

Most Urgent



**F.No. M-12014/1/2017-18/MD
Government of India
Ministry of Textiles
Office of the Development Commissioner (Handicrafts)**

**West Block No. VII, R.K. Puram
New Delhi – 110066.
Dated : 23.06.2017**

To
Chairman/Executive Director,
EPCH, CEPC, NCDPD and COHANDS.

Subject: Annual Domestic Marketing Plan 2017-18 –Reg.

Sir,

Please find enclosed herewith approved Annual Domestic Marketing Plan for the year 2017-18 for organizing Integrated Marketing Events/ National level events/ Spl. Event at Crafts Museum/ Spl. Thematic exhibitions in India(Selected Malls & Cities)/ International Craft Exchange Programme by different implementing agencies.

Accordingly, you are requested to submit the complete proposal as per the action plan and also as per the norms of the MSS Scheme along with physical targets and deliverables to this office, to enable us to process the fresh proposals for the year 2017-18 immediately.

Yours faithfully,

**(A.K.Mohanty)
Asstt. Director(IM)**

Encl: As above.

Copy to the NIC Section of DC(H), New Delhi for uploading in the official website.

OFFICE OF THE DEVELOPMENT COMMISSIONER (HANDICRAFTS)
(DOMESTIC MARKETING)

I. Textile India – 2017

SN	Name of Event	Date	Venue	Agency	Proposed Event
1.	Textile India 2017	30 th June to 1 st July 2017	Mahatma Mandir, Gandhinagar (Gujarat)	EPCH	Thematic Exhibition of Crafts from North Eastern Region
2.	-do-	-do-	-do-	EPCH	Promotion & Marketing of Craftpersons from R O I
3.	-do-	-do-	-do-	CEPC	Thematic Exhibition of Indian Handmade Carpets

II. Integrated Marketing Events.

The events will showcase the best of the Indian handicrafts and handmade carpets, Silk, Jute, handloom in quality, design and versatility from across the country. The objective of this programme is to organize exclusive fairs for handicrafts products in India at a grand scale to increase visibility of the products in domestic market. The program will also benefit artisans/entrepreneurs/weavers who are unable to participate in the International fairs due to the high cost. This program will cover Thematic /Stand-alone Exhibition of Indian Handicrafts, Live Demonstration by Master Crafts persons /weavers , BSMs, Publicity of the event etc.

S. No.	City	No. Of Days	No. Of Artisans expected to Participate	Month & Festival	Sector	Agency
1.	Mumbai	15	200	Ganesh Festival (September 2017)	O/o DC(HC)	CEPC
2.	Ahmedabad	15	200	Diwali Mela (October 2017)	O/o DC(HC)	COHANDS
3.	Varanasi	15	200	Dipawali (October 2017)	O/o DC(HC)	EPCH
4.	Bengaluru	15	200	Christmas (December 2017)	O/o DC(HC)	NCDPD
5.	Lucknow	15	200	Lucknow Mahotsav (Jan.2018)	O/o DC(HC)	CEPC
6.	Hyderabad	15	200	New Year Festival (Jan. 2018)	O/o DC(HC)	COHANDS
7.	Chennai	15	200	Pongal Festival (Jan. 2018)	O/o DC(HC)	COHANDS

III. National Level Events.

National level events are regular events in Delhi and neighboring areas in collaborations with COHANDS, Haryana Tourism and State Handicrafts Corporations etc. which are regular events and particulars month and dates. These events will benefit artisans/entrepreneurs who are unable to participate in the International fairs due to the high cost.

S.No.	Month	Events	No. Of Days	No. Of Artisans expected to Participate	Period	Theme	Implementing Agencies
1	December	Master Creation, DilliHaat	15	120	1-15 December, 2017	Master Creation Awardees Artisans	COHANDS
2	February	Surajkund International Craft Mela at Surajkund	15	200	1-15 February 2018	National Handicrafts Fair	Haryana Tourism
3	December	ToshaliMela, Bhubneshwar,Odisha	15	100	15-28 Dec.2017	National Handicrafts Fair	State Corpn.
4	December	ShilparamamMela	15	100	15-31 Dec.2017	National Handicrafts Fair	ShilparamamArts,Crafts Cultural Society.

IV. Special Events-Folk Craft Festival of India at Craft Museum:

Special events such as folk craft festival of India organize at Crafts Museum to promote handicrafts products developed by eligible master craftspersons and also to create a brand image for Indian handicrafts. Show shall be organized with maximum of 20 participants for a period of 10 days from September, 2017 to February, 2018 in collaborations with COHANDS with maximum financial limit of Rs.15 lakhs.

S. No.	Events	Implementing Agency	Month	Supporting Agency
1	Folk craft festival Uttar Pradesh&Uttarakhand.	COHANDS	September, 2017	State Handicrafts Corpn.
2	Folk craft festival Tamil Nadu & Puducherry, Karnataka, Kerala Telangana, Andhra Pradesh	COHANDS	October 2017	State Handicrafts Corpn.
3	Folk craft festival Rajasthan, H.P., J&K, Haryana,Delhi	COHANDS	November 2017	State Handicrafts Corpn.
4	Folk craft festival Maharashtra, M.P. Chhatisgarh, Gujarat, Goa	COHANDS	December 2017	State Handicrafts Corpn.
5	Folk craft festival West Bengal, Bihar, Jharkhand, Orissa	COHANDS	January 2018	State Handicrafts Corpn.
6	Folk craft festival Assam, Nagaland, Manipur,Tripura	COHANDS	February 2018	State Handicrafts Corpn.

V. Special Handicrafts Thematic Exhibitions at Established Malls/ Metro Cities

S. No.	Events	Implementing Agency	City/Venue	Month
1	Thematic Exhibition(N E R)	NCDPD	Mumbai - Phoenix Maraket City, Kurla (W)	May/June 2017
2	-do-	NCDPD	Hyderabad - INORBIT Mall, Madhapur	May/June 2017
3	Thematic Exhibition(ROI)	NCDPD	Mumbai - Phoenix Maraket City, Kurla (W)	June 2017
4	Hindext	EPCH	Varanasi.	Sept. 2017
5	Thematic Exhibition(ROI)	NCDPD	Bengaluru - Phoenix Market City, Mahadevpura	Oct/Nov.2017
6	Thematic Exhibition(N E R)	NCDPD	Pune - Phoenix Market City Viman Road	Oct./Nov. 2017
7	-do-	NCDPD	Gurgaon - DLF Mall	Oct. 2017
8	Thematic Exhibition(ROI)	NCDPD	Kolkata - City Centre Two, Rajarhaat, New Town.	Nov/Dec.2017
9	-do-	NCDPD	New Delhi - Select City Walk, Saket	Dec. 2017
10	Thematic Exhibition(S. C.)	NCDPD	New Delhi - Handloom Haat, Janpth	Dec.2017
11	Thematic Exhibition(N E R)	NCDPD	New Delhi - Select City Walk, Sake	Dec.2017

VI. International Craft Exchange Programmes.

S. No.	Events	Implementing Agency	City/Venue
1	Cane & Bamboo and other natural fibres – Philippines, Thailand & China.	NCDPD	BCDI - Agartala (Tripura)
2	Embroidery Crafts – Vietnam & China	NCDPD	New Delhi
3	Carpet -Iran	CEPC	Delhi
