

**ANNUAL DOMESTIC MARKETING PLAN - 2017-18**

**OFFICE OF THE DEVELOPMENT COMMISSIONER**  
**(HANDICRAFTS)**

**WEST BLOCK NO. 7, R.K.PURAM, NEW DELHI**

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

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**I. Textile India – 2017**

SN	Name of Event	Date	Venue	Agency	Proposed Event
1.	Textile India 2017	30 <sup>th</sup> June to 1 <sup>st</sup> July 2017	Mahatma Mandir, Gandhinagar (Gujarat)	EPCH	Thematic Exhibition of Crafts from <b>North Eastern Region</b>
2.	-do-	-do-	-do-	EPCH	Promotion & Marketing of Craftpersons from <b>R O I</b>
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 Craftspersons/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. 2017)	O/o DC(HC)	CEPC
6.	Hyderabad	15	200	New Year Festival (Jan. 2017)	O/o DC(HC)	COHANDS
7.	Chennai	15	200	Pongal Festival (Jan. 2017)	O/o DC(HC)	COHANDS

### III. National Level Events.

National level events are regular events in Delhi and neighbouring 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( <b>N E R</b> )	NCDPD	Mumbai – Phoenix Maraket City, Kurla(W)	May/June 2017
2	-do-	NCDPD	Hyderabad – INORBIT Mall, Madhapur	May/June 2017
3	Thematic Exhibition( <b>ROI</b> )	NCDPD	Mumbai – Phoenix Maraket City, Kurla(W)	June 2017
4	Hindext	EPCH	Varanasi.	Sept. 2017
5	Thematic Exhibition( <b>ROI</b> )	NCDPD	Bengaluru – Phoenix Market City, Mahadevpura	Oct/Nov.2017
6	Thematic Exhibition( <b>N E R</b> )	NCDPD	Pune – Phoenix Market City Viman Road	Oct./Nov. 2017
7	-do-	NCDPD	Gurgaon – DLF Mall	Oct. 2017
8	Thematic Exhibition( <b>ROI</b> )	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( <b>S. C.</b> )	NCDPD	New Delhi – Handloom Haat, Janpth	Dec.2017
11	Thematic Exhibition( <b>N E R</b> )	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 – <b>Philippines, Thailand &amp; China.</b>	NCDPD	BCDI - Agartala (Tripura)
2	Embroidery Crafts – <b>Vietnam &amp; China</b>	NCDPD	New Delhi
3	Carpet - <b>Iran</b>	CEPC	Delhi

## VII. State wise Events:

### A. Gandhi Shilp Bazaars:

In order to promote and market handicrafts, Gandhi Shilp Bazaars are being organized in metropolitan cities/state capitals/places of tourist or commercial interest/other places. This will provide direct marketing platform to the handicrafts artisans/SHGs/entrepreneurs from various parts of the country. GSBs are organized in consideration with important fairs/festivals/historic places/places of tourist interest etc. of the particular selected areas. Duration of GSBs will be 7-10 days and shall accommodate 60-100 stalls with maximum financial limit of Rs.20 lakhs. The selection of Implementing agencies will be done by O/o Development Commissioner (Handicrafts) from the eligible organizations like Central/State corporations, EPCs and other eligible agencies as per scheme. Total 64 GSBs are prepared for 2017-18 covering all the states as per the commercial viability of the cities and no states has been given more than three GSBs during the year.

S. No.	State	No. of GSBs	Venue – I	Venue – II	Venue – III
1.	Andhra Pradesh	2	UH Tirupathi	Vijayawada	--
2.	Assam	2	Guwahati	Dibrugarh	--
3.	Bihar	1	Patna	--	--
4.	Chandigarh	1	Chandigarh	--	--
5.	Chhattisgarh	2	Raipur	Jagdalpur	--
6.	Goa	1	Panajim	--	--
7.	Gujarat	2	Ahmedabad	Baroda	--
8.	Haryana	1	Gurgaon	--	--
9.	Himachal Pradesh	2	Palampur	Dharamshala	--
10.	Jharkhand	1	Ranchi	--	--
11.	Jammu & Kashmir	1	Jammu	--	--
12.	Karnataka	2	Bengaluru	UH Mysore	--
13.	Kerala	2	Trivandrum	Ernakulum	--
14.	Madhya Pradesh	2	Bhopal	Gwalior	---
15.	Maharashtra	2	Mumbai	Nagpur	---
16.	Manipur	1	Imphal	--	--
17.	Meghalaya	1	Shilong	--	--

18.	Nagaland	1	Dimapur	--	--
19.	Odisha	3	Bhubaneswar	Cuttack	Sambalpur
20.	Punjab	1	Amritsar	--	--
21.	Pondicherry	1	Pondicherry	--	--
22.	Rajasthan	3	Jaipur	Ajmer (during Urs)	Udaipur
23.	Sikkim	1	Gangtok	--	--
24.	Telangana	2	Hyderabad	Warangal	--
25.	Tamil Nadu	2	Chennai	Coimbatore	--
26.	Uttar Pradesh	3	Lucknow	Varanasi	Allahabad/Moradabad
27.	Uttrakhand	2	Dehradun	Haridwar	--
28.	West Bengal	2	Kolkata	Durgapur	--

## B. Craft Bazaars:

In order to promote and market handicrafts, Crafts Bazaars are being organized in metropolitan cities/state capitals/places of tourist or commercial interest/other places. This will provide direct marketing platform to the handicrafts artisans/SHGs/entrepreneurs from various parts of the country. Crafts Bazaars are organized in consideration with important fairs/festivals/historic places/places of tourist interest etc. of the particular selected areas. Duration of Crafts Bazaars will be 7-10 days and shall accommodate 60-100 stalls with maximum financial limit of Rs.20 lakhs where 75% of grant will be borne by DC(Handicrafts) whereas in case of NER states implementing the program outside NER with NER artisans, 90% of grant will be borne by DC(Handicrafts). The selection of Implementing agencies will be done by O/o Development Commissioner(Handicrafts) from the eligible organizations like Central/State corporations, EPCs and other eligible agencies as per scheme. Total 53 Crafts Bazaars are prepared for 2017-18 covering all the states as per the commercial viability of the cities and no states has been given more than three Crafts Bazaars during the year.

S. No.	State	No. of Craft Bazaars	Venue – I	Venue – II	Venue – III
1.	Andhra Pradesh	2	Guntur	Ananthapur	--
2.	Assam	2	Kokrajhar	Jorhat	--
3.	Bihar	1	Bhagalpur	--	--
4.	Chandigarh	1	Chandigarh	--	--
5.	Chhattisgarh	1	Raipur	---	--
6.	Goa	-	--	--	--
7.	Gujarat	2	Vadadora	Surat	--
8.	Haryana	1	Kurkshetra	----	--

9.	Himachal Pradesh	1	Kullu	--	--
10	Jharkhand	2	Jamshedpur	Bokaro	--
11	Jammu & Kashmir	---	----	--	--
12	Karnataka	2	UH Mangaluru	Bengaluru	--
13	Kerala	2	Trivandrum	Kottayam	--
14	Madhya Pradesh	2	Jabalpur	Indore	--
15	Maharashtra	2	Nasik	Pune	--
16	Manipur	1	Thoubal	--	--
17	Nagaland	1	Kohima	--	--
18	Odisha	2	Puri	Bargarh	--
19	Punjab	1	Gurdaspur	---	--
20	Pondicherry	1	Pondicherry	--	--
21	Rajasthan	2	Pushkar (Ajmer)	Jaisalmer	--
22	Sikkim	1	Gangtok	--	--
23	Telangana	2	Hyderabad	Khammam	--
24	Tamil Nadu	2	Chennai	Tirupur	--
25	Uttar Pradesh	2	Kanpur	Aligarh	--
26	Uttarakhand	2	Roorki	Dehradun	--
27	West Bengal	2	Asansol	Khragpur	--

### C. Exhibitions:

In order to promote and market handicrafts, exhibitions are smaller marketing events at local level to provide marketing opportunity to group of artisans from the area. Exhibitions are organized in consideration with important fairs/festivals/historic places/places of tourist interest etc. of the particular selected areas. Duration of exhibitions will be 7-10 days and shall accommodate 10-50 stalls with maximum financial limit of Rs.10 lakhs where 75% of grant will be borne by DC(Handicrafts) whereas in case of NER states implementing the program outside NER with NER artisans, 90% of grant will be borne by DC(Handicrafts). The selection of Implementing agencies will be done by O/o Development Commissioner(Handicrafts) from the eligible organizations like Central/Sate corporations and other eligible agencies as per scheme. Total 63 exhibitions are prepared for 2017-18 covering all the states as per the commercial viability of the cities and no states has been given more than three exhibitions during the year.

<b>S. No.</b>	<b>State</b>	<b>No. of Exhibitions</b>	<b>Venue – I</b>	<b>Venue – II</b>	<b>Venue – III</b>
1.	Andhra Pradesh	3	Eluru (Diwali Mela)	Kurnool (SankranthiMela)	Srikakulam (Ratyatra)
2.	A & N Island	1	Port-Blair (Tourist)	--	--
3.	Arunachal Pradesh	1	Itanagar (ParsuramMela)	--	--
4.	Assam	3	Shivsagar (Shivratri)	Nalwadi (RaasMela)	Goalpara (Surya Mela)
5.	Bihar	3	Rajgir (RajgirMahotsav)	Sonpur (Kartik Purnima)	Gaya (Religious)
6.	Chandigarh	1	Chandigarh (Heritage)	--	--
7.	Chhattisgarh	2	Bastar (Dussahara)	Rajim (KumbhMela)	--
8.	Goa	1	Daman (Tourist)	--	--
9.	Gujarat	3	Dwarka (Religious)	Kutch (Kutch Mahotsav)	Ahmedabad UH (Tourist)
10	Haryana	2	Hissar (Makar Sankranti)	Rohtak (TeejMela)	--

11	Himachal Pradesh	2	Shimla (Tourist)	Manali (Tourist)	--
12	Jharkhand	2	Deoghar (Shivratri)	Hazaribagh (Makar Mela)	--
13	Jammu & Kashmir	1	Katra (Religious)	--	--
14	Karnataka	3	Mangaluru UH	Mysore UH (Dussehra)	Hassan (Car Festival)
15	Kerala	2	Thrissur (Onam Festival)	Alappuzha (Onam Festival)	--
16	Madhya Pradesh	3	Ujjain (Kumbh)	Khajuraho (Heritage)	Indore (MalvaUtsav)
17	Maharashtra	3	Kolhapur (Navratri)	Nagpur (Orange Festival)	Aurangabad (Shivratri)
18	Manipur	1	Moirang (SanghaiMela)	--	--
19	Meghalaya	1	Shillong (Tourist)	--	--
20	Mizoram	1	Aizwal (Tourist)	--	--
21	Nagaland	1	Kohima (Horn Festival)	--	--
22	Odisha	3	Keonjhar (SitalSasthi)	Brahmapur (Dussehra)	Raurkela (Tourist)
23	Punjab	2	Jalandhar (Heritage)	Amritsar (Religious)	--
24	Pondicherry	1	Pondicherry (Aurobindo Festival)	--	--
25	Rajasthan	3	Barmer (TeezMela)	Jaipur (Tourist)	Jodhpur (Dussehra)
26	Sikkim	1	Gangtok (Tourist)	--	--

27	Telangana	3	Nizamabad (Dassahara)	Nalgonda (Sankranti)	Karimnagar (Ramzan)
28	Tamil Nadu	3	Ooty (Tourist)	Trichy (Tourist)	Ramewaram (Religious)
29	Tripura	1	Agartala (Tourist)	--	--
30	Uttar Pradesh	3	Agra (Tourist Heritage)	Allahabad (KumbhMela)	Mathura (Religious)
31	Uttrakhand	2	Nainital (Tourist)	Dehradun (Tourist)	--
32	West Bengal	3	Burdwan (Durga Puja)	Shantiniketan (Posh Mela)	Coochbehar (Diwali Mela)
33	CCIC, New Delhi	7	Chennai (2 Nos.)	Bengaluru (2 Nos.)	Hyderabad Varanasi Ahmedabad

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