



M-11014/2(1)/2026-27/MSS(IM)
Government of India
Ministry of Textiles
Office of the Development Commissioner (Handicrafts)

Craft Complex
Plot No. 8, Nelson Mandela Marg
Vasant Kunj, New Delhi - 110070
Dated: 15.01.2026

NOTICE

Subject: Events for inclusion in International Marketing Annual Action Plan for FY 2026-27 under MSS component of NHDP Scheme-reg.

1. International Marketing Events constitute an integral component of the Marketing & Support Services under the NHDP Scheme. The Office of the Development Commissioner (Handicrafts) regularly organizes and participates in prestigious international marketing events held both within India and abroad throughout the year.
2. In order to broaden India's global presence and reduce reliance on traditional export destinations, a 40-Country Focused Approach has been formulated. This strategy identifies high-potential markets across diverse regions, enabling India to leverage tariff advantages under existing and forthcoming Free Trade Agreements (FTAs). It also seeks to promote product diversification across multiple categories, including man-made fibres (MMF), cotton, technical textiles, home textiles, handlooms, handicrafts, and carpets. A list of the identified countries is enclosed herewith for reference in Annexure I.
3. It is hereby requested to eligible implementing agencies i.e. Export Promotion Councils & Government Organizations to kindly submit the list of proposed international events in India and abroad for participation, along with details of the output and outcomes achieved in the previous year and the rationale on export potential and Indian handicrafts demand in the proposed country. The information may please be furnished to this office through the **MIS Portal** (<https://indian.handicrafts.gov.in/en>) by **25 January 2026**. For more information, visit www.handicrafts.nic.in.

This is issued with the approval of competent authority.

Annexure I: List of 40 focused Countries

Annexure II: Details of Event Proposed

Yours sincerely,

(Manjuswamy D.T)
Assistant Director (MSS)

Annexure I

S. No.	Region	Country
1	North & Latin America	United States of America
2	North & Latin America	Canada
3	North & Latin America	Mexico
4	North & Latin America	Brazil
5	North & Latin America	Chile
6	Western & Northern Europe - 1	United Kingdom
7	Western & Northern Europe - 1	Ireland
8	Western & Northern Europe - 1	France
9	Western & Northern Europe - 1	Belgium
10	Western & Northern Europe - 1	Netherlands
11	Western & Northern Europe - 2	Germany
12	Western & Northern Europe - 2	Denmark
13	Western & Northern Europe - 2	Sweden
14	Western & Northern Europe - 2	Switzerland
15	Western & Northern Europe - 2	Austria
16	Southern Europe - Mediterranean West	Italy
17	Southern Europe - Mediterranean West	Spain
18	Southern Europe - Mediterranean West	Portugal
19	Southern Europe - Mediterranean West	Greece
20	Central & Eastern Europe	Poland
21	Central & Eastern Europe	Czech Republic
22	Central & Eastern Europe	Hungary
23	Central & Eastern Europe	Romania
24	East & North Asia	Japan
25	East & North Asia	Republic of Korea
26	East & North Asia	Russian Federation
27	East & North Asia	Kazakhstan
28	South, South-east Asia & Oceania	Singapore
29	South, South-east Asia & Oceania	Malaysia
30	South, South-east Asia & Oceania	Thailand
31	South, South-east Asia & Oceania	Sri Lanka
32	South, South-east Asia & Oceania	Australia
33	Middle East & West Asia	Turkiye
34	Middle East & West Asia	United Arab Emirates
35	Middle East & West Asia	Saudi Arabia
36	Middle East & West Asia	Israel
37	Africa	Morocco
38	Africa	Egypt
39	Africa	Nigeria
40	Africa	South Africa

(ANNEXURE II)

**Month-wise list of Events proposed under NHDP Scheme
(International Marketing Events in India during 2025-2026)**

[illegible]