



M-11014/2(1)/2025-26/MSS(IM)
Government of India
Ministry of Textiles
Office of the Development Commissioner (Handicrafts)

Crafts Complex
Plot No. 8, Nelson Mandela Road
Vasant Kunj, New Delhi - 110070
Dated: 24.06.2025

To
Chairman/Executive Director,
EPCH, CEPC, NEHHDC, EUPEA, NDC, CCIC, ISEPC,
BRAWFED, NEPDF, EUPEA, NECTAR, JKTPD, KCC, IICT

Subject: International Marketing Plan 2025-26 of DC(Handicrafts) under MSS Component of NHDP Scheme - Reg.

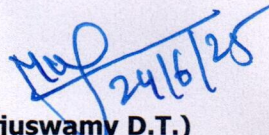
Sir,

The International Marketing Plan 2025-26 of the Office of DC (Handicrafts) along with the international marketing plan of Quarter 1 (Apr to June) of FY2026-27 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 23.06.2025. Accordingly, the above Annual Marketing Plan 2025-26 of the Office of DC (Handicrafts) along with the international marketing plan of Quarter 1 (Apr to June) of FY2026-27 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 2025-26 & Quarter 1 of FY2026-27)
- Annexure-II - Month Wise list of Events Proposed by organizations under MSS Scheme (International events in India during 2025-26)

Yours sincerely,


(Manjuswamy D.T.)
Assistant Director (MSS)

Encl: As above.

मंजुस्वामी. डी.टी. / Manjuswamy. D.T.
सहायक निदेशक (हो) / Assistant Director (H)
भारत सरकार, वस्त्र मंत्रालय
Govt. of India, M/o Textiles
विकास आयुक्त (हस्तशिल्प) कार्यालय
Office of the Development Commissioner (Handicrafts)
वसंत कुंज नई दिल्ली-110070
Vasant Kunj New Delhi-110070

ANNEXURE I

The O/o DC (Handicrafts) - International Marketing Events Calendar Outside India for FY 2025 - 26

S. No.	Date of Event	Name of the Event	Name of IA	City/Country	Venue	Type of Activity/event proposed under MSS Scheme	No. of Exhibitors (E) / Artisans (A)	Tentative Expenditure (in Lakhs)	Officer Proposed to be deputed
1	Jul-25	DECOR + DESIGN & AUSTRALIA INTERNATIONAL FURNITURE FAIR 2025	Export Promotion Council for Handicrafts	Melbourne, Australia	Melbourne, Australia	Participation in International Exhibition	E = 5 A = 5	7400000	
2		15TH INDIA TREND FAIR 2025	Export Promotion Council for Handicrafts	Tokyo, Japan	Tokyo, Japan	Participation in International Exhibition / Live Demonstration	E = 5 A = 5	7458750	Sr. AD (Cluster)
3	Aug-25	India Apparels and Textile Fair	CARPET EXPORT PROMOTION COUNCIL	Johannesburg, South Africa	Joburg Gallagher Exhibition and Convention Center	International Marketing Event	A = 0, E = 10	7462350	
4		Indonesia International Gift & Houseware Expo	NORTH EASTERN HANDICRAFTS & HANDLOOMS DEVELOPMENT CORPORATION	JAKARTA, INDONESIA	JAKARTA, INDONESIA	International Marketing Event	A = 10, E = 0	7083825	
5		NY NOW 2025	Export Promotion Council for Handicrafts	New York, USA	New York, USA	Participation in International Exhibition	E = 5 A = 5	6962000	AD (MSS)
6	Sep-25	89TH THESSALONIKI INTERNATIONAL FAIR (TIF) 2025	Export Promotion Council for Handicrafts	Thessaloniki, Greece	Thessaloniki, Greece	Participation in Exhibition & Live Demonstration by Artisans in International Exhibition	E = 3 A = 7	7300000	

मंजुस्वामी डी टी / Manjuswamy. D.T.
 सहायक निदेशक (हस्तशिल्प) / Assistant Director (H)
 भारत सरकार, वस्त्र मंत्रालय
 Govt. of India, M/o Textiles
 विकास आयुक्त (हस्तशिल्प) कार्यालय
 Office of the Development Commissioner (Handicrafts)
 वसंत कुंज नई दिल्ली-110070
 Vasant Kunj New Delhi-110070

S. No.		Name of the Event	Name of IA	City/Country	Venue	Type of Activity/event proposed under MSS Scheme	No. of Exhibitors (E) / Artisans (A)	Tentative Expenditure (in Lakhs)	Officer Proposed to be deputed
7		MAISON & OBJET FAIR 2025	Export Promotion Council for Handicrafts	Paris, France	Paris, France	Participation in International Exhibition	E = 10	7499000	DC (H)
8		AUTUMN FAIR 2025	Export Promotion Council for Handicrafts	Birmingham, UK	Birmingham, UK	Participation in International Exhibition & Live Demonstration by Artisans	E = 5 A = 5	6700000	Director (H)
9		INDEX SAUDI FAIR 2025	Export Promotion Council for Handicrafts	Riyadh, Saudi Arabia	Riyadh, Saudi Arabia	Participation in International Exhibition	E = 5 A = 5	7185020	DD (Institution)
10		Make in India Silk Samagam cum BSM	The Indian Silk Export Promotion Council	Dubai, UAE	Dubai, UAE	Buyer Seller Meet	E = 20	7300000	
11		Thematic Exhibition on Indian Handicrafts 2025-26	Bodoland Regional Apex Weavers & Artisans Co-operative Federation Ltd.	Thimphu, Bhutan	Thimphu, Bhutan	International Marketing Event	A = 10, E = 20	7451535	
12	Oct-25	Home Textile & Design	CARPET EXPORT PROMOTION COUNCIL	Moscow, Russia	Moscow, Russia	International Marketing Event	A = 0, E = 10	7191975	
13		India Expo cum BSM in Kenya	The Indian Silk Export Promotion Council	Kenya	Kenya	Buyer Seller Meet	E = 20	7400000	
14		MEGA SHOW - ASIAN GIFTS & PREMIUM SHOW 2025	Export Promotion Council for Handicrafts	Hong Kong	Hong Kong	Participation in International Exhibition	E = 7 A = 3	7400000	

मंजुस्वामी डी.टी. / Manjushwamy D.T.
 सहायक निदेशक (हस्तशिल्प) / Assistant Commissioner (Handicrafts)
 भारत सरकार, वस्त्र मंत्रालय
 Govt. of India, M/o Textiles
 विकास आयुक्त (हस्तशिल्प) कार्यालय
 Office of the Development Commissioner (Handicrafts)
 वसंत कुंज नई दिल्ली-110070
 Vasant Kunj New Delhi-110070

S. No.		Name of the Event	Name of IA	City/Country	Venue	Type of Activity/event proposed under MSS Scheme	No. of Exhibitors (E) / Artisans (A)	Tentative Expenditure (in Lakhs)	Officer Proposed to be deputed
15		Global Sourcing Expo	CARPET EXPORT PROMOTION COUNCIL	Melbourne, Australia	Melbourne, Australia	International Marketing Event	A = 0, E = 10	7408275	
16		GIFTS & LIFESTYLE MIDDLE EAST FAIR 2025	Export Promotion Council for Handicrafts	Dubai, UAE	Dubai, UAE	Participation in International Exhibition	E = 10	7300000	
17	Jan-26	Thematic Exhibition	North East People's Development Federation	Gelephu, Bhutan	Gelephu, Bhutan	International Marketing Event	A = 25, E = 25	7300000	
18	Feb-26	Spring Fair	CARPET EXPORT PROMOTION COUNCIL	Birmingham, UK	Birmingham, UK	International Marketing Event	A = 0, E = 10	7408275	
19	Mar-26	China International Furniture Fair	CARPET EXPORT PROMOTION COUNCIL	Guangzhou, China	Guangzhou, China	International Marketing Event	A = 0, E = 10	7483980	JDC (H)
20	Ongoing throughout the year	FESTIVALS OF INDIA - 12 Events	Export Promotion Council for Handicrafts	12 Major Cities of the World	12 Major Cities of the World	The participation in Cultural Exchange Programme will be arranged as per agreed terms & Conditions between Govt. of India and other countries.	A=5 artisans x 12 cities	50 lakh per city x 12 cities	


मंजुस्वामी. डी.टी. / Manjuswamy. D.T.
 सहायक निदेशक (हं)/ Assistant Director (H)
 भारत सरकार, वस्त्र मंत्रालय
 Govt. of India, M/o Textiles
 विकास आयुक्त (हस्तशिल्प) कार्यालय
 Office of the Development Commissioner (Handicrafts)
 वसंत कुंज नई दिल्ली-110070
 Vasant Kunj New Delhi-110070

Serial No. 21-23 are approved iro International Marketing Events Calendar for FY 2026-2027 (April - June Quarter)

S. No.	Date of Event	Name of the Event	Name of IA	City/Country	Venue	Type of Activity/event proposed under MSS Scheme	No. of Exhibitors (E) / Artisans (A)	Tentative Expenditure (in Lakhs)
21	Apr-26	51ST JINHAN FAIR FOR HOME & GIFTS 2026	Export Promotion Council for Handicrafts	Guangzhou, China	Guangzhou, China	Participation in International Exhibition	E = 10	7400000
22	April / May, 2026	FOIRE DE PARIS 2026	Export Promotion Council for Handicrafts	Paris, France	Paris, France	Participation in Exhibition & Live Demonstration by Artisans in International Exhibition	E = 5 A = 5	7200000
23	Jun-26	NZ GIFTS & HOMEWARE FAIRS (WINTER) 2026	Export Promotion Council for Handicrafts	Auckland, New Zealand	Auckland, New Zealand	Participation in Exhibition & Live Demonstration by Artisans in International Exhibition	A = 10	7300000


मंजुस्वामी. डी.टी. / Manjuswamy. D.T.
 सहायक निदेशक (हं) / Assistant Director (H)
 भारत सरकार, वस्त्र मंत्रालय
 Govt. of India, M/o Textiles
 विकास आयुक्त (हस्तशिल्प) कार्यालय
 Office of the Development Commissioner (Handicrafts)
 वसंत कुंज नई दिल्ली-110070
 Vasant Kunj New Delhi-110070

ANNEXURE II

The O/o DC (Handicrafts) - International Marketing Events Calendar Within India for FY 25 - 26							
S. No.	Date of Event	Name of the Event	Name of IA	City/Country	Type of Activity/event proposed under MSS Scheme	No. of Exhibitors (E) / Artisans (A)	Tentative Expenditure (in Lakhs)
1	Jul-25	19th INDIAN FASHION JEWELLERY & ACCESSORIES SHOW 2025	Export Promotion Council for Handicrafts	Greater Noida, UP	Thematic Exhibition of Fashion & Jewellery products by participation of Artisans from Pan India	A = 50	5800000
2		NATIONAL HANDICRAFTS GI (GEOGRAPHICAL INDICATIONS) EXPO 2025 - NEED BASED EVENT (VOCALFORLOCAL)	Export Promotion Council for Handicrafts	6 Regional Centers - Delhi, Kolkata, Guwahati, Mumbai, Chennai and Lucknow	Need based Events #VocalForLocal - National Handicrafts Gi Expo - Thematic Exhibition of more than 300 Handicrafts Geographical Indication (GI) Crafts Products showcase by the GI producers Artisans	A = 300 (50 each)	5900000
3		HGH India 2025 - Mumbai	CARPET EXPORT PROMOTION COUNCIL	Mumbai, Maharashtra	International Marketing Event	A = 2, E = 20	5991510
4			Eastern U.P. Exporters Association	Mumbai, Maharashtra	International Marketing Event	A = 2, E = 8	2474472
5			NATIONAL DESIGN CENTRE	Mumbai, Maharashtra	International Marketing Event	A = 10, E = 0	2474472
6			NORTH EAST CENTER FOR TECHNOLOGY APPLICATION AND REACH	Mumbai, Maharashtra	International Marketing Event	A = 10, E = 0	2474472
7	Aug-25	ASHTALAKSHMI BUYER - SELLER MEET FOR SUSTAINABLE CRAFTS	NORTH EASTERN HANDICRAFTS & HANDLOOMS DEVELOPMENT CORPORATION	Kamrup Metro, Assam	Buyer Seller Meet & Reverse Buyer Seller Meet मंजुस्वामी. डी.टी. / Manjuswamy. D.T. सहायक निदेशक (ह.) / Assistant Director (H) Govt. of India, M/o Textiles विकास आयुक्त (हस्तशिल्प) कार्यालय Office of the Development Commissioner (Handicrafts) वसंत कुंज नई दिल्ली-110070 Vasant Kunj New Delhi-110070	A = 40, E = 0	1498959

S. No.	Date of Event	Name of the Event	Name of IA	City/Country	Type of Activity/event proposed under MSS Scheme	No. of Exhibitors (E) / Artisans (A)	Tentative Expenditure (in Lakhs)
8	Sep-25	HINDTEX -2024 (RBSM)	Eastern U.P. Exporters Association	Varanasi, UP	Buyer Seller Meet & Reverse Buyer Seller Meet	A = 10, E = 60	3415377
9		PASHMINA FEST	JAMMU AND KASHMIR TRADE PROMOTION ORGANIZATION	Reasi, J&K	Buyer Seller Meet & Reverse Buyer Seller Meet	A = 50, E =50	2660490
10		UTTAR PRADESH INTERNATIONAL TRADE SHOW (UPITS 2025)	Export Promotion Council for Handicrafts	Greater Noida, UP	Thematic Participation and Showcasing by artisans & entrepreneurs from PAN India	E = 20 A = 20	5864400
11		REVERSE BUYER SELLER MEET - NARSAPUR, ANDHRA PRADESH	Export Promotion Council for Handicrafts	Narsapur, Andhra Pradesh	Buyer Seller Meet for participation of Artisans	A = 50	5864400
12		REVERSE BUYER SELLER MEET - MORADABAD, UTTAR PRADESH	Export Promotion Council for Handicrafts	Moradabad, UP	Buyer Seller Meet for participation of Artisans	A = 50	5864400
13	Oct-25	Indian Handicrafts & Gift Fair (IHGF - Autmun) 2025	Eastern U.P. Exporters Association	Greater Noida, UP	International Marketing Event	A =5, E = 15	2830286
14			Export Promotion Council for Handicrafts	Greater Noida, UP	Thematic display by Artisans from Pan India	A = 40	5097500
15			THE KASHMIR CHAMBER OF COMMERCE & INDUSTRY (INC)	Greater Noida, UP	International Marketing Event	A = 10, E = 0	2968718
16			JAMMU AND KASHMIR GI FAIR	JAMMU AND KASHMIR TRADE PROMOTION ORGANIZATION	Budgam, J&K	Buyer Seller Meet & Reverse Buyer Seller Meet	A = 50, E =50

मंजुस्वामी डी.टी. / Manjuswamy D.T.
सहायक निदेशक (हं)/ Assistant Director (H)
भारत सरकार, वस्त्र मंत्रालय
Govt. of India, M/o Textiles
विकास आयुक्त (हस्तशिल्प) कार्यालय

Map


मंजुस्वामी डी.टी. / Manjuswamy D.T.
 सहायक निदेशक (हं)/ Assistant Director (H)
 भारत सरकार, वस्त्र मंत्रालय
 Govt. of India, M/o Textiles
 विकास आयुक्त (हस्तशिल्प) कार्यालय
 Office of the Development Commissioner (Handicrafts)
 वसंत कुंज नई दिल्ली-110070
 Vasant Kunj New Delhi-110070

S. No.	Date of Event	Name of the Event	Name of IA	City/Country	Type of Activity/event proposed under MSS Scheme	No. of Exhibitors (E) / Artisans (A)	Tentative Expenditure (in Lakhs)
17	Nov-25	HGH India 2025 - Bengaluru	CARPET EXPORT PROMOTION COUNCIL	Bengaluru, Karnataka	International Marketing Event	A = 2, E = 20	5991510
18			NATIONAL DESIGN CENTRE	Bengaluru, Karnataka	International Marketing Event	A = 10, E = 0	2465820
19		REVERSE BUYER SELLER MEET - JODHPUR, RAJASTHAN	Export Promotion Council for Handicrafts	Jodhpur, Rajasthan	Buyer Seller Meet for participation of Artisans	A = 50	5864400
20	Dec-25	INDIA INTERNATIONAL TRADE MEGA FAIR 2025	Export Promotion Council for Handicrafts	Kolkata, WB	Thematic Exhibition (Eastern Region)	E = 10 A = 10	5864400
21	Feb-26	Bharat Tex, India Carpet Expo (ICE)	Indian Institute for Carpet Technology	New Delhi	Publicity & Promotion of activities of IICT	4	500000
22	Feb-26	Indie Haat, Bharat Tex,	BTTF	New Delhi	Thematic Exhibition and CDAP	A = 60	1,70,00,000
23	Feb-26	SurajKund Mela	Haryana Tourism	Haryana	Exhibition	A= 100	45,000,00


मंजुस्वामी. डी.टी. / Manjuswamy. D.T.
 सहायक निदेशक (हं)/ Assistant Director (H)
 भारत सरकार, वस्त्र मंत्रालय
 Govt. of India, M/o Textiles
 विकास आयुक्त (हस्तशिल्प) कार्यालय
 Office of the Development Commissioner (Handicrafts)
 वसंत कुंज नई दिल्ली-110070
 Vasant Kunj New Delhi-110070