

# International Marketing Plan FY 2021-22

**Office of Development Commissioner (Handicrafts)**

## Annexure-I

**Month Wise list of Events Proposed by organizations under MSS Scheme**  
***(International events abroad)***

## Annexure-II

**Month Wise list of Events Proposed by organizations under MSS Scheme**  
***(International events in India)***

**Month-Wise Events Proposed by organizations under MSS Scheme (International events abroad)**

Month	Name of Show	Date of Show	City/Country	Implementing Agency	Activity Proposed Under Scheme of DC(HC)	
September	1	Maison&Objet	09-13 September, 2021	Paris, France	EPCH	Participation in Exhibition Abroad
	2	Virtual Buyer Seller Meet (USA & Canada)	September, 2021	USA & Canada	EPCH	Virtual Buyer Seller Meet
November	1	Bollywood Theme Bazar	October/Nov ember, 2021	Dubai, UAE	EPCH	Participation in Exhibition Abroad
	2	Thematic Exhibition of Indian Handicrafts (in association with High Commission of India in Dhaka, Bangladesh)	November, 2021	Dhaka, Bangladesh	EPCH	Organizing Thematic Exhibition Abroad & Handicrafts Awareness Campaign
	3	Live Demonstration on Indian Traditional Crafts by Artisans	November, 2021	Dhaka, Bangladesh	EPCH	Organizing Thematic Exhibition Abroad
	4	Buyer Seller Meet	November, 2021	Denmark in Scandinavian Countries	EPCH	BSM

Month	Name of Show		Date of Show	City/Country	Implementing Agency	Activity Proposed Under Scheme of DC(H)
November	5	Buyer Seller Meet	November, 2021	Stockholm, Sweden in Scandinavian Countries	EPCH	BSM
	6	BSM -Chile	November, 2021	Chile	CEPC	BSM
December	1	BSM -Colombia	December, 2021	Colombia	CEPC	BSM
	2	AF-L' Artigiano in FERIA	December, 2021	Milan, Italy	ITPO	Participation in Exhibition Abroad
January	1	Domotex 2022	13 - 16 January 2022	Hannover, Germany	EPCH	Participation in Exhibition Abroad
	2	Dallas Total Home & Gift Market 2022	05 - 08 January, 2022	Dallas Market Centre, USA	EPCH	Participation in Exhibition Abroad
	3	IMM Cologne 2022	19 - 23 January, 2022	Cologne, Germany	EPCH	Participation in Exhibition Abroad
	4	Atlanta International Gift & Home Furnishing Market 2022	12 - 16 January, 2022	Atlanta, USA	EPCH	Participation in Exhibition Abroad
	5	Maison&Objet Fair 2022	21-25 January, 2022	Paris, France	EPCH	Participation in Exhibition Abroad
	6	Heimtextile 2022	11-14 January 2022	Frankfurt, Germany	CEPC	Participation in Exhibition Abroad
	7	Jaffna International Trade fair(JITF)	January 2022	Sri Lanka	ITPO	Participation in Exhibition Abroad
	8	Ghana International Trade Fair	January 2022	Ghana	ITPO	Participation in Exhibition Abroad

Month	Name of Show	Date of Show	City/Country	Implementing Agency	Activity Proposed Under Scheme of DC(H)	
February	1	Inter Gift 2022 - International Gift & Decoration Fair	February, 2022	Madrid, Spain	EPCH	Participation in Exhibition Abroad
	2	Spring Fair 2022	06-10 February, 2022	Birmingham, UK	EPCH	Participation in Exhibition Abroad & Live Demonstration by Artisans
	3	Ambiente Fair 2022	11-15 February, 2022	Frankfurt, Germany	EPCH	Participation in Exhibition Abroad & Live Demonstration by Artisans
	4	Reed Gift Fairs 2022	19 - 22 February, 2022	Sydney, Australia	EPCH	Participation in Exhibition Abroad
	5	NY Now 2022	February, 2022	New York, USA	EPCH	Participation in Exhibition Abroad
	6	Ambiente 2022	11-15 Feb 2022	Frankfurt, Germany	CEPC	Participation in Exhibition Abroad
March	1	Domotex Asia China Floor in Shanghai (China)	26-28 March 2022	Shanghai, China	CEPC	Participation in Exhibition Abroad
	2	Theme & GI Pavilion Domotex Asia China Floor in Shanghai (China)	26-28 March 2022	Shanghai, China	CEPC	Participation in Exhibition Abroad
	3	India Show, Almaty/Asthana, Kazakhstan	Mar-22	Kazakhstan	ITPO	Participation in Exhibition Abroad
	4	India Show	Mar-22	Santiago, Chile	ITPO	Participation in Exhibition Abroad

Month	Name of Show	Date of Show	City/Country	Implementing Agency	Activity Proposed Under Scheme of DC(H)
March	5 India Show	Mar-22	Sao Paulo, Brazil	ITPO	Participation in Exhibition Abroad
2021-22	1 Cultural exchange programme (10 nos.)	2021-22	Countries where Indian Embassies/Missions are established.	Any eligible Implementing agency/Departmental Activity	Cultural exchange programme (10 nos.)

**Month-Wise Events Proposed by organizations under MSS Scheme (International events in India)**

Month	Name of Show	Date of Show	City/Country	Implementing Agency	Activity Proposed Under Scheme of DC(H)	
July	1	Indian Fashion Jewellery & Accessories Show 2021 - A Virtual Trade Fair	27 - 30 July, 2021	Virtual Trade Fair	EPCH	Virtual Thematic Exhibition (North Eastern Region)
	2	-do-	-do-	-do-	EPCH	Virtual Thematic Exhibition (Western Region)
	3	-do-	-do-	-do-	EPCH	Virtual Thematic Exhibition (Eastern Region)
	4	Indian Fashion Jewellery & Accessories Show 2021 - A Virtual Trade Fair (RBSM) ( Electronic / Digital International Publicity & Brand Promotion )	27 - 30 July, 2021	Virtual Trade Fair	EPCH	International Publicity and Brand Promotion through Electronic / Digital media
August	1	India International Hospitality Expo (IHE 2021)	04-07 August 2021	IEML, Greater Noida	EPCH	Participation in Exhibition in India

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August	2 India International Hospitality Expo (IHE 2021)	04-07 August 2021	IEML, Greater Noida	EPCH	Participation in Exhibition in India and Showcasing of Sustainable Eco-Friendly Crafts of North Eastern Region
September	1 Indian Furniture & Accessories Virtual Show 2021 - A Virtual Trade Fair (RBSM)	21 - 24 September, 2021	Virtual Trade Fair	EPCH	Virtual Trade Fair
October	1 HINDTEX-2021	October/November 2021	Varanasi, Uttar Pradesh, India	Eastern UP Exporters' Association	RBSM
	2 52nd IHGF Delhi Fair (Autumn) 2021	16-20 October, 2021	IEML, Greater Noida	EPCH	Organizing Thematic Exhibition in India (Crafts of North Eastern Region)
	3 -do-	-do-	-do-	EPCH	Organizing Thematic Exhibition in India (Crafts of Southern Region)
	4 -do-	-do-	-do-	EPCH	Organizing Thematic Exhibition in India on GI Crafts
	5 -do-	-do-	-do-	EPCH	Organizing Fashion Show in India to promote Indian handicrafts



Month	Name of Show	Date of Show	City/Country	Implementing Agency	Activity Proposed Under Scheme of DC(H)	
October	6	52nd IHGF Delhi Fair (Autumn) 2021 ( Electronic / Digital International Publicity & Brand Promotion )	16-20 October, 2021	IEML, Greater Noida	EPCH	International Publicity and Brand Promotion through Electronic / Digital media
November	1	HGH India Fair	30 November - 03 December, 2021	IEML, Greater Noida	EPCH	Participation in Exhibition in India
	2	HGH India Fair	30 November - 03 December, 2021	Mumbai	Eastern UP Exporters' Association	Participation in Exhibition in India
	3	HGH India Fair	30 November - 03 December, 2021	Mumbai	North Eastern Handicrafts & Handlooms Development Corporation Ltd. (NEHHDC)	Participation in Exhibition in India
	4	HGH India Fair	30 Nov-02 Dec 2021	Greater Noida	CEPC	Participation in Exhibition in India

Month	Name of Show	Date of Show	City/Country	Implementing Agency	Activity Proposed Under Scheme of DC(H)	
December	1	India International Mega Trade Fair	December, 2021	Kolkata	EPCH	Participation in Exhibition in India (Eastern Region)
	2	-do-	-do-	-do-	EPCH	Participation in Exhibition in India (North Eastern Region)
January	1	Indian Furnishing, Floorings & Textiles Virtual Show - A Virtual Trade Fair (RBSM)	25 - 28 January, 2022	Virtual Trade Fair	EPCH	Virtual RBSM
	2	Indian Fashion Jewellery & Accessories Show 2022	January, 2022	IEML, Greater Noida	EPCH	Organizing Thematic Exhibition (North Eastern Region & Eastern Region)
	3	-do-	-do-	-do-	EPCH	Organizing Thematic Exhibition (Western & Northern Region)
	4	-do-	-do-	-do-	EPCH	Organizing Thematic Exhibition (Central & Southern Region)
	5	-do-	-do-	-do-	EPCH	Organizing Product Promotion Fashion Show

Month	Name of Show	Date of Show	City/Country	Implementing Agency	Activity Proposed Under Scheme of DC(H)
January	6 Indian Fashion Jewellery & Accessories Show 2022 ( Electronic / Digital International Publicity & Brand Promotion )	January, 2022	IEML, Greater Noida	EPCH	International Publicity and Brand Promotion through Electronic / Digital media
March	1 53RD IHGF Delhi Fair 2022	9-13 March, 2022	IEML, Greater Noida	EPCH	Organizing Thematic Exhibition of Crafts from North Eastern Region States
	2 -do-	-do-	-do-	EPCH	Organizing Thematic Exhibition of Crafts from Jammu & Kashmir / Ladakh
	3 -do-	-do-	-do-	EPCH	Organizing Product Promotion Fashion Show
	4 53RD IHGF Delhi Fair 2022 ( Electronic / Digital International Publicity & Brand Promotion )	9-13 March, 2022	IEML, Greater Noida	EPCH	International Publicity and Brand Promotion through Electronic / Digital media
	5 Ambiente India	March, 2022	Mumbai, India	EPCH	Participation in Exhibition in India

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