



No. M-11014/2(1)/2024-25/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 :31.05.2024

To  
**Chairman/Executive Director,**  
EPCH, CEPC, NEHHDC, EUPEA, NDC, CCIC

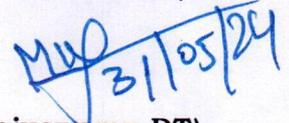
Subject: **International Marketing Plan 2024-25 of DC(Handicrafts) under MSS Component of NHDP Scheme –Reg.**

The **International Marketing Plan 2024-25 of DC(Handicrafts) under MSS component of NHDP Scheme** has been prepared which were suggested and finalized with EPCH, CEPC and other implementing agencies & is approved by Secretary (T) on 30.05.2024. Accordingly, the above Annual Marketing Plan 2024-25 of DC(Handicrafts) is being forwarded herewith for information & necessary action.

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

- **Annexure-I** (Month Wise list of Events Proposed by organizations under MSS Scheme (International events outside India during 2024-25))
- **Annexure-II** (Month Wise list of Events Proposed by organizations under MSS Scheme (International events in India during 2024-25)).

Yours faithfully,

  
(Manjuswamy DT)  
Asstt. Director(IM)

Encl: As above.

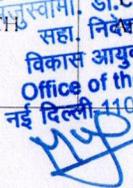
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Asstt. Director(IM)

मंजुस्वामी. डी.टी. / Manjuswamy. D.T.  
सहा. निदेशक / Asstt. Director  
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**Month-wise list of International Marketing Events outside India during 2024-25**

MONTH	SL. NO.	NAME OF EVENT	DATE OF EVENT/ ACTIVITY	CITY / COUNTRY	Name of IA	Type of Activity/event proposed under MSS Scheme	Products profile of show organizer
1	2	3	4	5		6	9
July, 2024	1	China International Carpet Exhibition (Qinghai)	18-24 July, 2024	China	CEPC	Participation in Exhibition Abroad	This is the largest Carpet & Floor coverings fair in China organized by the China Tibetan Carpet Association (CTCA). This Show provides an ideal platform to the Indian Carpets Exporters to showcase their wide range of products before the potential buyers.
July, 2024	2	13TH INDIA TREND FAIR 2024	16 - 18 July, 2024	Tokyo, Japan	EPCH	Participation in International Exhibition / Live Demonstration	<u>Apparel</u> : Outerwear, Innerwear, Tops, Bottoms, Dresses, Blouses, Tunics, Shirts, Polo Shirts, Cut-And-Sews, Room Wear, Room Shoes, Stoles, Shawls Accessories, Pouches, Tote Bags. <u>Indian Local Textile</u> : Chikankari, Bandani, Lehelia, Ikat, Kantha, Hand Embroidery, Muslin Cotton, Organic Cotton, Khadi, Mirror Work, Beads, Hand Block. <u>Home Furnishings &amp; Crafts</u> : Knitwear, Fabrics, Bed Linens, Pillow Covers, Cushions, Curtains, Tableware, Kitchen and Bathware, Interior Goods, Rugs, Mats, Towels, Interior Products etc.
August 2024	3	SOURCING AT MAGIC 2024	7 - 9 August, 2024	Las Vegas, USA	EPCH	Participation in International Exhibition	Fashion Jewellery, Accessories, Apparel, Footwear, Beauty, wellness, home, gift etc.
August 2024	4	SEOUL INTERNATIONAL TEXTILE FAIR	August 22-23, 2024	Seoul, South Korea	NEHHDC	INTERNATIONAL MARKETING SCHEME	BOOTH 1: Traceability of Handloom & Handicrafts Technology: BOOTH 2: Natural/Ecofriendly Fibres of Northeast: Eri Silk, Nettle Fibre, Pineapple Fibre: BOOTH 3: Bamboo Crafts of Northeast India:
September, 2024	5	THESSALONIKI INTERNATIONAL FAIR	7-15 September 2024	Greece	CCIC	Participation in Exhibition	The show focuses on Handicrafts, Jewellery, Textile and apparel accessories. This show witness around 1500 exhibitors and 212363 visitors from across the country. This will provide good opportunity to CCIC to book bulk international customer orders
September, 2024	6	AUTUMN FAIR 2024	1 - 4 September, 2024	Birmingham, UK	EPCH	Participation in International Exhibition	HOME, GIFTS, MODA: Home, Living & Décor, interior accessories and gifts, Beauty & Wellbeing, gifts, cards, wrapping papers, stationery and paper decorations, Kids, Toys & Play, Footwear, Clothing, Jewellery , Fashion Accessories

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 Office of the Dev. Commissioner  
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MONTH	SL. NO.	NAME OF EVENT	DATE OF EVENT/ ACTIVITY	CITY / COUNTRY	Name of IA	Type of Activity/event proposed under MSS Scheme	Products profile of show organizer
September, 2024	7	Hometextile & Design	3-5 September 2024	Moscow-Russia	CEPC	Participation in Exhibition Abroad	Home Textiles, Interior items, Furniture , Leather , Wall Decorations. Floorings etc.
September, 2024	9	MAISON&OBJET FAIR 2024	5 - 9 September, 2024	Paris, France	EPCH	Participation in International Exhibition	Smart Gift, Fashion Accessories, KIDS & FAMILY, Cook & Share, HOME ACCESSORIES, Home Fragrances, Home Linen, WELL-BEING & BEAUTY
September, 2024	10	INDEX SAUDI FAIR 2024	17 - 19 September, 2024	Riyadh, Saudi Arabia	EPCH	Participation in International Exhibition	Accessories, Décor & Homeware, Art, Bed & Bedding, Fit-Out Services, Furniture & Furnishings, Kitchen & Bathroom, Surface & Finishes, Textiles, Workspace
October, 2024	11	MEGA SHOW - ASIAN GIFTS & PREMIUM SHOW 2024	20 - 23 October, 2024	Hong Kong	EPCH	Participation in International Exhibition	Fashion Jewelry & Accessories , Giftwrap & Packaging , Promotional Gifts , Bathroom Accessories, Aromatic Products, Garden, Outdoor, Lawn, Patio and Terrace , Soft Furnishings & Home Textiles, Tableware , Educational Toys & Games, Artificial Flowers, Candles & Fragrances , Seasonal and Festive Decorations, Gifts & Premiums
November, 2024	12	BUYER SELLER MEET IN CHILE 2024	November, 2024	Santiago, Chile	EPCH	Buyer Seller Meet through showcase of handicrafts products in collaboration with Embassy of India	Handicrafts, Home décor, wall décor, garden decoration, bathroom accessories, Home Textiles, Bags & accessories, Fashion jewellery & accessories, Shawls, scarves, incense and aroma products, floor coverings etc.
November, 2024	13	INTERNATIONAL SOURCING EXPO AUSTRALIA, MELBOURNE	19 - 21 November 2024	Australia	CEPC	Participation in Exhibition Abroad	As the first truly global wholesale sourcing show of its type in Australia with origins dating back to 2010 the two editions of Global Sourcing Expos Australia enable companies to directly target more than 3000+ trade buyers and industry professionals in both Sydney and Melbourne.
November, 2024	13	28th AF'L ARTIGIANO IN FIERA	30 November - 8 December, 2024	Milan, Italy	EPCH	Participation in International Exhibition	all artisanal crafts, Home décor, wall décor, garden decoration, bathroom accessories, Home Textiles, Bags & accessories, Fashion jewellery & accessories, Shawls, scarves, incense and aroma products, floor coverings etc.
January, 2025	14	ATLANTA INTERNATIONAL GIFT & HOME FURNISHING MARKET 2024	15 - 19 January, 2025	Atlanta, USA	EPCH	Participation in International Exhibition	Handicrafts, Home Décor, Houseware, Gifts, Bar Accessories, Home Living, Furniture, Outdoor Living Paintings, Jewellery, Fashion Accessories

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MONTH	SL. NO.	NAME OF EVENT	DATE OF EVENT/ ACTIVITY	CITY / COUNTRY	Name of IA	Type of Activity/event proposed under MSS Scheme	Products profile of show organizer
February, 2025	15	CHRISTMASWORLD FAIR 2025	7 - 11 February, 2025	Frankfurt, Germany	EPCH	Participation in International Exhibition Live Demonstration by Master Craft Persons	Living & Giving: Bathroom & Accessories Candles, Incense & Potpourri, Carpets & Rugs, Christmas & Festive Decorations, Furniture & Accessories, Garden & Outdoor Gifts & Decoratives, Handmade Paper Products & Stationary Home Furnishings, Houseware, Lamp & Lighting
February, 2025	16	INTERGIFT 2025 - INTERNATIONAL GIFT & DECORATION FAIR	February, 2025	Madrid, Spain	EPCH	Participation in International Exhibition	Handicrafts, Home décor, wall décor, garden decoration, bathroom accessories, Home Textiles, Bags & accessories, Fashion jewellery & accessories, Shawls, scarves, incense and aroma products, floor coverings etc.
	17	05 Cultural Exchange Programme	FY 2024-25	Need Based Event	Departmental Activity	International Craft Exposure Programme	Events will be considered on need basis only after recommendation of respective Embassy/ Consulate General of India

  
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## Month-wise list of International Marketing Events in India during 2024-25

MONTH	S. NO.	NAME OF SHOW	DATE OF EVENTS / ACTIVITY	CITY / COUNTRY	Name of IA	Type of Activity/event Name of activity proposed under MSS scheme	Products profiles of show
1		3	4	5	6	7	10
JUNE, 2024	1	18th INDIAN FASHION JEWELLERY & ACCESSORIES SHOW 2024	24 - 26 June, 2024	Greater Noida, India	EPCH	Thematic Exhibition of Fashion & Jewellery products by participation of Artisans from Pan India	Fashion Jewellery & Accessories, Bags, etc
JUNE, 2024	2	3RD KHILONA EXPO 2024	24 - 26 June, 2024	Greater Noida, India	EPCH	Participation in Exhibition	Toy Crafts clusters of Kinhal toys craft (Kinhal, Karnataka); Lacquer toys craft (Channapatna, Karnataka); Tanjore Dolls- toys craft (Tanjore, Tamil Nadu); Nirmal Toy (Nirmal, Andhra Pradesh); Etikoppaka Toy (Kaulashapatnam, Andhra Pradesh); Raja - Ram Dolls (Cuddaph, Andhra Pradesh) and Kondapalli Toys (Kondapalli, Andhra Pradesh) from Southern Region States
JULY, 2024	3	15th HGH INDIA FAIR 2024	2 - 5 July, 2024	Bombay Exhibition Centre, Mumbai	CEPC (1. Participation in Exhibition 2. Theme & GI Pavillion) NDC, NEHHDC, EPCH	Participation in Exhibition	Handicrafts, Home, Houseware, Furniture, Home Textiles, Hand Made Carpets and other floor Coverings
AUGUST, 2024	4	INDIA INTERNATIONAL HOSPITALITY EXPO (IHE 2024)	03 - 06 August 2024	Greater Noida, India	EPCH	Participation of Member exporters in exhibition	Home, Houseware, Home Furnishing, Tableware, Kitchenware, HORECA
SEPTEMBER, 2024	5	UTTAR PRADESH INTERNATIONAL TRADE SHOW (UPITS 2024)	25 - 29 September, 2024	Greater Noida, India	EPCH	Thematic Participation and Showcasing by artisans & entrepreneurs of traditional toys crafts from Uttar Pradesh	Handicrafts, Home Decorative, Houseware, Tableware, Kitchenware, Brass & Iron items, Furniture, Textiles & Home Furnishing Products from Uttar Pradesh
September/ October, 2024	6	HINDTEX-2024 (9th Edition)	SEP/OCT- 24	VARANASI/INDIA	EUPEA	RBSM	HANDICRAFTS, TEXTILES & FLOOR COVERING
OCTOBER, 2024	7	58TH IHGF DELHI FAIR (AUTUMN) 2024	16 - 20 October, 2024	Greater Noida, India	EPCH	Thematic display by Artisans from Pan India	Handicrafts, Home Decorative, Houseware, Furniture, Textiles & Home Furnishing, Fashion Jewellery & Accessories, Natural Eco Friendly Products

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 सहा. निदेशक / Asstt. Director  
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MONTH	S. NO.	NAME OF SHOW	DATE OF EVENTS / ACTIVITY	CITY / COUNTRY	Name of IA	Type of Activity/event Name of activity proposed under MSS scheme	Products profiles of show
December, 2024	8	INDIA INTERNATIONAL TRADE MEGA FAIR 2024	December, 2024	Kolkata	EPCH	Thematic Exhibition of Crafts	Handicrafts, Houseware, Furniture, Metalware, Glassware Home Furnishing & Textiles, Fashion Jewellery & Accessories
December, 2024	9	HGH India	3-6 December, 2024	Banglore	NDC	Participation in Exhibition in India	Home Decoe, Home Furnishings, Lifestyle Accessories
MARCH, 2025	10	59TH IHGF DELHI FAIR (SPRING) 2025	March, 2025	Greater Noida, India	EPCH	Thematic display by Artisans from Pan India	Handicrafts, Home Decorative, Houseware, Furniture, Textiles & Home Furnishing, Fashion Jewellery & Accessories, Natural Eco Friendly Products

  
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Government of India  
Ministry of Textiles

Office of the Development Commissioner (Handicrafts)

West Block -7, R. K. Puram,  
New Delhi -110066  
Dated: 06.02.2024

To

**Chairman/Executive Director,**  
EPCH, ITPO, NECTAR, EUPEA, KCCI, NDC, APHDC, IICT, NDC,  
NEHHDC, NHDC, NEIFT, B&S Foundation

Subject: Events for inclusion in International Marketing Annual Action Plan for  
FY 2024-25 under MSS component of NHDP Scheme-reg.

Madam/Sir,

International Marketing Events is one Components of Marketing & Support Services of NHDP Scheme. As you are aware that Office of DC (Handicrafts) organize/ participate in esteemed International Marketing Events organized in India and Abroad throughout the year, for the same you are requested to submit the list of events (outside/inside India) to participate along with details of previous year output & outcome to this office by 20.02.2024 in the prescribed format attached at Annexure-I & Annexure-II.

This is issued with the approval of competent authority.

Yours faithfully,

*Manj*  
06/02/24

(Manjuswamy DT)  
Assistant Director (MSS)

Copy to – Asst. Director (HRD) for upload on website.

(ANNEXURE I)

Month-wise list of Events proposed under NHDP Scheme (International Marketing Events outside India during 2024-2025)

MONTH	SL. NO.	NAME OF EVENT	DATE OF EVENT/ACTIVITY	CITY / COUNTRY	Implementing Agency	Activity proposed with the help of DC(H)			Products profiles of show	Justification for participation	Regular or new event	Whether the event proposed	Preferable Crafts
						Name of Activity proposed under MSS Scheme - Type of Activity/event	Amount Proposed (Rs. In lakh)	No. of Exhibitors (E) / Artisans (A)					
1	2	3	4	5	6	7	8	9	10	11	12	14	15

