



No. M-12011/01/2025-26/MD

भारत सरकार

वस्त्र मंत्रालय

कार्यालय विकास आयुक्त (हस्तशिल्प)

इंटरनेशनल क्राफ्ट कॉम्प्लेक्स
प्लॉट नंबर - 08, नेल्शन मंडेला मार्ग
वसंतकुंज, नई दिल्ली- 110070
दिनांक: 30.03.2026

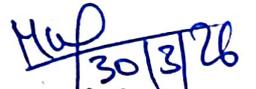
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Subject: Annual Marketing Calendar for organization of Domestic Marketing events during 2026-27 under 'Marketing Support & Services' Scheme (MSS)-reg.

1. In continuation of this office notice of even number dated 01.01.2026, marketing events, namely Gandhi Shilp Bazaars (at the National, State, and District levels), are being organized during the financial year 2026-27 on a pan-India basis, in accordance with the approved Annual Marketing Calendar under the 'Marketing Support & Services' (MSS) Scheme of the National Handicrafts Development Programme (NHDP), under the aegis of the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India.
2. **In this regard, following nos. of activity has been planned:**

S. No.	Name of Event	No. of Event
1.	Gandhi Shilp Bazar	
	a) National	15
	b) State	45
	c) District	107
	Total	167

3. The committee has examined the recommendation of HSCs & RDs regarding Gandhi Shilp Bazaar (National, State & District level). The committee has taken the guidelines, recommendation of the field office. Accordingly, the list of eligible agencies for organizing the aforesaid events duly approved by DC (Handicrafts) are attached in GSB(National/State) at Annexure-I, GSB(District) at Annexure-II.
4. This issue with the **approval of the Development Commissioner (Handicrafts) vide Diary No. 83182 dated 30.03.2026.**


(मंजुस्वामी डी. टी.)
सहायक निदेशक (एम.एस.एस.)

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Copy to:

- i. All the **Implementing Agencies** as per list.
- ii. The **Regional Directors (CRO/ERO/NERO/NRO/SRO/WRO)** for necessary supervision and timely implementation of the program.
- iii. The **Sr. Assistant Directors/Assistant Directors of concerned HSC** for information and with instructions to initiate the necessary actions to implement the programme.


सहायक निदेशक (एम.एस.एस.)

Office of the Development Commissioner (Handicrafts)									
Domestic Marketing Calender for MSS component FY 2026-27									
Gandhi Shilp Bazaar (National and State)									
Region	State/U Ts	Venues	GSB (National)	GSB (State)	Name of IA	Type of IA	Application No.	IA registered State	Quarter of the event
CR	Uttar Pradesh	Ayodhya		1	Trilokpur Gramodyog Vikas Sewa Samiti	NGO	MSSHC202601452	Uttar Pradesh	Q3
		Kanpur		1	Human Social Welfarer Society	NGO	MSSHC202601533	Uttar Pradesh	Q3
		Lucknow	1		Uttar Pradesh Rajya Krishi Avam Gramin Vikas Nigam Limited	GO	MSSHC202602100	Uttar Pradesh	Q3
		Noida		1	AFC India Limited	GO		Pan India	Q2
		Prayagraj Varanasi	1		Saraigani Gramodyog Sansthan	NGO	MSSHC202601751	Uttar Pradesh	Q3
Uttarakhand	Dehradun		1	Aastha Samajik Sansthan	NGO	MSSHC202601769	Uttarakhand	Q3	
ER	Bihar	Patna	1		National Council fo Handloom and Handicraft Development	GO	MSSHC202601884	Delhi	Q2
				1	Bhojpur Mahila Kala Kendra	NGO	MSSHC202602223	Bihar	Q3
	Jharkhand	Bokaro		1	Hastilp Vikash Sansthan	NGO	MSSHC202601530	Jharkhand	Q3
		Ranchi		1	Jan Jagran Kendra	NGO	MSSHC202601815	Jharkhand	Q3
	Odisha	Puri	1		Odisha State Co-Operative Handicrafts Corporation Ltd	GO		Odisha	Q2
		Bhubaneswar/ Toshali	1		Odisha State Co-Operative Handicrafts Corporation Ltd	GO	MSSHC202602473	Odisha	Q3
		Sambalpur		1	National Design Centre, New Delhi	NGO		Delhi	Q2
		Cuttack		1	District Organisation of Volunteers and Escorts	NGO	MSSHC202602538	Odisha	Q3
	West Bengal	Nadia		1	Kalyani Town Club	NGO	MSSHC202601517	West Bengal	Q3
		Durgapur UH		1	AFC India Limited	GO		Pan India	Q2
Kolkata		1		National Design Centre, New Delhi	NGO		Delhi	Q2	
NER	Arunchal Pradesh	Itanagar		1	North Eastern Handicrafts & Handlooms Development Corporation	GO	MSSHC202602257	Assam	Q3
	Assam	Guwahati	1		North Eastern Handicrafts & Handlooms Development Corporation	GO	MSSHC202602254	Assam	Q3
	Meghalaya	Shillong		1	North Eastern Handicrafts & Handlooms Development Corporation	GO	MSSHC202602258	Assam	Q3
NR	Chanigarh	Chandigarh		1	Himachal Pradesh State Handicrafts and Handloom Corporation	GO		Himachal Pradesh	Q2
	Delhi	Dilli Haat (Master Creation)	1		NRO, O/o DC (HC)				Q3
	Hrayana	Gurugram		1	AFC India Limited	GO		Pan India	Q3
		Karnal		1	Grameen Mahila welfare Federation	NGO	MSSHC202601541	Punjab	Q3
	Himachal Pradesh	Kullu		1	The Hill Queen HC and HL Weavers Welfare CIS Ltd.	NGO	MSSHC202602400	Himachal Pradesh	Q3
	Jammu & Kashmir	Srinagar		1	Directorate of Handicrafts and Handloom Kashmir	GO	MSSHC202602341	Jammu & Kashmir	Q1
	Pujab	Amritsar		1	Jan Jyoti Kalyan samiti	NGO	MSSHC202601455	Punjab	Q3
		Ludhiana city		1	S S Memorial Educational Society	NGO	MSSHC202601445	Punjab	Q3
	Rajasthan	Jaisalmer		1	Gram Vikas Seva Sansthan	NGO	MSSHC202602354	Rajasthan	Q2
		Jaipur		1	IICD, Jaipur	GO		Rajasthan	Q3
		Udaipur		1	Om Educational and Welfare Society	NGO	MSSHC202601902	Rajasthan	Q3
	Andhra Pradesh	Ellore		1	Andhra Pradesh Handicrafts Development Corporation Limited	GO	MSSHC202601848	Andhra Pradesh	Q3
Vijaywada			1	Andhra Pradesh Handicrafts Development Corporation Limited	GO	MSSHC202601852	Andhra Pradesh	Q3	
Karnataka	Banglore (Bengaluru)		1	National Institute of Fashion Technology, Bengaluru	GO		Karnataka	Q2	
			1	Karnataka State Handicrafts Development Corporation Limited	GO		Karnataka	Q3	
	Belagavi		1	HSC Dharwad				Q3	
	Mysuru UH	1		Karnataka State Handicrafts Development Corporation Limited	GO		Karnataka	Q3	
Kerala	Trivendrum		1	Vasthu Vidya Gurukulam	GO	MSSHC202601903	Kerala	Q2	
	Cochin		1	Jawaharlal Memorial Social Welfare and Public Coop	NGO	MSSHC202601893	Kerala	Q3	
Puducherry	Puducherry		1	The Puducherry State Co operative Handicrafts and Handloom Federation Ltd. P 760	GO	MSSHC202601939	Puducherry	Q3	
Tamil Nadu	Chennai		1	The Tamil Nadu Handicrafts Development Corporation Limited	GO		Tamil Nadu	Q3	
			1	The Crafts Council of India	NGO	MSSHC202601947	Tamil Nadu	Q2	
	Madurai		1	The Tamil Nadu Handicrafts Development Corporation Limited	GO		Tamil Nadu	Q2	

	Telangana	Hyderabad	1		Telangana Handicrafts Development Corporation Ltd	GO	MSSHC202601994	Telangana	Q2
WR	Chhattisgarh	Bhilai		1	Chhattisgarh Hastshilp Vikas Board	GO		Chhattisgarh	Q2
		Raipur		1	Chhattisgarh Hastshilp Vikas Board	GO		Chhattisgarh	Q3
	Goa	Panaji		1	Goa Khadi and Village Industries Board	GO		Goa	Q3
	Gujarat	Ahmedabad		1	Industrial Extension Cottage	GO		Gujarat	Q3
		Surat		1	Gujarat State Handloom Weavers CO OP Federation LTD	NGO	MSSHC202602078	Gujarat	Q3
		Vadodara		1	Shri Manjalpur Mahila Audyogik Sahakari Mandli Ltd	NGO	MSSHC202602162	Gujarat	Q3
	Madhya Pradesh	Bhopal UH		1	Madhya Pradesh State Cooperative Union Ltd.	GO		Madhya Pradesh	Q2
		Indore		1	Madhya Pradesh State Cooperative Union Ltd.	GO		Madhya Pradesh	Q2
		Jabalpur		1	Madhya Pradesh State Cooperative Union Ltd.	GO		Madhya Pradesh	Q3
		Ujjain		1	Madhya Pradesh State Cooperative Union Ltd.	GO		Madhya Pradesh	Q3
	Maharashtra	Mumbai		1	Maharashtra State Handloom CO.OP. Federation Ltd. (Mahatex)	GO		Maharashtra	Q3
		Nagpur		1	Maharashtra State Handloom CO.OP. Federation Ltd. (Mahatex)	GO		Maharashtra	Q3
		Nashik		1	Maharashtra State Handloom CO.OP. Federation Ltd. (Mahatex)	GO		Maharashtra	Q3
		Pune		1	Maharashtra State Handloom CO.OP. Federation Ltd. (Mahatex)	GO		Maharashtra	Q3
	CHHAP, a national level event by NIFT, Delhi proposed under GSB (National) on pan India			1		National Institute of Fashion Technology, New Delhi	GO		
Grand Total			15	45					

Office of the Development Commissioner (Handicrafts)

Annexure-II

Domestic Marketing Calendar for MSS component FY 2026-27

Gandhi Shilp Bazaar (District)

Region	State-U Ts	Venues	GSB (District)	Name of IA	Type of IA	Application No.	IA registered State	Quarter of the Event
CR	Uttar Pradesh	Agra	1	Kalam Ek Swakchik Sanstha	NGO	MSSHC202601913	Uttar Pradesh	Q2
		Bareilly	1	Ram Mohan Memorial Public School Samiti	NGO	MSSHC202602094	Uttar Pradesh	Q2
		Gorakhpur	1	Indian Minorities Welfare Society	NGO	MSSHC202602335	Uttar Pradesh	Q3
		Jhansi	1	Matribhoomi Vikas Parishad	NGO	MSSHC202601865	Uttar Pradesh	Q3
		Mathura	1	Sarva Hitkari Siksha Prasar Samiti	NGO	MSSHC202601857	Uttar Pradesh	Q3
		Meerath	1	Handicraft Development Society	NGO	MSSHC202601543	Uttar Pradesh	Q3
		Prayagraj	1	Pratishtha Foundation	NGO	MSSHC202602589	Uttar Pradesh	Q3
		Rampur	1	Janta Gramin Sewa Sansthan	NGO	MSSHC202601631	Uttar Pradesh	Q3
		Varanasi UH	2	Samarpan Seva Sansthan	NGO	MSSHC202601702	Uttar Pradesh	Q3
	Vindhya Khadi Gramodhyog Samiti			NGO	MSSHC202601755	Uttar Pradesh	Q2	
	Uttrakhand	Haldwani	1	Ramraj Gramodhyog Seva Sansthan	NGO	MSSHC202601874	Uttrakhand	Q3
		Haridwar	1	Navjyoti Hastshilp Hathkargha Vikas Sansthan	NGO	MSSHC202601648	Uttrakhand	Q3
	Bihar	Darbhanga	1	Yuva Kriti Sangam	NGO	MSSHC202602087	Bihar	Q3
Gaya		1	Aashra Sewa Kendra	NGO	MSSHC202601956	Bihar	Q3	
Muzaffarpur		1	WECS Association	NGO	MSSHC202602278	Bihar	Q3	
Purnia		1	Maa Shyama Educational & Social Welfare Society	NGO	MSSHC202601579	Bihar	Q1	
Jharkhand	Deoghar	1	Gram Nehru Yuva Trust	NGO	MSSHC202601676	Bihar	Q3	
	Dhanbad	1	Jan Jagran Kendra	NGO	MSSHC202601810	Jharkhand	Q3	
	Hazaribagh UH	2	MAI (Mother Assisting Innovation)	NGO	MSSHC202601890	Jharkhand	Q3	
Jan Jyoti Educational Charitable Trust			NGO	MSSHC202601998	Jharkhand	Q3		
Odisha	Bhubaneshwar UH	2	Odisha State Co-Operative Handicrafts Corporation Ltd	GO	MSSHC202602503	Odisha	Q3	
			Odisha State Co-Operative Handicrafts Corporation Ltd	GO	MSSHC202602529	Odisha	Q3	
	Konark UH	2	Proposal Sought from Govt. Agency				Q2	
			Arkakhetra Bahumukhi Co-Operative Society Limited	NGO	MSSHC202602359	Odisha	Q3	
	Puri UH	2	Self Help	NGO	MSSHC202601565	Odisha	Q3	
Orissa Khadi and Village Industries Association			NGO	MSSHC202602216	Odisha	Q3		

West Bengal	Durgapur UH	2	HSC Burdwan				Q1	
			Child Support And We	NGO	MSSHC202601739	West Bengal	Q3	
	Howrah	1	Bagnan Jana Kalyan Samity	NGO	MSSHC202601735	West Bengal	Q2	
	Kolkata UH	2	HSC Kolkata				Q2	
			HSC Kolkata				Q1	
Shantiniketan UH	2	Proposal Sought From State Govt. Agency	GO			Q1		
						Q2		
Assam	Margherita	1	North East People's Development Federation	NGO	MSSHC202601846	Assam	Q3	
	Kokrajhar	1	Assam Plain Tribes Development Corporation Ltd.	GO		Assam	Q1	
	Jorhat	1	North Eastern Handicrafts & Handlooms Development Corporation	GO	MSSHC202602260	Assam	Q3	
Manipur	Imphal	1	The Self Employment Creative Association	NGO	MSSHC202602182	Manipur	Q3	
			Crafts And Social Development Organisation	NGO	MSSHC202601856	Manipur	Q3	
	Imphal UH	2	North Eastern Handicrafts & Handlooms Development Corporation	GO	MSSHC202602261	Assam	Q3	
Meghalaya	Cherapunji	1	Nagaland State Co-operative Marketing & Consumer Federation Ltd.	GO		Nagaland	Q1	
NER	Mizoram	Aizwal	1	Career Forum	NGO	MSSHC202602023	Assam	Q3
Nagaland	Dimapur UH	2	Nagaland State Co-operative Marketing & Consumer Federation Ltd.	GO	MSSHC202602048	Nagaland	Q3	
			Nagaland Handloom & Handicrafts Development Corporation Ltd.	GO		Nagaland	Q1	
	Kohima	1	Nagaland Women Vocational Training Institute	NGO	MSSHC202601477	Nagaland	Q2	
	Mon	1	Nagaland State Co-operative Marketing & Consumer Federation Ltd.	GO	MSSHC202602050	Nagaland	Q3	
Sikkim	Gangtok	1	Commerce & Industries Department, Govt. of Sikkim	GO		Sikkim	Q2	
Tripura	Agartala UH	2	Ashray	NGO	MSSHC202601636	Tripura	Q3	
			School of Studies	NGO	MSSHC202602090	Tripura	Q2	
Delhi	Janpath (CCIC)	2	CCIC	GO		New Delhi	Q1	
				GO		New Delhi	Q2	
Haryana	Karnal UH	2	Gramin Shiksha Samiti Chahar Kalan	NGO	MSSHC202601694	Haryana	Q2	
			Next Generation Trust	NGO	MSSHC202602502	Haryana	Q1	
Himachal Pradesh	Mandi	1	HSC Kullu				Q1	
	Una	1	S.D. Educational	NGO	MSSHC202601946	Himachal Pradesh	Q3	
Jammu and Kashmir	Jammu UH	2	Priyadarshini Indira Mahila Block Society	NGO	MSSHC202601982	Jammu and Kashmir	Q3	
			Rural Artisans Welfare Society	NGO	MSSHC202602348	Jammu and Kashmir	Q3	

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Jammu & Kashmir	Katra	1	Rural Artisans Welfare Society	NGO	MSSHC202602345	Jammu and Kashmir	Q3	
	Srinagar UH	2	Directorate of Handicrafts and Handloom Kashmir	GO	MSSHC202602342	Jammu and Kashmir	Q2	
Directorate of Handicrafts and Handloom Kashmir			GO	MSSHC202602343	Jammu and Kashmir	Q3		
Ladakh	Leh	1	HandBlock Printing Industrial Co-operative Society Ltd.	NGO	MSSHC202601472	Jammu and Kashmir	Q2	
Punjab	Bathinda	1	Mahila Welfare Federation	NGO	MSSHC202601661	Punjab	Q3	
Rajasthan	Ajmer UH	2	Poddar Trust	NGO	MSSHC202601898	Rajasthan	Q2	
			Priya Prashikshan Sansthan	NGO	MSSHC202602513	Rajasthan	Q3	
	Jaipur UH	2	Poddar Trust	NGO	MSSHC202601897	Rajasthan	Q1	
			AIPSS Handicraft Producer Company Limited	NGO	MSSHC202602012	Rajasthan	Q1	
	Jodhpur UH	2	Saraswati Swarojgar Evm Prashikshan Sansthan	NGO	MSSHC202601773	Rajasthan	Q2	
			Unnati Nehru Yuva Mandal	NGO	MSSHC202602327	Rajasthan	Q2	
Andhra Pradesh	Tirupati UH	2	The Andhra Pradesh Shilparamam Arts, Crafts & Cultural Society	GO	MSSHC202602147	Andhra Pradesh	Q2	
			The Andhra Pradesh Shilparamam Arts, Crafts & Cultural Society	GO	MSSHC202602151	Andhra Pradesh	Q3	
	Guntur UH	2	The Andhra Pradesh Shilparamam Arts, Crafts & Cultural Society	GO	MSSHC202602135	Andhra Pradesh	Q1	
			The Andhra Pradesh Shilparamam Arts, Crafts & Cultural Society	GO	MSSHC202602150	Andhra Pradesh	Q3	
	Kakinada UH	2	The Andhra Pradesh Shilparamam Arts, Crafts & Cultural Society	GO	MSSHC202602134	Andhra Pradesh	Q1	
			The Andhra Pradesh Shilparamam Arts, Crafts & Cultural Society	GO	MSSHC202602152	Andhra Pradesh	Q3	
	Rajahmundry	1	Andhra Pradesh Handicrafts Development Corporation Limited	GO	MSSHC202601851	Andhra Pradesh	Q3	
	Vijaywada	1	Andhra Pradesh Handicrafts Development Corporation Limited	GO	MSSHC202601850	Andhra Pradesh	Q3	
	Karnataka	Tumakuru	1	Indian Institute of Packaging	GO	MSSHC202602574	Delhi	Q2
		Hubali	1	Renuka Education And Welfare Society	NGO	MSSHC202601928	Karnataka	Q2
Mangaluru UH		2	HSC Mangaluru				Q3	
			Potters Cottage Industrial Co-operative Society Ltd., Puttur Dakshinakannada District, Karnataka State 574201	NGO	MSSHC202602141	Karnataka	Q2	
Mysuru UH	2	JSS Mahavidyapeetha	NGO	MSSHC202601492	Karnataka	Q1		
				MSSHC202601493	Karnataka	Q3		
Kerala	Calicut	1	THE Uralungal Labour Contract Co-operative Society Limited	NGO	MSSHC202601570	Kerala	Q2	
	Coimbatore	1	The Tamil Nadu Handicrafts Development Corporation Limited	GO		TAMIL NADU	Q3	
	Kanyakumari UH	2	The Tamil Nadu Handicrafts Development Corporation Limited	GO		TAMIL NADU	Q2	

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Tamil Nadu			The Tamil Nadu Handicrafts Development Corporation Limited	GO		TAMIL NADU	Q3
	Mamallapuram UH	2	The Tamil Nadu Handicrafts Development Corporation Limited	GO		TAMIL NADU	Q1
			The Tamil Nadu Handicrafts Development Corporation Limited	GO		TAMIL NADU	Q2
	Tiruvanamalai	1	Fedcrot	NGO	MSSHC202602378	TAMIL NADU	Q2
Telangana	Warangal	1	Telangana Handicrafts Development Corporation Ltd	GO	MSSHC202601995	Telangana	Q3
Andman & Nicobar	Port Blair	1	HSC, Port Blair				Q3
Chhattisgarh	Durg	1	Chhattisgarh Hastshilp Vikas Board	GO		Chhattisgarh	Q2
	Jagdalpur	1	Maa Sharda Lok Kala Manch	NGO	MSSHC202602195	Chhattisgarh	Q3
Goa	Madgaon	1	Goa Khadi and Village Industries Board	GO		Goa	Q3
Gujarat	Ahmedabad UH	2	Sanskriti Mahila Utkarsh Trust	NGO	MSSHC202601601	Gujarat	Q3
			Sahiyar Mahila Hastkala Utpadak Sahkari Mandali Ltd	NGO	MSSHC202602294	Gujarat	Q3
	Bhuj UH	2	Shri Kutch Kalayan Trust	NGO	MSSHC202601717	Gujarat	Q3
			Navapara Khadigramodhyog Mandal	NGO	MSSHC202602385	Gujarat	Q3
	Gandhinagar	1	The Gujarat Rajya Handloom Handicraft and Audyogic Sahkari Federation Ltd	NGO	MSSHC202602309	Gujarat	Q3
Rajkot	1	Jay Chamunda Vankar Karigar Sahkari Mandali Limited	NGO	MSSHC202602041	Gujarat	Q3	
Madhya Pradesh	Bhopal UH	2	Handloom Handicraft Kalyan Seva Samiti	NGO	MSSHC202601494	Madhya Pradesh	Q3
			Native Education and Employment Developing Society	NGO	MSSHC202601869	Madhya Pradesh	Q3
	Gwalior	1	Taigore Institute of Multipurpose Education	NGO	MSSHC202601482	Madhya Pradesh	Q3
Maharashtra	Aurangabad	1	Shagun Smart Education Society	NGO	MSSHC202602231	Maharashtra	Q2
	Sollapur	1	HSC Aurangabad				Q3
	Kolhapur	1	Arth Foundation	NGO	MSSHC202602478	Maharashtra	Q3
	Navi Mumbai UH	2	Maharashtra State Handloom Co-operative Federation Ltd	GO		Maharashtra	Q2
			Maharashtra State Handloom Co-operative Federation Ltd	GO	MSSHC202602516	Maharashtra	Q3
Grand Total		107					

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