in Embroidery craft	November, 2023	Vietnam	National Design Centre	Awareness on design, product innovation and exchange of techniques	10 ( 5 artisans from India and 5 artisans from Vietnam)	Natural Fibre craft
	8	BUYER SELLER MEET IN COLOMBIA 2023	November, 2023	Bogota, Colombia	EPCH	Buyer Seller Meet through showcase of handicrafts products in collaboration with Embassy of India	E = 30	Handicrafts, Home Décor, Textiles, Home Furnishing, Bags, Fashion Accessories, Cushion Covers, Shawls, Jute Products etc.
	9	GLOBAL SOURCING EXPO 2023	21 - 23 November, 2023	Melborne, Australia	EPCH	Participation in Exhibition	E = 10	Home Décor, Flooring, Home wares, Lights & Lamps, Rugs and Floor coverings, Home Furnishings, Wall Decoration, Outdoor and Garden Furniture
December, 2023	10	AF-L' Artigiano in Feria, Milan	December, 2023	Milan, Italy	ITPO	B2C Exhibition	A = 8	Handicrafts
January, 2024	11	"HANDMADE IN INDIA EXHIBITION" - (B2B & B2C BUSINESS MEET) IN COLLABORATION WITH INDIAN MISSION	January, 2024	Medan, Indonesia	EPCH	Made in India Exhibition & Live Demonstration by Artisans	A = 20	Handicrafts, Home Decoratives, Gifts, Lifestyle, Textiles, Furniture, Fashion Accessories, Home Furnishing etc.
	12	ATLANTA INTERNATIONAL GIFT & HOME FURNISHING MARKET 2024	January, 2024	Atlanta, USA	EPCH	Live Demonstration by Craftspersons / Artisans	A = 5	Handicrafts, Home Décor, Houseware, Gifts, Bar Accessories, Home Living, Furniture, Outdoor living Paintings, Jewellery, Fashion Accessories
	13	DALLAS TOTAL HOME & GIFT MARKET 2024	January, 2024	Dallas Market Centre, U	EPCH	Live Demonstration by Craftspersons / Artisans	A = 5	Handicrafts, Home Décor, Houseware, Gifts, Bar Accessories, Home Living, Furniture, Kitchenware & Gadgets, Outdoor living Paintings, Objects d'Art, Tableware
	14	MAISON&OBJET FAIR 2023	18-22 January, 2024	Paris, France	EPCH	Live demonstration by Artisans & Thematic Exhibition of Crafts	A = 5	Handicrafts, Home Décor, Textiles, Home Furnishing, Bags, Fashion Accessories, Cushion Covers, Shawls, Jute Products etc.
	15	AMBIENTE FAIR 2024 - Home of Consumer Goods	26 - 30 January, 2024	Frankfurt, Germany	EPCH	Live Demonstration by GI Craftspersons / Artisans	A = 8	Small Handicrafts of Metal, Wooden, Marble Inlay, Home Textiles, Christmas Decoration, Terracotta, Hand Block Printing, Pattachitra, Hand Embroidery, Paper Machie, Zari & Zardozi
February, 2024	16	INTERGIFT 2024 - INTERNATIONAL GIFT & DECORATION FAIR	February, 2024	Madrid, Spain	EPCH	Participation in Exhibition		Handicrafts, Christmas Decoration, Photo Frame, Fashion, Interior Decoration, Room Accessories, Textiles, Bags, Kitchenware, Glassware, Tableware

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1	2	3	4	5	6	7	8	9
February, 2024	17	Mega Show Bangkok	February, 2024	Bangkok International	National Design Centre	Participation in Mega Show, Bangkok for Publicity and Thematic Exhibition of Indian Handicrafts	A = 6	Home Décor, Giftwares, Home Furnishings, Lifestyle Accessories
March, 2024	18	India Show, Vietnam	March, 2024	Vietnam	ITPO	B2B/B2C Exhibition	A=5	Multi Products (Garment/Home Furnishing/ Handicrafts/Gift/ Jewellery etc)
	19	India Show, Chile	March, 2024	Santiago, Chile	ITPO	B2B/B2C Exhibition	A = 10	Multi Products (Garment/Home Furnishing/ Handicrafts/Gift/ Jewellery etc)
	20	Jakarta International Handicraft Trade Fair	March, 2024	Jakarta	National Design Centre	Participation in International Exhibition for Home Textiles, Interior Design, and Houseware	A = 5	Home Décor, Giftwares, Home Furnishings, Lifestyle Accessories
						<b>Total</b>	<b>E = 70 A = 113</b>	

**Month-wise list of International Marketing Events in India under MSS Component of NHDP Scheme during FY 2023-24**

MONTH	S. No.	NAME OF SHOW	DATE OF EVENTS / ACTIVITY	CITY / COUNTRY	Implementing Agency	Activity proposed with the help of DC(H)		Products profiles of show
						Type of Activity/event Name of activity proposed under MSS scheme	No. of Exhibitors (E) / Artisans (A)	
1	2	3	4	5	6	7	8	9
JUNE, 2023	1	17th INDIAN FASHION JEWELLERY & ACCESSORIES SHOW 2023	26 - 28 June, 2023	Greater Noida, India	EPCH	Thematic Exhibition of Fashion & Jewellery products from Pan India	A = 20	Fashion Jewellery & Accessories, Bags, etc.
JULY, 2023	2	HGH India	04-07 July, 2023	Mumbai	NECTAR, APHDC, IICT, NDC, EPCH, EUPEA, KCCI	Participation in Showcasing	E = 13 A = 56	Home Décor, Home Furnishings, Lifestyle Accessories
	3	GI (GEOGRAPHICAL INDICATION) FAIR INDIA 2023	20 - 24 July, 2023	Greater Noida, India	EPCH	Thematic Exhibition of 92 Handicrafts Geographical Indication (GI) Crafts Products from Pan India	A = 50	GI Crafts products such as Handicrafts, Home Decorative, Houseware, Furniture, Textiles & Home Furnishing, Fashion Jewellery & Accessories, Natural Eco Friendly Products
September/ October, 2023	4	HINDTEX-2023	Sep/Oct, 2023	VARANASI, INDIA	EUPEA	RBSM	E = 60 A = 10	HANDICRAFTS, TEXTILES & FLOOR COVERING
October, 2023	5	56TH IHGF DELHI FAIR (AUTUMN) 2023	October-23	Greater Noida, India	EPCH, NDC, EUPEA, KCCI	Thematic display of Crafts	E = 35 A = 45	Handicrafts, Home Decorative, Houseware, Furniture, Textiles & Home Furnishing, Fashion Jewellery & Accessories, Natural Eco Friendly Products
November, 2023	6	IITF 2023	14 to 27 November 2023	Pragati Maidan, New Delhi	National Design Centre, KCCI	Thematic Exhibition during IITF 2023	A = 30	Home Décor, Home Furnishings, Lifestyle Accessories
December, 2023	7	INDIA INTERNATIONAL TRADE MEGA FAIR 2023	December-23	Kolkata	EPCH	Thematic Exhibition	E = 10 A = 10	Handicrafts, Houseware, Furniture, Metalware, Glassware, Home Furnishing & Textiles, Fashion Jewellery & Accessories
March, 24	8	57TH IHGF DELHI FAIR (SPRING) 2024	March-24	Greater Noida, India	EPCH, NDC, EUPEA, KCCI	Thematic Exhibition of Crafts from Pan India	E = 35 A = 45	Handicrafts, Home Decorative, Houseware, Furniture, Textiles & Home Furnishing, Fashion Jewellery & Accessories, Natural Eco Friendly Products
						<b>Total</b>	<b>E = 153 A = 266</b>	