

No.4/1/2024/DCH/P&E
भारत सरकार/Government of India
वस्त्र मंत्रालय/Ministry of Textiles
विकास आयुक्त (हथकरघा) कार्यालय
Office of the Development Commissioner for Handlooms

उद्योग भवन, नई दिल्ली
Udyog Bhavan, New Delhi
दिनांक/Dated 22nd April, 2024

To,

1. The Commissioner/Director (In charge of HL & Textiles/Sericulture), All States/UTs.
2. All the Zonal Directors/HoO, All the WSCs.
3. All the Implementing Agencies of Urban Haats.
4. All National and State Level Implementing Agencies.
5. Craft Mela Authorities – Odisha (Toshali), Andhra Pradesh (Shilpramam), Telangana (Shilpramam), Haryana (Surajkund), Uttar Pradesh (Taj Mahotsav), Rajasthan (Shilpgram-Udaipur) & Master Creation Programme (Dilli Haat, New Delhi) by WSC, Delhi.

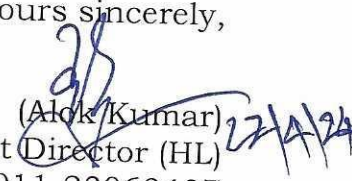
Subject: Annual Marketing Calendar (Indicative target) for organization of Domestic Marketing events during 2024-25 under National Handloom Development Programme (NHDP) - reg.

Madam/Sir,

I'm directed to refer to this office letter of even number dated 10.04.2024 (copy enclosed) on the subject cited above and to intimate you that the last date of submission of proposals against the above Annual Marketing Calendar (Indicative target) for organization of Domestic Marketing events during 2024-25 under NHDP is extended up to 26.04.2024.

2. All the State Govt. and their implementing agencies including National Level Implementing Agencies (NLIAs) are requested to submit their proposals on or before 26.04.2024. Please note that no further extension shall be given on the subject matter.
3. This issues with the approval of Competent Authority.

Yours sincerely,


(Alok Kumar)
Assistant Director (HL)
Tele: 011-23062437
Email: pme.dchl-textiles@gov.in

No.4/1/2024 -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 10th April, 2024

1. The Commissioner/ Director (in charge of HL & Textiles/ Sericulture), All States/UTs.
2. The Zonal Directors/HoO, All WSCs
3. All the Implementing Agencies of Urban Haats.
4. National Level Implementing Agencies (NHDC Ltd./National Design Centre (NDC)
5. Craft Mela Authorities -Odisha (Toshali), AP (Shilpramam), Telangana (Shilpramam), Haryana (Surajkund), UP (Taj Mahotsav)

Subject: Annual Marketing Calendar (Indicative target) for organization of domestic marketing expos/events including exclusive events etc., during 2024-25 under HMA, NHDP scheme - reg.

Madam/Sir,

I am directed to convey the approval of the competent authority for Annual Marketing Calendar in respect of domestic marketing expos/events such as organization of National Handloom Expo (NHE) - Gandhi Bunkar Mela, State Handloom Expo (SHE) - Hathkargha Mela, District Handloom Expo (DHE) - Tana-Bana, Exclusive/Mega events, & other Misc. events, including participation in established Craft Melas viz. Suraj Kund, Toshali, Taj Mahotsav, Shilparamam (AP & Tel) etc., during the year 2024-25 under Handloom Marketing Assistance (HMA), National Handloom Development Programme (NHDP).

2. This office is implementing HMA, NHDP scheme across the country with the objective to develop and promote marketing channels in domestic and export markets in a holistic and integrated manner and to bring greater visibility to the sector & ensure commensurate remuneration to artisans/weavers. It provides marketing platform to the handloom entities, artisans/weavers to sell their products directly to the consumers eliminating the middleman.

3. With a view to harness the optimum potential of these marketing events, this office has decided to rationalize and accordingly, identified the potential cities (list attached) where expos/events will be organized preferably, at the centrally located place in city including various urban haats/crafts villages set-up by the MoT linking with the local festivals.

4. Also, it has been decided to organize exclusive marketing expos/events (period of at least 7-8 days) of niche handloom products like Kani Shawls, Ikat, Double Ikat, Jamdani, Banaras Brocades, Gysar etc., to provide direct marketing opportunity to handloom weavers/producers of niche products for high end clientele, eliminating the middlemen and ensuring high remuneration for weavers. In addition, exclusive events like Sari Festival, Home Décor, Theme/weave base events, including Silk, Wool & GI handloom products etc. will be organized. These exclusive events will be organized at NCHT (Handloom Haat, Janpath), 7/5 star hotels, Gymkhana Clubs, AWWA/AFWWA (Army/AF Wife's Welfare Association) Clubs and other prominent places. For organizing these events, the National Level Implementing Agencies (NLIAs) viz. WSCs, NHDC, NDC etc., will be the implementing agency. This will bring variety to each event and increase the popularity of the events & in turn, maximize sales for the participants.

5. Accordingly, the Competent Authority has fixed indicative target for organisation of 127 domestic marketing expos/events including exclusive/mega events, & other misc. events, participation in established craft melas, to be organised by the State Level Implementing Agencies (SLIAs) & National Level Implementing Agencies (NLIAs) of office of the DC (Handlooms) during the current financial year i.e. 2024-25. However, additional proposals may also be considered in case of non-receipt of proposals from other States over and above the target allocated to States/UTs including National Level implementing agencies to meet the indicative target. All the State Govt./UTs and national implementing agencies are requested to consider following points while submitting the proposal and organising the events:

- IA to consult concerned WSC and follow the terms & conditions of the scheme guidelines meticulously.
- City/places for the expos/events may be considered as indicated in the attached list of potential cities including urban haats/crafts villages set-up by the MoT.



- Publicity & promotion of the expos/events shall be undertaken under the tagline/slogan - "MyHandloomMyPride".
- Some of the exclusive events will be organized in accordance with the para -4 of the letter by the NH, WSC & NDC.
- One stall will be reserved exclusively for registration & promotion of 'India Handloom' brand (IHB), Handloom Mark (HLM), GI handloom/handicrafts products & schemes of office of the DC (Handicrafts) & (Handlooms).
- In addition, concerned WSC may ensure on-boarding of weavers/artisans on e-commerce portal (<https://www.indiahandmade.com/>) of MoT in association with IA & DIC, Meity through the above stall.
- IA should organize cultural events viz. sangeet sandhya, Kavi Sammellan, folk songs, Nukkad Natak, fashion display etc. to attract footfalls including putting up food stalls.
- IA is to clearly mention the details/nos. of stalls (participants) going to put up in the expo for handloom & handicrafts agencies including silk weavers, Jute artisans, KVIC, food stalls & one stall for dissemination of schemes, on-boarding, registrations etc., as stated above.

6. The details of indicative target for organization of domestic marketing expos/events including exclusive events, State-wise and National Level Implementing Agencies (NLIAs) - wise are given in the table below:

Sl. No.	Name of State	Indicative Target for Domestic Marketing Events during FY 2024-25				
		NHE - Gandhi Bunkar Mela	SHE - Hathkargha Mela	DHE - Tana-Bana	Misc./ exclusive	Total
General States						
1	Andhra Pradesh	1	3	-	-	04
2	Bihar	-	2	-	-	02
3	Chhattisgarh	-	1	-	-	01
4	Delhi	-	1	-	-	01
5	Gujarat	-	1	-	-	01
6	Haryana	-	1	-	-	01
7	Himachal Pradesh	-	1	1	-	02
8	Jammu & Kashmir	-	1	1	-	02
9	Ladakh (U.T.)	-	-	1	-	01
10	Jharkhand	-	1	-	-	01
11	Karnataka	1	1	-	-	02
12	Kerala	-	2	-	-	02
13	Madhya Pradesh	1	2	-	-	03
14	Maharashtra	-	2	-	-	02
15	Orissa	1	2	-	-	03
16	Rajasthan	-	2	-	-	02
17	Tamil Nadu	1	4	-	-	05
18	Telangana	1	2	-	-	03
19	Uttar Pradesh	1	3	-	-	04
20	Uttarakhand	-	1	1	-	02
21	West Bengal	-	1	-	-	01
NER States						
22	Arunachal Pradesh	-	2	1	-	03
23	Assam	2	7	-	-	09
24	Meghalaya	-	-	1	-	01
25	Manipur	1	4	1	-	06
26	Mizoram	-	2	1	-	03
27	Nagaland	1	4	1	-	06
28	Sikkim	-	2	1	-	03
29	Tripura	-	2	1	-	03
	Total (a):	11	57	11	-	79
National Level IA's (7-8 days exclusive marketing expos/events - GI, Silk/ Wool products etc.)						
30	NHDC Ltd.	-	5	-	7	12
31	National Design Center (NDC)	-	-	-	12	12
32	WSCs	@ 3 exclusive events to each zone, to be decided & recommended by the respective Zonal Director			12	12
Craft Melas /Master Creation/Bharat Parv & Paryatan Parv./Misc. events etc.						
33	Craft melas/Master Creation	-	-	-	7	07
34	Misc. events & participation in Bharat/Paryatan Parv/ Misc.	-	-	-	5	05
	Total (b):	-	5	-	43	48
	Grand Total (a+b):	11	62	11	43	127

Handwritten signature

7. You are therefore, requested to submit fresh proposals of your implementing agency (s)/organization, in accordance to the target fixed to your respective State/organization including IA of Urban haats in the prescribed proforma as per the guidelines of the scheme, under HMA, NHDP duly compulsorily considered all the points as stated under para - 4 of the letter, for the year 2024-25 on or before 20.04.2024, so as to consolidated Annual Marketing Calendar can be prepared along with the period and place of expos and financial approval can be obtained well in time. The implementing agencies are advised that while sending the proposals, they may ensure that no UC of earlier funds released is pending against the implementing agency under any scheme of O/o DC (Handlooms), Ministry of Textiles.


8. You are also requested that while sending the proposals, following additional information with regard to total no. of expos already organized during the year 2023-24 may be sent without which proposal for 2024-25 may not be considered:

Sl. No.	Name of event	Venue	Date of sanction	Period		No. of participants	No. of beneficiaries	No. of foot falls	Sales	Name of IA
				From	To					
...

9. In addition to above, all the implementing agencies are required 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 case of not submitting the desired information, the 2nd instalment/re-imbursement claims may not be considered.

Sl. No.	Name of event	Venue	Date of sanction	Period		No. of participants			No. of beneficiaries	No. of On-boarding		No. of registration processed		No. of foot falls	Sales	Name of IA
				From	To	HL	HC	Others		e-commerce portal, MoT	GeM	IHB	HLM			
...

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

भवदीय/Yours sincerely,


(विवेक कुमार बाजपाई/Vivek Kumar Bajpai)
 अतिरिक्त विकास आयुक्त (हथकरघा)/Addl. Development Commissioner (HL)
 Tele: 2306 1643, e.mail: vivek.bajpai@gov.in, pme.dchl-textiles@gov.in

Copy to:

1. PS to DC (HL).
2. PA to ADC (VKB)
3. NIC, O/o DC (Handlooms) - for uploading on the website.

LIST OF POTENTIAL CITIES FOR HOLDING DOMESTIC MARKETING EVENTS

Sl. No.	Name of WSC	State	City	Population	Period	Festival	Remarks
South Zone							
1	Chennai	Tamilnadu	Chennai	120.5	Jan-25	Pongal	
2	Salem		Coimbatore	30.8	Oct-24	Vijayadasami	
3	Chennai		Madurai	18.7	Jan-25	Pongal	
4	Salem		Salem	11.9	Oct/Nov -24	Deepavali	
5	Salem		Erode	6.9	Oct-24	Vijayadasami	
6	Kancheepuram		Vellore	6.1	Oct/Nov -24	Deepavali	
7	Chennai		Dindigul	4.3	Oct/Nov -24	Deepavali	
8	Kannur	Kerala	Kannur	16.4	Aug/Sep 24	Onam	
9	Kannur		Thiruvananthapuram	16.8	Aug/Sep 24	Onam	
10	Kannur		Ernakulam	21.2	Aug/Sep 24	Onam	
11	Kannur		Kozhikode	20.3	Dec-24	Christmas/New Year	
12	Bengaluru	Karnataka	Bengaluru	85.2	Jan-25	Makara Sankranti	
13			Mysore	9.9	Oct-24	Dussehra	
14			Hubblli Dharwad	9.4	Jul-24	Moharram	
15			Belagavi	6.1	Oct-24	Dussehra	
16			Mangalore	6.2	Nov-24	Karnataka Rajyothsava	
17			Kalaburagi	5.4	Dec 24/Jan 25	Christmas/New Year	
18	Hyderabad	Telangana	Hyderabad	110.600	Aug-24	National Handloom	
19			Hyderabad	110.600	Sep-24	Vinayaka Chaturthi	
20			Warangal	10.500	Oct-24	Dussehra	
21	Vijayawada	Andhra Pradesh	Vijayawada	22.9	Oct/Nov 24	Diwali & Dusehra Festival	
22			Visakhapatanam	23.8	Dec-24	Christmas/New Year	
23			Guntur	9.4	Oct/Nov 24	Diwali & Dussehra Festival	
24			Kakinada	5.5	Oct/Nov 24	Diwali & Dusehra Festival	
25			Tirupati	7.7	Feb-25	Mahashivaratri	
26			Rajahmundry	5.8	Mar-25	Ugadi (Telugu New Year)	
27			Kurnool	7.4	Sep-24	Eid	
North Zone							
1			Jammu	45,89,874	15.10.2024 to 28.10.2024	Deshara	

Sl. No.	Name of WSC	State	City	Population	Period	Festival	Remarks
2	Srinagar	UT of J&K	Kathua	18,49,305	29.12.2024 to 04.01.2025	-	IA : Directorate of Handicrafts and Handlooms, Jammu
3			Kishtwar	44,595	22.07.2024 to 28.07.2024	Kishtwar Mela	
4			Doda	64,815	07.08.2024 to 13.08.2024	-	
5			Kartra	27,024	02.10.2024 to 08.10.2024	Gandhi Jayanti, Vaishno devi	
6			Pahalgam	3,59,652	25.06.2024 to 09.07.2024	Amarnath Yatra	IA : Directorate of Handicrafts and Handlooms, Kashmir
7			Baramula	30,24,117	22.12.2024 to 06.01.2025	Christmas	
8			Ganderbal	8,92,338	22.07.2024 to 28.07.2024	Amarnath Yatra	
9			Delhi	3 Cr.	01.11.2024 to 14.11.2024	Diwali	
10			Srinagar	37,10,487	08.10.2024 to 21.10.2024	Khadi mahotsav	IA : WSC Srinagr
11		Udhampur	16,64,955	05.02.2025 to 11.02.2025	-		
12		UT of Ladakh	Leh	4,00,461	19.07.2024 to 25.07.2024	Sani Naro Nasjal Festival	IA : Directorate of Handicrafts and Handlooms, Ladakh
13			Kargil	4,22,406	27.07.2024 to 02.08.2024	Kargil Vijay Diwas	
14		Panipat	Punjab & Haryana	Kurukshetra	11.5 Lakh	29/11/2024 to 13/12/2024	Gita Jayanti Mahotsav
15	Gurugram			27 Lakh	17/12/2024 to 31/12/2024	Christmas Festival & New Year	
16	Amritsar			14.5 Lakh	08/01/2025 to 14/01/2025	Lohari Festival	
17	Chandigarh			12 Lakh	22/10/2024 to 04/11/2024	Diwali Festival	
18	Karnal			5 Lakh	08/10/2024 to 14/10/2024	Dussehra Festival	
19			Dehradun	1696694	01.01.2025 - 15.01.2025	Post New Year (Winter Holidays)	Implementing Agencies -
20			Udhamsingh Nagar	1648902	03.10.2024 - 10.10.2024	Navratri	
21			Uttarkashi	330090	20.10.2024 - 26.10.2024	with Annual Magh Mela	

Sl. No.	Name of WSC	State	City	Population	Period	Festival	Remarks
22	Chamoli	Uttarakhand	Haridwar	1890422	01.12.2024 - 07.12.2024	Winter Mela	Uttarakhand Handloom and Handicrafts Development Council with respective DICs
23			Chamoli	691605	14.11.2024 - 20.11.2024	with Annual Gauchar Mela	
24			Almora	622506	16.10.2024 - 22.10.2024	Pre Diwali Mela	
25			Pithoragarh	483439	06.11.2024 - 13.11.2024	with Annual Sharad Utsav Mela	
26	Meerut	Uttar Pradesh	Agra	4418797	10.12.2024 to 23.12.2024		
27			Aligarh	3673889	03.01.2025 to 09.01.2025		
28			Meerut	3443689	12-10-2024 to 26-10-2024		
29			Meerut	3443689	26-02-2025 to 04-03-2025		
30			Jhansi	1998603	03-12-2024 to 16-12-2024		
31			Lalitpur	1221592	05-11-2024 to 18-11-2024		
32			Moradabad	4772006	18.12.2024 to 31.12.2024		
33			Rampur	2335819	08.01.2025 to 21.01.2025		
34			Bijnor	3682713	12.11.2024 to 25.11.2024		
35			Bareilly	4448359	20-12-2024 to 02-01-2025		
36			Pilibhit	2031007	25-11-2024 to 10-12-2024		
37			Pilibhit	2031007	18-11-2024 to 23-11-2024		
38			Badaun	3681896	06-01-2025 to 19-01-2025		
39			Itawah	1581810	10-10-2024 to 25-10-2024		
40			Auriaya	616494	21-02-2025 to 27-02-2025		
41	Jaipur	Rajasthan	Jaipur	43 Lakh	25.07.24 to 07.08.24		Most visited places by both International and Domestic Tourists in Rajasthan State and consider for the Good
42			Udaipur	6.72 Lakh	13.11.24 to 19.11.24		

Sl. No.	Name of WSC	State	City	Population	Period	Festival	Remarks
43			Jodhpur	16 Lakh	19.12.24 to 25.12.24		Consider for the Good sales Point for Handloom Products. SHE in Jainpur
44	Varanasi	Uttar Pradesh	Lucknow	40 lakh	23-11-2024 to 06-12-2024		
45			Kanpur	32 lakh	28-12-2024 to 10-01-2025		
46			Kanpur	32 lakh	01-12-2024 to 14-12-2024		
47			Ayodhya	78 Thousand	06-11-2024 to 19-11-2024		
48			Varanasi	17 lakh	11-12-2024 to 24-12-2024		
49			Varanasi	17 lakh	Nov -Dec		WSC will organise
50			Banda	15 lakh	12-12-2024 to 18-12-2024		
51			Gorakhpur	44 lakh	23-10-2024 to 05-11-2024		
52			Kullu	H.P	Shimla	8,14,000	Dec-24
53	Kangara	15,10,000			Jan-24	None	
54	Kullu	4,37,000			Oct-24	Dushera Int'l Mela Event	

East Zone

1	Aizawl	Mizoram	Aizawl	4.98 Lakhs	Sept- Oct.; Nov-Dec; Jan-Feb.; Mar.	Autumn Season; Christmas & New Year Festive Season; Dry Winter Season; Chapchar kut	
2			Lunglei	1.61 Lakhs			
3			Lawngtlai	1.17 Lakhs			
4			Siaha	0.56 Lakhs			
5			Kolasib	0.83 Lakhs			
6			Serchhip	0.64 Lakhs			
7			Champhai	1.25 Lakhs			
8	IMPHAL	MANIPUR	IMPHAL EAST	4.56 Lakhs	Nov-Dec	Ningol Chakoaba & Sangai festival	
9			IMPHAL WEST	6.29 Lakhs			
10			THOUBAL	2.87 Lakhs	July	JulonHouba	
11			BISHNUPUR	2.07 Lakhs	Oct	Mera Chaoren Houba & Durga Puja festival	
12	Agartala	Tripura	Agartala,	5.22 Lakhs	Sep-Nov	Durgapuja/Deepawali	
13			Dharamnagar,	0.406 Lakhs	Jan-Feb	Makar Sankranti	
14			Bisramganj,	0.712 Lakhs	Dec - Jan	Christmas/ New year	
15			Kamalpur,	0.109 Lakhs	Sep - Nov	Durgapuja/Diwali/Eid	
16			Kumarghat,	0.152 Lakhs	Jan - Feb	Makar Sankranti	

Sl. No.	Name of WSC	State	City	Population	Period	Festival	Remarks
17	Agartala	Tripura	Manubazar,	0.069 Lakhs	Jan - Feb	Makar Sankranti	
18			Melaghar,	0.203 Lakhs	Nov - Feb	Tourist gathering	
19			Sabroom	0.150 Lakhs	Sep - Nov	Durgapuja/Diwali	
20			Amarpur,	0.253 Lakhs	Dec - Jan	Christmas/ New year	
21			Kailashahar,	0.224 Lakhs	Nov - Feb	Tourist gathering	
22			Khowai,	0.185 Lakhs	Sep - Nov	Durgapuja/Diwali	
23			Mohanpur	0.163 Lakhs	Jan - Feb	Makar Sankranti	
24			Dimapur	Nagaland	Urban Haat, Dimapur	3.79 Lakhs	Round the year
25	Kohima	2.68 Lakhs			Dec-Jan	Hornbill Festivals/Christmas /New Year	
26	Mokokchung	1.95 Lakhs			May-Jun	Moatsu Festival of Nagaland	
27	Zunheboto	1.41 Lakhs			Jun-Jul	Tuluni Festival of Nagaland	
28	Mon	2.50 Lakhs			April-May	Aoleang Festival of Nagaland	
29	Phek	1.63 Lakhs			Jan.- Feb	Sukrunye Festival of Nagaland	
30	Chumukedima	0.435 Lakhs			Feb.- March	Sekrenyi Festival of Nagaland	
31	Guwahati	Assam	Dibrugarh	13.29 Lakhs	Jan.-Feb	Me-dam-me-phi	
32			Tinsukia	13.27 Lakhs	Jan.-Feb	Dihing Patkai Festival	
33			Sivasagar	11.51 Lakhs	Jan.-Feb	Me-dam-me-phi	
34			Lakhimpur	10.42 Lakhs	Jan.-Feb	Me-dam-me-phi, Ali-ai- legang Festival	
35			Dhemaji	6.89 Lakhs	Jan.-Feb	Ali- ai- legang Festival	
36			Nalbari	7.71 Lakhs	Oct.-Nov	Rash Mahotsav, Durga Puja	
37			Majuli	1.67 Lakhs	Nov	Majuli Festival, Ali-ai- legang Festival	
38			Golaghat	10.66 Lakhs	Jan	Kaziranga Elephant Festival	
39			Karbi Anglong	9.56 Lakhs	Feb	Rongker & Chomangkan Festival	
40					Shillong, East Khasi Hills District	2 Lakhs	Sep-Oct

Sl. No.	Name of WSC	State	City	Population	Period	Festival	Remarks
41	Guwahati	Meghalaya	Tura, West Garo Hills District	0.75 Lakhs	Nov- Dec		
42			Dilma, North Garo Hills District	0.25 Lakhs	Feb-Mar		
43			Jowai, West Jantia Hills District	0.30 Lakhs	April -May		
44			Nongpoh, Ri-Bhoi District	0.20 Lakhs	Oct-Nov		
45	Extension Centre of WSC, Guwahati	Arunachal Pradesh	Naharlagun- PapumpareDist	Approx -2.6 Lakhs	July		
46			Itanagar- PapumpareDist	Approx -2.6 Lakhs	Feb		
47			Pasighat- East Siang	Approx-1.13 lakhs	Sep		
48			Aalo- West Siang	Approx-1.20 lakhs	Dec		
49			Namsai-Namsai	Approx-1.80 lakhs	Nov		
50	Bhagalpur	Bihar	Patna	Approx 21 Lakhs	Oct	Diwali	Capital City, Domestic Airport, good connectivity with other area of state, highest per capita income district wise. Areas like Gandhi Maidan which is in the heart of the city may serve as good location for any marketing event. Suitable for NHE and SHE.
51			Gaya	Approx 6 Lakhs	May	Buddha Purnima	Near UNESCO world heritage site, local population of weaver's community, highest footfall for tourism, 7th per capita income district wise. Suitable for SHE.

Sl. No.	Name of WSC	State	City	Population	Period	Festival	Remarks
52			Bhagalpur	Approx 5 Lakhs	Oct	Durga Pooja	Highest presence of the Handloom Weavers, Bhagalpur silk has GI tag which is unique selling point (USP) of Product, 3rd district per capita income wise, Good connectivity with other area of state. Suitable for SHE.
53			Muzaffarpur	Approx 5 Lakhs	June	Summer Vacation	Second highest population in the State, 6 th per capita income
54	Kolkata	West Bengal	Kolkata	149 Lakhs	Sep	Durga Puja	NHE & SHE
55			Siliguri	100 Lakhs	Oct	Diwali	
56			Contai	12.8 Lakhs	Sep	Durga Puja	
57			Asansol	17.6 Lakhs	Oct	Diwali	
58			Berhampore	2.75 Lakhs	Sep	Durga Puja	
59			Bolpur	11 Lakhs	Jan		SHE & DHE
60	Ranchi	Jharkhand	Ranchi	15.23 Lakhs	Sep	Karma Festival	SHE
61			Dhanbad	14.15 Lakhs	Oct-Nov	Navratri	SHE
62			Hazaribagh	2.0 Lakhs	Jan	Makar Sankranti	
63			Jamshedpur	8.95 Lakhs	Dec	Christmas	SHE
64	Bhubaneswar	Odisha	Bhubaneswar	12.57 lakhs	Sep-Dec	DOT Fest & Winter Festival	SHE
65			Bargarh	1.13 lakhs	Dec-Jan	Dhanu Yatra	
66			Bhadrak	1.69 lakhs	Oct-Nov	Kali Puja	
67			Cuttack	8.65 lakhs	Nov	Bali Jatra	SHE
68			Dhenkanal	0.93 lakhs	Oct	Gajalaxmi Puja	
69			Berhampur, Ganjam	5 lakhs	Apr-May	Thakurani Yatra	SHE
70			Jajpur	0.4 lakhs	Sep-Oct	Biraja Rath Yatra	
71			Koraput	0.5 lakhs	Nov	Chaitra Parba	
72			Kendujhar	0.84 lakhs	Mar-Apr	Chaitra Parba	
73			Malkangiri	0.3 lakhs	Feb-Mar	Bada Yatra	
74			Talcher, Angul	0.4 lakhs	Sep	Ganesh Puja	
75			Nabarangpur	0.4 lakhs	Dec	Mondei	
76			Puri	2.84 lakhs	Jul	Rath Yatra	
77			Sambalpur	2.60 lakhs	May-Jun	Sital Sasthi	

West Zone

1	Mumbai	Maharashtra	Mumbai	2.12 cr			Metro city
---	--------	-------------	--------	---------	--	--	------------

Sl. No.	Name of WSC	State	City	Population	Period	Festival	Remarks
2			Pune	44.36 Lakhs			Historical City
3			Nashik	22.16 Lakhs			spiritual city
4			Aurangabad	16.83 Lakhs			Historical City
5			Kolhapur	6.45 Lakhs			spiritual city
6		Goa	Madgoan	1.22 lakhs			Tourist Place
7			Panaji	1.05 lakhs			Tourist Place
8		WSC Indore	Madhya Pradesh	Bhopal	26.25 lakhs		
9	Indore			39.93 lakhs			Tourist Place & Largest and most populous city in MP
10	Ujjain			19.86 lakhs			Tourist Place
11	Pachmarhi (Hoshangabad district)			17.50 lakhs			Tourist Place
12	Mandav (Dhar district)			27.80 lakhs			Tourist Place
13	Ratlam			14.55 lakhs			--
14	Mandsaur			15.20 lakhs			--
15	Neemuch			9.46 lakhs			--
16	Sagar			28.20 lakhs			--
17	Khandwa			13.10 lakhs			--
18	Gwalior			15.17 lakhs			Tourist Place
19	Khajrao (district Chhatarpur)			17.62 lakhs			Tourist Place
20	Chanderi (Ashoknagar)			8.45 lakhs			Tourist Place
21	Shivpuri			12.26 lakhs			--
22	Betul			17.90 lakhs			--
23	Maheshwar (Khargone district)			9.53 lakhs			Tourist Place
24	Orchha (Niwari district)			4.04 lakhs			Tourist Place
25	Raigrah	Chhattisgarh	Rajnandgaon	18 Lakhs			State Handloom Expo
26			Raipur	14 Lakhs			
27			Bhilai	8 Lakhs			
28			Korba	14 Lakhs			District Handloom Expo
29			Durg	38 Lakhs			
30			Bilaspur	4 Lakhs			
31	WSC Nagpur	Maharashtra	Nagpur	33.16 Lakhs			State Handloom Expo "Hatkargha" can be organised due to potential buyers.
32		Maharashtra	Amravati	08.80 Lakhs			District Handloom Expo "Tana-Bana" can be organised.

Sl. No.	Name of WSC	State	City	Population	Period	Festival	Remarks
33		Madhya Pradesh	Jabalpur	14.55 Lakhs			State Handloom Expo"Hatkargha"can be organised due to potential buyers.
34		Maharshtra	Nagpur	33.16 lakhs			District Handloom Expo"Tana-Bana" can be organised to attract niche buyers.
35	Ahmedabad	Gujarat	Ahmedabad	55.77 lakhs			Metro city
36			Surat	44.66 lakhs			Textile City
37			Vadodara	17.52 lakhs			Historical City