



सं. M-12011/01/2023-24/MD
भारत सरकार
वस्त्र मंत्रालय
कार्यालय विकास आयुक्त (हस्तशिल्प)
(विपणन अनुभाग)

पश्चिमी खंड संख्या-VII, आर.के. पुरम,
नई दिल्ली 110066
दिनांक- 05/06/2024

Subject: - Annual Marketing Calendar for organization of Domestic Marketing events during 2024-25 under 'Marketing Support & Services' Scheme (MSS) – reg.

1. In continuation of this office notice of even no. dated 18.01.2024 various marketing events i.e. **Gandhi Shilp Bazaar (National/State/District)** are being organized during FY 2024-25, PAN India as per approved **Annual Marketing Calendar** under 'Marketing Support & Services' Scheme (MSS) under National Handicrafts Development Programme (NHDP) of the office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India.
2. In this regard, following nos. of activity has been planned:

Sl. No.	Name of Event	No. of events
1.	Gandhi Shilp Bazar (GIA)	
	a) National	15
	b) State	38
	c) District	101
	Total	154

3. The committee has examined the recommendation of HSCs & RDs regarding Gandhi Shilp Bazaar (National, State & District level). The committee has taken the guidelines, recommendation of the field office, as well as the past performance of the organization into consideration and in consultation with all RDs & ADs. Accordingly, the list of eligible agencies for organizing the aforesaid events duly approved by DC (Handicrafts) are attached in **Annexure-1**.

For more information, visit www.handicrafts.nic.in.


मंजुस्वामी डी० टी०
सहायक निदेशक (विपणन)
Phone: 011-26178675
Email: mkt-dhc-textiles@gov.in

ANNEXURE-1

Office of the Development Commissioner (Handicrafts)
Domestic Marketing Calender for MSS component FY 2024-25 IA Selected by Hqrs Committee

SL no.	Region	State/U T's	Venues	GSB (National)	GSB (State)	GSB (Distt)	Application No.	Name of IA
1	CR	Uttar Pradesh	Agra UH			2	Mar/Ma-126920-22024	bhartiyamahilaevambalvikassanathan
2	CR	Uttar Pradesh	Agra UH				Mar/Ma-126757-22024	nehru yuva mandal bewar
3	CR	Uttar Pradesh	Ayodhya UH			2	Mar/Ma-105627-22024	ALLAHABAD HASTSHILP VIKAS SANSTHAN
4	CR	Uttar Pradesh	Ayodhya UH				Mar/Ma-105821-22024	MANAV KALYAN SEWA SAMITI ALLAHABAD
5	CR	Uttar Pradesh	Bareilly UH			2	Mar/Ma-105960-22024	Modern Gramudhog Sewa sansthan
6	CR	Uttar Pradesh	Bareilly UH				Mar/Ma-105907-22024	Gramin Vikas Sewa Sansthan
7	CR	Uttar Pradesh	Gorakhpur			1	Mar/Ma-126550-22024	bhartiya seva shiksha niketan
8	CR	Uttar Pradesh	Jhansi UH			2	Mar/Ma-106338-22024	JAN EVOM KRISHI VIKAS SANSTHAN
9	CR	Uttar Pradesh	Jhansi UH				Mar/Ma-106318-22024	JanSahyog evam vikas sansthan
10	CR	Uttar Pradesh	Kanpur		1		Mar/Ma-106352-22024	mahila shikshan avam prashikshan kendra
11	CR	Uttar Pradesh	Lucknow	1				National Design Centre/ National Handloom Development Corporation Ltd./ National Council for Handloom & Handicraft Development
12	CR	Uttar Pradesh	Mathura			1	Mar/Ma-105257-12024	Human Social Welfare Society
13	CR	Uttar Pradesh	Noida		1			National Design Centre
14	CR	Uttar Pradesh	Prayagraj		1	1	Mar/Ma-106245-22024	UPKAR SAMITI
15	CR	Uttar Pradesh	Prayagraj				Mar/Ma-105811-22024	MANAV KALYAN SEWA SAMITI ALLAHABAD
16	CR	Uttar Pradesh	Rampur UH			2	Mar/Ma-105963-22024	Modern Gramudhog Sewa sansthan
17	CR	Uttar Pradesh	Rampur UH				Mar/Ma-126465-22024	Janta Gramin Sewa Sansthan
18	CR	Uttar Pradesh	Varanasi	1			Mar/Ma-105155-12024	Eastern U.P. Exporters Association
19	CR	Uttar Pradesh	Varanasi UH			2	Mar/Ma-106328-22024	SAMARPAN SEVA SANSTHAN
20	CR	Uttar Pradesh	Varanasi UH				Mar/Ma-106021-22024	GRAMIN VIKAS SANSTHAN
21	CR	Uttarakhand	Dehradun		1		Mar/Ma-105102-12024	Bhartiya Gramoththan Sanstha
22	CR	Uttarakhand	Hridwar			1	Mar/Ma-106282-22024	Ramraj Gramodhyog Seva Sansthan
23	ER	Bihar	Darbhanga			1	Mar/Ma-126519-22024	YUVA KRITI SANGAM
24	ER	Bihar	Gaya			1	Mar/Ma-106047-22024	BHOJPUR MAHILA KALA KENDRA
25	ER	Bihar	Muzaffarpur			1		Bihar state khadi village Industries board patna
26	ER	Bihar	Patna		1		Mar/Ma-126500-22024	Ambpali Handloom and Handicraft Multi State Cooperative Society Ltd
27	ER	Jharkhand	Bokaro		1		Mar/Ma-106378-22024	HASTSILP VIKASH SANSTHAN
28	ER	Jharkhand	Deoghar			1	Mar/Ma-106314-22024	institute of human development welfare and care
29	ER	Jharkhand	Dhanbad			1	Mar/Ma-105841-22024	AGRICULTURAL CONSULTANCY AND RURAL DEVELOPMENT INS
30	ER	Jharkhand	Hazaribagh UH			2	Mar/Ma-126871-22024	Jan Jagran Kendra
31	ER	Jharkhand	Hazaribagh UH				Mar/Ma-105945-22024	HASTSILP VIKASH SANSTHAN
32	ER	Jharkhand	Ranchi		1		Mar/Ma-126689-22024	Chotanagpur Craft Development Society
33	ER	Odisha	Bhubaneswar (Toshali Mela)	1				Odisha State Co-operative Handicrafts Corp. Ltd. (Utkalika)
34	ER	Odisha	Bhubaneswar UH			2	Mar/Ma-106178-22024	Bapujee Chandua Karigari Silpa Samabay Samity Ltd
35	ER	Odisha	Bhubaneswar UH				Mar/Ma-106098-22024	OKVA
36	ER	Odisha	Cuttack		1		Mar/Ma-126676-22024	DISTRICT ORGANISATION OF VOLUNTEERS AND ESCORTS
37	ER	Odisha	Konark UH			2		HSC Bhubaneswar (ORE Head)
38	ER	Odisha	Konark UH					HSC Bhubaneswar (ORE Head)
39	ER	Odisha	Puri UH			2	Mar/Ma-106115-22024	Sunline
40	ER	Odisha	Puri UH				Mar/Ma-106111-22024	SHREE SRIKHETRA SOOCHANA
41	ER	West Bengal	Durgapur UH		1	2	Mar/Ma-106067-22024	Child Support And We
42	ER	West Bengal	Durgapur UH					HSC Burdwan (ORE Head)
43	ER	West Bengal	Durgapur UH					HSC Burdwan (ORE Head)
44	ER	West Bengal	Howrah			1		HSC Kolkata (ORE Head)

SL no.	Region	State/U Ts	Venues	GSB (National)	GSB (State)	GSB (Distt)	Application No.	Name of IA
45	ER	West Bengal	Kolkata	1				National Design Centre/ National Handloom Development Corporation Ltd./ National Council for Handloom & Handicraft Development
46	ER	West Bengal	Kolkata UH			2	Mar/Ma-105921-22024	Child Support And We
47	ER	West Bengal	Kolkata UH				Mar/Ma-105278-12024	akhil bhartiya manav sewa ashram
48	ER	West Bengal	Shantiniketan UH			2		HSC Burdwan (ORE Head)
49	ER	West Bengal	Shantiniketan UH					HSC Burdwan (ORE Head)
50	NER	Arunchal Pradesh	Itanagar		1		Mar/Ma-105437-12024	RANDIA YOUTH CENTRE
51	NER	Assam	Guwahati	1				Assam small industries development corporation ltd.
52	NER	Assam	Jorhat			1		Assam small industries development corporation ltd.
53	NER	Manipur	Imphal			1	Mar/Ma-126580-22024	SANATHOI SILK EMBROIDERY HANDLOOM AND HANDICRAFT CO
54	NER	Manipur	Imphal UH			2	Mar/Ma-126737-22024	KSHETRI THIYAM LEIKAI WEAVER COOPERATIVE SOCIETY LTD
55	NER	Manipur	Imphal UH				Mar/Ma-126733-22024	KSHETRI THIYAM LEIKAI WEAVER COOPERATIVE SOCIETY LTD
56	NER	Meghalaya	Cherapunji			1	Mar/Ma-126886-22024	Pratikshya
57	NER	Meghalaya	Shillong		1			Meghalaya Handloom and Handicraft Development Corporation Limited
58	NER	Mizoram	Aizwal			1		Mizoram Handloom and Handicrafts Development Corporation Ltd. (ZOHA)
59	NER	Nagaland	Dimapur UH			2		Assam small industries development corporation ltd.
60	NER	Nagaland	Dimapur UH					HSC Kohima (ORE Head)
61	NER	Nagaland	Kohima			1		HSC Kohima (ORE Head)
62	NER	Nagaland	Mon			1		O/o Deputy Commissioner, Mon, nagaland
63	NER	Sikkim	Gangtok			1	Mar/Ma-106374-22024	Siliguri Institute for General Notion and Information Society
64	NER	Tripura	Agartala UH			2		Assam small industries development corporation ltd.
65	NER	Tripura	Agartala UH					HSC Agartala (ORE Head)
66	NR	Chandigarh	Chandigarh		1		Mar/Ma-106317-22024	S S MEMORIAL EDUCATIONAL SOCIETY
67	NR	Delhi	Dilli Haat (Master Creation)	1				O/o the DC (H)
68	NR	Delhi	Bharat Tex at Yashobhoomi	1				Trident (empanelment agency)
69	NR	Delhi	Atrnirbhar Bharat Utsav (ITPO)	1				National Design Centre
70	NR	Delhi	Trade fair (ITPO)	1				National Handloom Development Corporation Ltd.
71	NR	Haryana	Faridabad/ Surajkund	1				Haryana Tourism, Govt. of Haryana
72	NR	Haryana	Gurugram		1		Mar/Ma-105672-22024	Hare Krishna Educational And Social Welfare Society
73	NR	Haryana	Kurukshetra		1		Mar/Ma-106078-22024	Greenwell children society
74	NR	Haryana	Karnal UH			2	Mar/Ma-126619-22024	bhartiya seva shiksha niketan
75	NR	Haryana	Karnal UH				Mar/Ma-106276-22024	URBO RURAL INTEGRATED DEVELOPMENT ASSOCIATION
76	NR	Himachal Pradesh	Mandi			1	Mar/Ma-105192-12024	THE HILL QUEEN HC AND HL WEAVERS WELFARE CIS LTD
77	NR	Himachal Pradesh	Shimla		1		Mar/Ma-105193-12024	THE HILL QUEEN HC AND HL WEAVERS WELFARE CIS LTD
78	NR	Jammu & Kashmir	Jammu UH			2	Mar/Ma-105668-22024	SARV JAN GRAMIN VIKAS SANSTHAN
79	NR	Jammu & Kashmir	Jammu UH					HSC Jammu (ORE Head)
80	NR	Jammu & Kashmir	Srinagar		1		Mar/Ma-105197-12024	SABZAR SOCIAL WELFARE SOCIETY
81	NR	Jammu & Kashmir	Srinagar UH			2	Mar/Ma-106332-22024	FORUM FOR LITERACY AND DEVELOPMENT
82	NR	Jammu & Kashmir	Srinagar UH				Mar/Ma-105753-22024	FRIENDS VALLEY YOUTH SOCIETY
83	NR	Ladakh	Leh			1	Mar/Ma-105786-22024	HANDBLOCK PRINTING INDUSTRIAL CO-OPERATIVE SOCIETY LTD
84	NR	Punjab	Bhatinda			1		HSC Hoshiarpur (ORE Head)
85	NR	Punjab	Ludhiana city		1		Mar/Ma-105772-22024	S S MEMORIAL EDUCATIONAL SOCIETY
86	NR	Rajasthan	Ajmer UH			2	Mar/Ma-106279-22024	Ramraj Gramodhyog Seva Sansthan
87	NR	Rajasthan	Ajmer UH				Mar/Ma-106241-22024	Aastha Samajik Sansthan
88	NR	Rajasthan	Jaipur		1		Mar/Ma-105483-12024	All India Parivartan Sewa Samiti
89	NR	Rajasthan	Jaipur UH			2	Mar/Ma-126521-22024	AUM EDUCATION AND CHARITABLE TRUST
90	NR	Rajasthan	Jaipur UH				Mar/Ma-106163-22024	Aastha Samajik Sansthan
91	NR	Rajasthan	Jaisalmer		1			National Design Centre

SL no.	Region	State/U Ts	Venues	GSB (National)	GSB (State)	GSB (Distt)	Application No.	Name of IA
92	NR	Rajasthan	Jodhpur UH			2	Mar/Ma-106299-22024	JAI BHAIRAV WELFARE SOCIETY
93	NR	Rajasthan	Jodhpur UH				Mar/Ma-105961-22024	UNNATI NEHRU YU'VA MANDAL
94	NR	Rajasthan	Udaipur		1		Mar/Ma-105562-12024	PANDESHWAR JAN KALYAN SANSTHAN
95	SR	Andhra Pradesh	Tirupati UH			2	Mar/Ma-105992-22024	The Andhra Pradesh Shilparamam Arts, Crafts & Cultural Society
96	SR	Andhra Pradesh	Tirupati UH				Mar/Ma-105962-22024	The Andhra Pradesh Shilparamam Arts, Crafts & Cultural Society
97	SR	Andhra Pradesh	Guntur UH			2	Mar/Ma-105998-22024	The Andhra Pradesh Shilparamam Arts, Crafts & Cultural Society
98	SR	Andhra Pradesh	Guntur UH				Mar/Ma-105997-22024	The Andhra Pradesh Shilparamam Arts, Crafts & Cultural Society
99	SR	Andhra Pradesh	Kakinada UH			2	Mar/Ma-106005-22024	The Andhra Pradesh Shilparamam Arts, Crafts & Cultural Society
100	SR	Andhra Pradesh	Kakinada UH				Mar/Ma-106001-22024	The Andhra Pradesh Shilparamam Arts, Crafts & Cultural Society
101	SR	Andhra Pradesh	Rajahmundry			1		Andhra Pradesh Handicrafts Development Corporation Limited (APHDC)
102	SR	Andhra Pradesh	Vijaywada		1			Andhra Pradesh Handicrafts Development Corporation Limited (APHDC)
103	SR	Karnataka	Bangalore (Bengaluru)	1	1			Karnataka State Handicrafts Development Corporation
104	SR	Karnataka	Bangalore (Bengaluru)					Karnataka State Handicrafts Development Corporation
105	SR	Karnataka	Mangaluru UH			2	Mar/Ma-106116-22024	CENTRE FOR URBAN AND RURAL DEVELOPMENT
106	SR	Karnataka	Mangaluru UH					HSC Mangaluru (ORE Head)
107	SR	Karnataka	Mysuru UH			2	Mar/Ma-105744-22024	JSS MAHAVIDYAPEETHA
108	SR	Karnataka	Mysuru UH				Mar/Ma-105739-22024	JSS MAHAVIDYAPEETHA
109	SR	Kerala	Trivendrum		1		Mar/Ma-105750-22024	Thiruvananthapuram district embroidery workers welfare co operative societ
110	SR	Kerala	Cochin		1			The Kerala state Handicraft Apex Co-operative Society Ltd No. H-231
111	SR	Puducherry	Puducherry		1		Mar/Ma-126486-22024	The Puducherry State Cooperative Handicrafts & Handloom Federation Ltd.
112	SR	Tamil Nadu	Chennai	1	1			The Tamil Nadu Hnadicrafts Development Corporation Limited
113	SR	Tamil Nadu	Chennai					The Tamil Nadu Hnadicrafts Development Corporation Limited
114	SR	Tamil Nadu	Coimbatore			1	Mar/Ma-126670-22024	Shrujan Foundation
115	SR	Tamil Nadu	Kanyakumari UH			2		The Tamil Nadu Hnadicrafts Development Corporation Limited
116	SR	Tamil Nadu	Kanyakumari UH					The Tamil Nadu Hnadicrafts Development Corporation Limited
117	SR	Tamil Nadu	Madurai		1		Mar/Ma-126882-22024	Federot
118	SR	Tamil Nadu	Mamallapuram UH			2		The Tamil Nadu Hnadicrafts Development Corporation Limited
119	SR	Tamil Nadu	Mamallapuram UH					The Tamil Nadu Hnadicrafts Development Corporation Limited
120	SR	Tamil Nadu	Salem			1	Mar/Ma-126528-22024	SMALL INDUSTRIES PRODUCT PROMOTION ORGANISATION
121	SR	Telangana	Shilparamam (Madhapur)	1				Shilparamam Arts Crafts & Cultural Society
122	WR	Chhattisgarh	Bhilai		1		Mar/Ma-105822-22024	CHHATTISGARH SARVJAN VIKAS SAMITI
123	WR	Chhattisgarh	Durg			1		HSC Jagdalpur (ORE Head)
124	WR	Chhattisgarh	Jagdalpur			1	Mar/Ma-126927-22024	R T Institute Of Social Work Training and Management
125	WR	Chhattisgarh	Raipur UH			2	Mar/Ma-105306-12024	Auroarts society
126	WR	Chhattisgarh	Raipur UH					HSC Jagdalpur (ORE Head)
127	WR	Goa	Madgaon			1		HSC Panaji (ORE Head)
128	WR	Goa	Panaji		1		Mar/Ma-106140-22024	VIDARBHA HANDICRAFT ARTISANS WELFARE ASSOCAITION NAO
129	WR	Gujarat	Ahmedabad	1			Mar/Ma-105719-22024	Gujarat State Handloom Weavers CO OP Federation LTD
130	WR	Gujarat	Ahmedabad UH			2	Mar/Ma-126667-22024	Shrujan Foundation
131	WR	Gujarat	Ahmedabad UH				Mar/Ma-105722-22024	Jay Chamunda Vankar Karigar Sahkari Mandali Limited
132	WR	Gujarat	Bhuj UH			2	Mar/Ma-126810-22024	Jayshil Foundation
133	WR	Gujarat	Bhuj UH				Mar/Ma-105747-22024	Bramhani Hastkala Welfare Federation
134	WR	Gujarat	Gandhinagar			1	Mar/Ma-105774-22024	SHREE HARI KHADI GRAMUDYOG VIKAS SANSTHAN
135	WR	Gujarat	Rajkot			1	Mar/Ma-105716-22024	Lok Adhikar Seva Manch
136	WR	Gujarat	Surat		1		Mar/Ma-126683-22024	The Gujarat Rajya Handloom Handicraft and Audyogic Sahkari Federation I
137	WR	Gujarat	Vadodara		1		Mar/Ma-126453-22024	Shri Manjalpur Mahila Audyogik Sahakari Mandli Ltd
138	WR	Madhya Pradesh	Bhopal UH		1	2		National Design Centre
139	WR	Madhya Pradesh	Bhopal UH				Mar/Ma-106371-22024	taigore institute of multipurpose education

SL. no.	Region	State/U Ts	Venues	GSB (National)	GSB (State)	GSB (Distt)	Application No.	Name of IA
140	WR	Madhya Pradesh	Bhopal UH				Mar/Ma-106351-22024	GYANPATH SIKHSHA EVAM SAMAJ KALYAN SAMITI
141	WR	Madhya Pradesh	Gwalior			1	Mar/Ma-105572-12024	JanSahyog evam vikas sansthan
142	WR	Madhya Pradesh	Indore		1		Mar/Ma-102486-12024	ANANT JEEVAN SEWA EVAM SHODH SAMITI
143	WR	Madhya Pradesh	Indore UH			2	Mar/Ma-106172-22024	shatabdi craft and social welfare society
144	WR	Madhya Pradesh	Indore UH					Indo german Tool Room, Indore (MSME-Technology Centre)
145	WR	Madhya Pradesh	Jabalpur		1		Mar/Ma-106306-22024	SANSKRITI MAHILA MANDAL
146	WR	Madhya Pradesh	Ujjain		1		Mar/Ma-102949-12024	handloom handicraft kalyan seva samiti
147	WR	Maharashtra	Aurangabad			1	Mar/Ma-126908-22024	JAY SHRI DADAJI FOUNDATION
148	WR	Maharashtra	Kolhapur			1	Mar/Ma-105634-22024	SHREE HARI KHADI GRAMUDYOG VIKAS SANSTHAN
149	WR	Maharashtra	Mumbai	1				North Eastern Handicrafts & Handlooms Development Corp Ltd
150	WR	Maharashtra	Nagpur		1		Mar/Ma-106135-22024	VIDARBHA HANDICRAFT ARTISANS WELFARE ASSOCIATION NAGPUR
151	WR	Maharashtra	Nashik		1		Mar/Ma-126416-22024	Shri Jal Jivan Jyot Stree Sahayak Vividh Utpadak Sahakari Mandli Ltd
152	WR	Maharashtra	Navi Mumbai UH			2	Mar/Ma-126940-22024	bhartiyamahilaevambalvikassansthan
153	WR	Maharashtra	Navi Mumbai UH				Mar/Ma-105521-12024	shri nav jyoti handloom handicraft and gramudhy training samiti
154	WR	Maharashtra	Pune		1		Mar/Ma-105758-22024	CHHATTISGARH SARVJAN VIKAS SAMITI
			Grand Total	15	38	101		


No. of Recommendation received

318

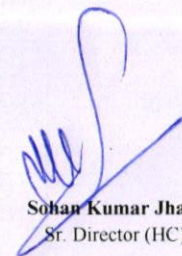
No. of Recommendation reviewed by committee at Hqrs

154

National -13; State-38; District- 101 (At UH- 70;at normal venue- 31; 16 nos of event under ORE)


V. P. Thakur
 (RD), NRO


Anuj Ojha
 JDC (HC)


Sohan Kumar Jha
 Sr. Director (HC)



भारत सरकार
वस्त्र मंत्रालय
कार्यालय विकास आयुक्त (हस्तशिल्प)
(विपणन अनुभाग)

पश्चिमी खंड संख्या-VII, आर.के. पुरम,
नई दिल्ली 110066
दिनांक- 18/01/2024

NOTICE

Subject: - Inviting Proposals for undertaking projects under 'Marketing Support & Services' Scheme (MSS) during FY 2024-25 – reg.

1. To execute the aim of 'Atmanirbhar Bharat', for stimulation of 'Vocal for Local', proposals are being invited from government and non-government organizations for implementing the 'Marketing Support & Services' Scheme (MSS) under National Handicrafts Development Programme (NHDP) of the office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India.

2. In this regard, this office is inviting proposals/applications from eligible agencies for the following activity:

a) **Gandhi Shilp Bazaar** (National/State/District)

Number of participations for GSB- National (150 artisans), State (75 artisans) and District (50 artisans). Duration of GSB (National & State) to 10 days and GSB (District) to 7 days.

b) **Hiring of Stalls** (HoS)

c) **Fashion Show**

3. Interested eligible agencies are advised to study the scheme guidelines carefully and submit the proposals by mentioning that the agency have full understanding of the guidelines. For the details of the above initiative, including details on financial parameters, funding pattern, eligibility criteria and other terms and conditions of the proposals, please refer to the scheme guidelines as available on the website www.handicrafts.nic.in.

4. **Govt. Agencies/Corporation/NGOs/other eligible agencies must submit their proposals till 08.02.2024 through online portal mode** in prescribed proforma attached at Annexure - I as per the venues for GSBs mentioned in the Domestic Annual Action Plan for the year 2024-25 (Annexure - II) along with internal guidelines (Annexure - III) uploaded on Official website, along with all supporting documents within the above-mentioned period for FY 2024-25.

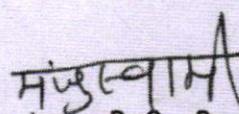
5. Last Date for Submission of proposal for **HoS & Fashion Show** is **08.02.2024 through online portal mode** in prescribed proforma.

6. All the concerned RD/DD/Sr. AD/AD shall scrutinize and forward the proposals with remarks as Recommended / Not Recommended on or before 14.02.2024. The proposals sent earlier without any invitation or received after the last date of this notice shall not be entertained. Incomplete proposals without the mandatory enclosures and proposals that are not recommended within due date shall not be considered.

7. Criteria as mentioned in internal guideline shall be considered for selection of implementing agencies for FY 2024-25 for sanctioning Grant in Aid, along with the parameter as under:-

- a) Govt agencies may be given top priority (govt agencies may apply proposal as per annexure-II directly to the HQ office via NGO Portal/Email to mkt-dche-textiles@gov.in that may be received in this office **on or before 08.02.2023** with intimation to our concerned HSC/Field offices).
- b) Unfilled column in application or filled with unjustified/wrong information may be rejected.
- c) The decision regarding the selection of Implementing agency may be final and unobjectionable at the end of HQ office committee.

The proposals shall be considered as per norms and consideration of the proposal shall be entirely depends on the existing rules & guidelines of the subject. For more information, visit www.handicrafts.nic.in.


मंजुस्वामी डी० टी०
सहायक निदेशक (विपणन)
Phone: 011-26178675
Email: mkt-dche-textiles@gov.in

Office of the Development Commissioner (Handicrafts)

Domestic Marketing Calendar for MSS component FY 2024-25

Region	State/U Ts	Venues	GSB (National)	GSB (State)	GSB (Distt) at UH
CR	Uttar Pradesh	Agra UH			2
		Ayodhya UH			2
		Bareilly UH			2
		Gorakhpur			1
		Jhansi UH			2
		Kanpur		1	
		Lucknow	1		
		Mathura			1
		Noida		1	
		Prayagraj		1	1
		Rampur UH			2
		Varanasi	1		
		Varanasi UH			2
	Uttarakhand	Dehradun		1	
		Haridwar			1
ER	Bihar	Darbhanga			1
		Gaya			1
		Muzaffarpur			1
		Patna		1	
	Jharkhand	Bokaro		1	
		Deoghar			1
		Dhanbad			1
		Hazaribagh UH			2
		Ranchi		1	
	Odisha	Bhubaneswar/ Toshali	1		
		Bhubaneswar UH			2
		Cuttack		1	
		Konark UH			2
		Puri UH			2
	West Bengal	Durgapur UH		1	2
		Howrah			1
		Kolkata	1		
		Kolkata UH			2
		Shantiniketan UH			2
NER	Arunchal Pradesh	Itanagar		1	
	Assam	Guwahati	1		
		Jorhat			1
	Manipur	Imphal			1
		Imphal UH			2
	Meghalaya	Cherapunji			1
		Shillong		1	
	Mizoram	Aizwal			1
	Nagaland	Dimapur UH			2
		Kohima			1
		Mon			1
	Sikkim	Gangtok			1
	Tripura	Agartala UH			2
NR	Chandigarh	Chandigarh		1	
	Delhi	Dilli Haat (Master Creation)	1		
		Bharat Tex at Yashobhoomi	1		
		Atmnirbhar Bharat Utsav (ITPO)	1		
		Trade fair (ITPO)	1		
	Haryana	Faridabad/Surajkund	1		
		Gurugram		1	
		Kurukshetra		1	
		Karnal UH			2
	Himachal Pradesh	Mandi			1
		Shimla		1	

Map

Region	State/U Ts	Venues	GSB (National)	GSB (State)	GSB (Distt) at UH
	Jammu & Kashmir	Jammu UH			2
		Srinagar		1	
		Srinagar UH			2
	Ladakh	Leh			1
	Punjab	Bathinda			1
		Ludhiana city		1	
	Rajasthan	Ajmer UH			2
		Jaipur		1	
		Jaipur UH			2
		Jaisalmer		1	
		Jodhpur UH			2
		Udaipur		1	
SR	Andhra Pradesh	Tirupati UH			2
		Guntur UH			2
		Kakinada UH			2
		Rajahmundry			1
		Vijaywada		1	
	Karnataka	Bangalore (Bengaluru)	1	1	
		Mangaluru UH			2
		Mysuru UH			2
	Kerala	Trivendrum		1	
		Cochin		1	
	Puducherry	Puducherry		1	
	Tamil Nadu	Chennai	1	1	
		Coimbatore			1
		Kanyakumari UH			2
		Madurai		1	
		Mamallapuram UH			2
		Salem			1
	Telangana	Shilparamam (Madhapur)	1		
WR	Chhattisgarh	Bhilai		1	
		Durg			1
		Jagdalpur			1
		Raipur UH			2
	Goa	Madgaon			1
		Panaji		1	
	Gujarat	Ahmedabad	1		
		Ahmedabad UH			2
		Bhuj UH			2
		Gandhinagar			1
		Rajkot			1
		Surat		1	
		Vadodara		1	
		Bhopal UH		1	2
	Madhya Pradesh	Gwalior			1
		Indore		1	
		Indore UH			2
		Jabalpur		1	
		Ujjain		1	
		Aurangabad			1
	Maharashtra	Kolhapur			1
		Mumbai	1		
		Nagpur		1	
		Nashik		1	
		Navi Mumbai UH			2
		Pune		1	
		Grand Total	15	38	101

Total Gandhi Shilp Bazaar

154

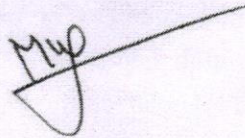
Guidelines of Domestic Marketing Events

Sanction of a Fresh Event

1. All Implementing agency who have not submitted the UCs for the FY 2022-23 shall be disqualified for the selection for conducting the event during FY 2024-25.
2. **Gandhi Shilp Bazaars shall preferably be sanctioned to the State/Central Government Corporation/agencies.**
3. Government organisation may apply directly via NGO Portal/Email to mkt-dhc-textiles@gov.in.
4. The events shall be sanctioned to Implementing agencies as per Eligibility Criteria mentioned below and the previous Successful event organised will be verified on the basis of reimbursement sanction orders.

Event	Govt agencies	NGOs
National Gandhi Shilp Bazaar	Two GSB during previous years	Five GSB during previous years
State Gandhi Shilp Bazaar	One GSB/CB during Previous years	Two GSB/CB during previous years
District Gandhi Shilp Bazaar	Experience in handicraft field	One GSB or Three Exhibitions during previous years

5. In case of NGOs:
 - a) The Implementing agency shall be empanelled with Niti Aayog & Office of DC (Handicrafts).
 - b) The Proposal should be submitted only through NGO portal.
 - c) The proposal shall be duly recommended by concerned Assistant Director/Regional Director.
 - d) Maximum eligible proposal should be recommended by Assistant Director's against each event as per guidelines.
 - e) Reasons for recommendation and rejection to be recorded by assistant Director/Regional Director.
 - f) Final selection of an agency for an event will be done by a committee at HQ level, as per the guidelines and budgetary restrictions.
6. The proposal shall be complete within the physical and financial parameters of the scheme
7. In case of NGOs, Maximum 2 marketing event may be sanctioned during financial year. However, there will be no restrictions in case of government agencies.



Implementation of the event

8. Implementing agency has to organise the event at same venue and date during the same financial year for which it has been sanctioned.
9. Insurance of the event will be mandatory. If not done, 50% of the administrative charge may be restricted after pro-rate application.
10. Implementing agency has to inform concerned Regional office and field office at least 2 months in case of National/State/District marketing event before the commencement.
11. Artisans for participation in Gandhi Shilp Bazaar (National/State/District) to be invited through "online portal" on the Indian Handicraft Portal (Indian.handicrafts.gov.in).
12. The implementing agency should make available the list of selected artisans to the field office and regional office atleast 10 days before commencement of the programme. The list may carry no of artisans upto twice the no of artisans sanctioned for the activity.
13. In case of Short fall, the stalls can be filled with the artisans from waiting list.
14. The Implementing agency shall be responsible for making appropriate arrangements which may include:
 - a) Construction of adequate no of stalls. (Recommended size of stall is 8ft*10ft).
 - b) These stalls should be well lightened.
 - c) IA will provide two tables (approx. length of 5ft each) and two chairs.
 - d) Arrangement of safe drinking water for artisans/visitors.
 - e) Arrangement of separate hygienic toilets for male and female.
 - f) Office space.
 - g) System for making announcements.
 - h) Firefighting arrangements
 - i) Parking facility for vehicle of visitors/Officials
 - j) Stall should be constructed with sufficient moving space for visitors at any point of time.
 - k) Publicity of the event should be start at least 5 days before the commencement of the event and should also be run during the event through newspaper/TV/FM radio etc. During the event publicity may be made on alternate days through leading newspapers.
 - l) Invitation Cards.

- m) Rs. 1 as token money as TA/DA to be paid to the Artisan on the first day and entire TA/DA & Freight charges must be paid to the Artisans on the last day of the event.
 - n) Canteen/Arrangement of tea/coffee, lunch etc for artisans and public on payment basis.
 - o) Providing bill book to all artisans to record the sales.
 - p) Deployment of security guards.
 - q) In-charge of the event from the Implementing agency should be available during the fair. His/her contact details and list of participants should be made available to concerned Assistant Director by the second day of the event.
 - r) Videography of stall, items displayed, front face photo of artisans with Pahchan Card
 - s) Other necessary arrangements if required
15. All the payments by the Implementing agency to beneficiaries and vendors must be made by PFMS only.
16. Concerned Assistant Director/HPO/CTO will be the coordinating officer to supervise allotment of stalls to the artisans and recording of sales in the events.
17. Event will not be inspected below the rank of HPO/CTO. Inspection Report should be countersigned by his/her controlling officer (c/s not desired in case of Assistant Director/Deputy Director/Regional Director). In case of handicraft service centre where no Assistant Director/HPO/CTO is available, any officer from concerned section of HQ or any officer from the concerned Regional office not below the rank of HPO/CTO may be deputed to inspect the event. In National Gandhi Shilp Bazaar, Inspection will be made by the officer not below the rank of Assistant Director or a team of officials from Head Quarter may inspect the event.
18. Inspection report with authenticated list of artisans of the event should be submitted within 3 working days after completion of the event at mkt-dhc-textiles@gov.in or marketinghandicrafts@gmail.com in proper format.
19. There must be a gap of minimum 5 days between two successive marketing events at the same venue except in Urban Haats.

