

No.12/1/2023/DCH/P&E
Government of India
Ministry of Textiles
Office of the Development Commissioner for Handlooms
(PM&E Section)

Udyog Bhavan, New Delhi

Dated 20th June, 2023

To,

1. Director General, Export Promotion Council for Handicrafts, Delhi.
2. Managing Director, National Handloom Development Corporation, Gr. Noida.
3. Executive Director, Handloom Export Promotion Council, Chennai.

Subject: Annual Marketing Calendar (Indicative Target) for organization of International Marketing events during 2023-24 under NHDP - reg.

Sir/Madam,

I am directed to convey the approval of the competent authority for Annual Marketing Calendar (Indicative Target) in respect of International Marketing expos/events such as participation in International Trade Fairs, participation of Clusters in International Fairs, organizing Big Ticket Events, organization Special Handloom Sourcing Show, organization of Special Promotional Events abroad for Traditional Textiles, Misc. activities – Seminars, Export Awards & Onsite Advertisement, etc., during the year 2023-24 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, assistance is provided for establishing international marketing linkages to suitable Apex/Primary handloom cooperative societies, corporations, producers' companies, handloom awardees, exporters, other talented weavers etc. who are producing exclusive exportable handloom products. Market penetration through organisation/participation in international fairs/exhibitions, big ticket events, Buyer Sellers Meet, Reverse Buyer Sellers Meet etc., for export promotion of handloom products. The Handloom exporters/weavers are also facilitated for participation in the international marketing events for export promotion.

4. The Competent Authority has fixed indicative target for organisation/participation in 20 international marketing expos/events by the approved Implementing Agencies (IAs) during the current financial year i.e. 2023-24. However, additional proposals may also be considered in case of non-receipt of the proposals from the respective IAs.


5. The details of agency-wise target are given in the table below:

Sl. No.	International marketing expos/events	No. of Events	IA for the events
1.	Participation in International Trade Fairs	6	5-HEPC & 1-EPCH
2.	Special Sourcing Show - Abroad/India	4	4-HEPC
3.	Events in India (IITF Pragati Maidan, GI Fair, Events on National Handloom Day, etc.)	5	3-HEPC, 1-NHDC & 1-EPCH
4.	Organizing Big Ticket Events (in India)	2	1-HEPC & 1-EPCH
5.	Misc. activities – Seminars, etc.	3	1-HEPC, 1-NHDC & 1-EPCH
Total:		20	14-HEPC, 2-NHDC, 4-EPCH

6. You are therefore, requested to submit the proposals in respect of your organization in accordance to the target fixed as mentioned under para-5 above, so as to this office may prepare an Annual Marketing Calendar (International) for the year 2023-24. The same kindly be submitted to this office on or before 30.06.2023, so that necessary formalities to release the advance could be considered well in time. 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.

7. This issues with the approval of the Secretary (Textiles).

Yours sincerely,



(Santosh Kumar Singh)

Addl. Development Commissioner (Handlooms)

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Copy to:

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