

No.4/4/2021-DCH/P&E
भारत सरकार/Government of India
वस्त्र मंत्रालय/Ministry of Textiles
विकास आयुक्त (हथकरघा) कार्यालय
Office of the Development Commissioner for Handlooms
(पी एम एण्ड ई अनुभाग/PM & E Section)

उद्योग भवन, नई दिल्ली/Udyog Bhavan, New Delhi
दिनांक/Dated: 14th September, 2021

To,

1. Commissioner/ Director (in charge of HL & Textiles), All States/UTs.
2. Commissioner/ Director (in charge of Sericulture), All States/UTs.
3. All the Implementing Agencies of Urban Haats.
4. All National Level Implementing Agencies -
 - (i) National Handloom Development Corporation (NHDC);
 - (ii) Handloom Export Promotion Council (HEPC);
 - (iii) Member Secretary, Central Silk Board, Bangalore (CSB);
 - (iv) Central Cottage Industries Corporation of India (CCIC)
5. Craft Mela Authorities – Rajasthan (Shilpgram), Odisha (Toshali), AP (Shilpramam), Telangana (Shilpramam), Haryana (Surajkund), UP (Taj Mahotsav) & Master Creation Programme (Dilli Haat, New Delhi) by WSC, Delhi.

Subject: Annual Marketing Calendar (target) for organization of Domestic & International Marketing events during 2021-22 under NHDP - reg.

Sir/Madam,

I am directed to convey the approval of the competent authority for finalization of Annual Marketing Calendar in respect of Domestic Marketing expos/events for organization of National Handloom Expos (NHEs), Special Handloom Expos (National/State level), District Level Events (DLEs) including participation in Crafts Melas etc., and International Marketing expos/events during the year 2021-22 under National Handloom Development Programme (NHDP).

2. This office is implementing Handloom Marketing Assistance (HMA), a component of National Handloom Development Programme (NHDP) across the country. The objective of the HMA is to develop and promote the marketing channels in domestic as well as export markets and bring about linkage between the two in a holistic and integrated manner.

3. Under the scheme, following domestic marketing events are organized to provide marketing platform to the handloom agencies/weavers to sell their products directly to the consumers. In addition, handloom exporters/weavers are facilitated for participation in the international marketing events for export promotion:

- (i) National Handloom Expos (NHE), State Handloom Expos (SHE), District Level Events (DLE) etc.
- (ii) Participation in various craft melas organized by the States Govt.
- (iii) Participation in International Fairs/Expos including organization of BSM & RBSM.

Domestic Marketing Expos/Events

4. The Competent Authority has fixed organisation of 200 domestic marketing expos/events by the State Level Implementing Agencies (SLIAs) and National Level Implementing Agencies (NLIAs) during the current financial year i.e. 2021-22. All the State Govt./UTs and national implementing agencies are requested to consider following points while submitting the proposal and organising the events:

- (i) Important Cities and locations of Urban Haats across the country may be considered for marketing events.
- (ii) Efforts may be made to organize more events in 33 functional Urban Haats, involving their IAs.
- (iii) Publicity & promotion of the expos/events shall be undertaken under the tagline/slogan – “MyHandloomMyPride”.
- (iv) NHDC & CCIC may organised certain no. of expos exclusively for GI registered handloom products.
- (v) Similarly, NHDC & CSB may organised certain no. of expos exclusively for silk & wool handloom products.
- (vi) Participation in various craft melas, master creation programme & misc. events organized by the States Govt. and other Govt. Departments/Ministry be given on nomination basis.

5. Further, the Competent Authority has approved organisation of 100 exclusive marketing events of 5-6 days annually for niche handloom products in 7/5 star hotels, Gymkhana Clubs, AWWA/AFWWA (Army/AF Wife's Welfare Association) Clubs and other prominent places and select locations having potential for such events/expos. An indicative list of such locations will be prepared in consultation with State Directorates, Zonal Directors and WSCs for ready reference including list of high-end products such as Kani Shawls, Ikat, Double Ikat, Jamdani, Banaras Brocades, Gyasar etc. and their weavers/producers, for being considered for participation. A separate letter in this regard is being circulated.

6. The details of target, State-wise and National Level Implementing Agencies (NLIAs) – wise are given in the table below:

Sl. No.	Name of State	Target for Domestic Marketing Events during FY 2021-22			
		NHE	SHE	DLE	Total
General States					
1	Andhra Pradesh	1	5	1	07
2	Bihar	1	2	1	04
3	Chhattisgarh	1	3	-	04
4	Delhi	-	-	2	02
5	Gujarat	1	1	-	02
6	Haryana	-	1	-	01
7	Himachal Pradesh	-	1	2	03
8	Jammu & Kashmir	-	2	2	04
9	Ladakh (U.T.)	-	1	2	03
10	Jharkhand	-	2	-	02
11	Karnataka	1	4	-	05
12	Kerala	-	2	-	02
13	Madhya Pradesh	1	6	-	07
14	Maharashtra	1	4	-	05
15	Orissa	1	6	-	07
16	Rajasthan	1	4	-	05
17	Tamil Nadu	1	8	-	09
18	Telangana	1	4	-	05
19	Uttar Pradesh	1	7	3	11
20	Uttarakhand	-	1	3	04
21	West Bengal	-	3	-	03
	Total (a):	12	67	16	95
NER States					
22	Arunachal Pradesh	2	2	2	06
23	Assam	3	11	2	16
24	Meghalaya	-	-	1	01
25	Manipur	2	6	3	11
26	Mizoram	-	3	2	05
27	Nagaland	2	5	1	08
28	Sikkim	2	2	2	06
29	Tripura	2	3	2	07
	Total (b):	13	32	15	60
National Level IA's					
30	National Handloom Development Corporation Ltd. (NHDC)	2	4 <u>Exclusive expos for GI products</u>	-	22
			16 <u>Exclusive expos for Silk/Wool</u>		
31	CCIC	-	5 <u>Exclusive expos for GI & Silk</u>	-	05
32	Central Silk Board (CSB)	-	5 <u>Exclusive expos for GI & Silk</u>	-	05
Craft Melas /Master Creation/Bharat Parv & Paryatan Parv./Misc. events etc.					
33	Craft melas/Master Creation	-	7	-	07
34	Participation in Bharat Parv/ Paryatan Parv)/ Misc.	-	-	6	06
	Total (c):	2	37	6	45
	Grand Total (a+b+c):	27	136	37	200

International Fairs/Events

7. A target for organization/participation in 20 no. of international marketing expos/event by the HEPC & NHDC under NHDP scheme has been fixed for current financial year i.e. 2021-22, as per the details given in the table below:

Sl. No.	International marketing expos/event	No. of Events	
		Physical	Virtual
By HEPC			
1.	Participation in International Trade Fairs	04	-
2.	Participation of Clusters in International Fairs	02	-
4.	Organizing Big Ticket Events	01	-
5.	Organizing virtual Buyer Seller Meet	-	06
6.	Organizing virtual Buyer Seller Meet events	-	01
7.	Misc. activities – Seminar, Export Awards & Onsite Advertisement	03	
	Total	10	07
By NHDC			
8.	Organizing virtual Buyer Seller Meet	-	03
	G.Total	10	10

8. Any revision in the scheme guidelines in the intervening period would apply automatically to the remaining expos/events in supersession of the guidelines under which the earlier expos were held/organized. The financial implication for the same will continue to be regulated as per the approval conveyed/sanctioned order issued to the IA. The expenditure incurred on organization/participation in the domestic & international marketing expos/events will be met out from the budget allocation in “Grant-in-aid” under HMA, NHDP for 2021-22.

9. You are therefore, requested to submit proposals of your Implementing Agency (s)/organization, in accordance to the target fixed to your respective State/organization including Urban haats in the prescribed proforma enclosed herewith, under NHDP scheme for the year 2021-22 on or before 30.09.2021, so that necessary formalities to release the advance could be considered well in time. In some of the cases the date of the expo will be finalized by this office keeping in view national level events etc. The implementing agencies are advised that while sending the proposals, they may ensure that no UC of earlier amount released .is pending against the implementing agency under any scheme of O/o DC (Handlooms), Ministry of Textiles (need to be incorporated). Expected footfalls, sales, no. of participants, no of beneficiaries may also be mentioned in the proposal in the following format:

Sl. No.	Name of the Event (NHE/SHE)	Place of the event	Date of the event	Expected					Name of Implementing Agency
				Expenditure	Sales	No. of footfalls	No. of participants	Total beneficiaries	
...

10. You are also requested that while sending the proposals to this office the following additional information with regard to expos already organized against the sanctioned target for the year 2020-21 may be sent without which proposal for 2021-22 may not be considered :

Sl. No.	Name of event (NHE/SHE etc.)	Venue of expo	Date of sanction of expo	Date of expo	No. of participants	No. of beneficiaries	No. of foot falls	Sales	Name of IA
...

11. In addition to above, all the implementing agencies are also requested to comply with the direction to this office letter dated 09 October, 2019, wherein it was requested to furnish completion report w.r.t. all domestic marketing expos/events, Crafts melas etc. within a week from the date of completion of expos/events in the following format. In the event of not submitting the above information, the 2nd instalment/re-imburement claims will not be considered by this office.

Name/ Type of expos/events	Place	Period	No. of participants	No. of beneficiary (weavers)	Sales generated	No. of footfalls

12. This issues with the approval of the competent authority.

भवदीय/Yours sincerely,

संतोष कुमार सिंह

(संतोष कुमार सिंह/Santosh Kumar Singh)

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Copy to:

1. All the Zonal Directors/HoO, All the WSCs.
2. O/o DC (Handicrafts), RK Puram, New Delhi.
3. PS to DC (HL).
4. NIC, O/o DC (Handlooms) – for uploading on the website.