

MOST IMMEDIATE
E.MAIL/SPEED POST

No.4/36/2016-DCH/P&E
Government of India
Ministry of Textiles
Office of the Development Commissioner for Handlooms

Udyog Bhavan, New Delhi
Dated the 5th July 2017

To
Commissioner/Director (Incharge of Handlooms and Textiles)
(All States)

Subject: Finalisation of Annual Marketing Calendar (Target) of Domestic Marketing Events (National Handloom Expos & Special Handloom Expos) under National Handloom Development Programme (NHDP) for the year 2017-18 – reg.

Sir/Madam,

In supersession to this office letter of even number dated the 12th May 2017 regarding submission of proposals for organisation of National Handloom Expos & Special Handloom Expos during the year 2017-18 under National Handloom Development Programme (NHDP), I am directed to inform that the tentative targets of the marketing calendar have been revised with the approval of Secretary (Textiles) as per details given below:-

Sl. No.	State	State Govts./ State's Agency		
		NHE	SHE	Total
1.	Andhra Pradesh	01	07	08
2.	Bihar	01	02	03
3.	Chandigarh		01	01
4.	Chhattisgarh	01	01	02
5.	Delhi	-	04	04
6.	Gujarat		02	02
7.	Haryana		01	01
8.	Himachal Pradesh	-	02	02
9.	J&K	01	01	02
10.	Jharkhand	-	01	01
11.	Karnataka	01	05	06
12.	Kerala	-	02	02
13.	Madhya Prd.	01	02	03
14.	Maharashtra	01	04	05
15.	Orissa	01	04	05
16.	Rajasthan	01	01	02
17.	Tamil Nadu	01	06	07
18.	Telangana	01	06	07
19.	Uttar Pradesh	01	07	08
20.	Uttarakhand	01	05	06
21.	West Bengal	-	05	05
	Total (A)	13	69	82

Sl. No.	State	State Govts./ State's Agency		
		NHE	SHE	Total
22.	Arunachal Prd.	01	01	02
23.	Assam	04	10	14
24.	Meghalaya	-	01	01
25.	Manipur	01	03	04
26.	Mizoram	-	03	03
27.	Nagaland	01	06	07
28.	Tripura	02	07	09
29.	Sikkim	01	02	03
	Total (B)	10	33	43
	Total (A)+ (B)	23	102	125

2. Further, it is stated that the Handloom Marketing Assistance (HMA), a component of National Handloom Development Programme (NHDP) has been modified for its implementation during the 13th Plan period (2017-18 to 2019-20). A copy of the same is being sent shortly. After issuance of the same, this will also be available in the website of this office: www.handlooms.nic.in, and can be downloaded.

3. You are therefore requested to submit the proposals of your Implementing Agency in accordance with the revised guidelines and targets fixed to your State in the prescribed proforma complete in all respect on or before 20th July 2017. The Implementing Agencies may kindly be advised to ensure that while sending the proposals, expected footfalls, sales, number of participants and number of beneficiaries may also be mentioned in the proposals. It may also be ensured that no Utilisation Certificate of earlier releases is pending against the Implementing Agency under any scheme of this office and Ministry of Textiles, which may also be incorporated in the proposals.

4. You are also requested that while sending the proposals to this office, the following additional information may also be sent:-

Sl. No.	Name of Event			Venue	Date of sanction	Date of Organisation	Number of beneficiaries	Number of footfalls	Sales (Rs. In lakh)
	NHE	SHE	DLE						

Yours faithfully,

C. Muthusamy
(C. Muthusamy)
Director

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Dated the 5th July 2017

To

1. The Secretary,
Association of Corporations and Apex
Societies of Handlooms (ACASH),
New Delhi
2. The Managing Director
National Handloom Development
Corporation (NHDC) Ltd.,
Lucknow

Subject: Finalisation of Annual Marketing Calendar (Target) of Domestic Marketing Events (National Handloom Expos & Special Handloom Expos) under National Handloom Development Programme (NHDP) for the year 2017-18 –reg.

Sir/Madam,

I am directed to inform that the tentative targets of the marketing calendar have been revised with the approval of Secretary (Textiles) as per details given below:-

Sl.No.	State	ACASH (NHE/ NLSHE)	NHDC (NHE/ NLSHE)
1.	Andhra Pradesh	-	01-NLSHE 1
2.	Bihar	01-NLSHE	1 02-NLSHEs 2
3.	Chandigarh	01-NLHEs	1 01-NLSHE 1
4.	Chhattisgarh	-	01-NLSHE 1
5.	Delhi	02-NHEs 22-NLSHEs	24 02-NLSHE 2
6.	Gujarat	01-NLSHE	1 01- NHE 02-NLSHEs 3
7.	Himachal Pradesh	01-NLSHE	1
8.	J&K	-	01-NLSHE 1
9.	Jharkhand	-	02—NLSHEs 2
10.	Karnataka	-	01-NLSHE 1
11.	Karala	-	01-NLSHE 1
12.	Madhya Prd.	-	01-NHE 01-NLSHEs 2
13.	Maharashtra	-	02-NLSHEs 2
14.	Orissa	01-NLSHE	1 01-NLSHE 1

Sl.No.	State	ACASH (NHE/ NLSHE)	NHDC (NHE/	Sl.No.	State
15.	Punjab	01-NLSHE	1	01-NLSHE	1
16.	Rajasthan	01-NLSHE	1	01-NLSHE	1
17.	Tamil Nadu	01-NLSHE	1	01-NLSHE	1
18.	Telangana	01-NLSHE	1	01-NLSHE	1
19.	Uttar Pradesh	02-NLHEs	2	01-NHE 03-NLSHEs	4
20.	Uttrakhand	-	-	01-NLSHE	1
21.	West Bengal	-	-	01-NLSHE	1
22.	Total (A)	02-NHEs 33-NLSHEs	35	03-NHEs 27-NLSHEs	30
23.	Arunachal Prd.	-	-	01-NLSHE	1
24.	Assam	-	-	01-NLSHE	1
25.	Meghalaya	-	-	-	-
26.	Manipur	-	-	-	-
27.	Mizoram	-	-	-	-
28.	Nagaland	-	-	-	-
29.	Tripura	-	-	-	-
30.	Sikkim	-	-	01-NLSHE	1
	Total (B)	-	-	03-NLSHEs	3
		33-NLSHEs 02-NHEs	35	03-NHEs 30-NLSHEs	33

2. Further, it is stated that the Handloom Marketing Assistance (HMA), a component of National Handloom Development Programme (NHDP) has been modified for its implementation during the 13th Plan period (2017-18 to 2019-20). A copy of the same is being sent shortly. After issuance of the same, this will also be available in the website of this office: www.handlooms.nic.in, and can be downloaded.

3. You are therefore requested to submit the proposals to this office on or before 20th July 2017. While sending the proposals, expected footfalls, sales, number of participants and number of beneficiaries may also be mentioned in the proposals. It may also be ensured that no Utilisation Certificate of earlier releases is pending against the Implementing Agency under any scheme of this office and Ministry of Textiles, which may also be incorporated in the proposals.

4. You are also requested that while sending the proposals to this office, the following additional information may also be sent:-

Sl. No.	Name of Event		Venue	Date of sanction	Date of Organisation	Number of beneficiaries	Number of footfalls	Sales (Rs. in lakh)
	NHE	NLSHE						

Yours faithfully,

C. Muthusamy
(C. Muthusamy)
Director
Tele:23062238

OK
Issued
5-7-17

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No.4/36/2016-DCH/P&E
Government of India
Ministry of Textiles
Office of the Development Commissioner for Handlooms

Udyog Bhavan, New Delhi
Dated the 5th July 2017

To
Executive Director,
Handloom Export promotion Council (HEPC),
Chennai

Subject: Finalisation of Annual Marketing Calendar for organisation of International events during 2017-18 under National Handloom Development Programme (NHDP) – reg.

Sir,

I am directed to inform that Secretary (Textiles) has approved the annual marketing calendar for the year 2017-18 for organisation of International events as per details given below:-

i) International fairs/events

Sl.No.	Name of Event	Event schedule
1.	Global Indian Festival, Malaysia	May 31- June 4, 2017
2.	Home textile Sourcing / Apparel Sourcing, USA	17-19 July 2017
3.	Inter textile SHANGHAI home textiles, Shanghai	23-26 Aug' 2017
4.	India Trend Fair, Japan	6-8 Sep' 2017
5.	WHOS NEXT, Paris	8-11 Sep' 2017
6.	IHGF, Delhi	13-17 Oct'2017
7.	China Import & Export Fair (CANTON), China	31 st Oct-4 th Nov 2017
8.	International Sourcing Expo, Australia	14-16, Nov' 2017
9.	Domotex, Germany	12-15, Jan'2018
10.	India Sourcing Fair, Chile	March 2018

ii) Participation of State Apex Bodies of Handlooms in International Fairs

Sl. No.	Name of event	Name of State
1	Home textile Sourcing/ Apparel Sourcing Expo, New York	Assam, Karnataka, Odisha, West Bengal, Tamilnadhu and Himachal Pradesh
2	India Trend Fair, Tokyo, Japan	
3	CANTON, China	
4	International Sourcing Expo, Melbourne	
5	Heimtextil, Frankfurt, Germany	
6	WHO's NEXT, Paris, France	

iii) Buyer Seller Meets

Sl. No.	Name of Event	Event schedule
1	BSM -Floor coverings & Made-ups,	December 2017
2	Reverse Buyer Seller Meet,	20-21 February 2018
3	BSM - Fashion accessories & Garments.	March 2018

2. During the meeting held on 6th June 2017 under the Chairmanship of Secretary (Textiles) it was decided that:-

- i) No Cluster should be repeated to participate in the international fairs till all clusters are given an opportunity to participate.
- ii) For participation in international fairs by Apex Societies, a letter may be sent to concerned Apex Societies and obtain their willingness and choice first, so that they may not have any problem in participating/exhibiting their products.

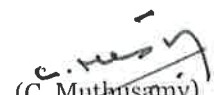
3. Further, it is stated that the Handloom Marketing Assistance (HMA), a component of National Handloom Development Programme (NHDP) has been modified for its implementation during the 13th Plan period (2017-18 to 2019-20). A copy of the same is being sent shortly. After issuance of the same, this will also be available on the website of this office: www.handlooms.nic.in, and can be downloaded.

4. You are therefore requested to submit the proposals as per the guidelines of the scheme complete in all respect on or before 20th July 2017. While submitting the proposals to this office expected footfalls, sales, orders, number of participants may also be mentioned in the proposals. It may also be ensured that no Utilisation Certificate of earlier releases is pending against the Implementing Agency under any scheme of this office and Ministry of Textiles, which may also be incorporated in the proposals.

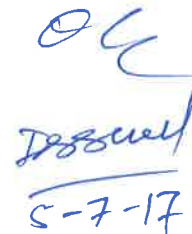
5. You are also requested that while sending the proposals to this office, following additional information may also be sent for the year 2016-17:-

Sl. No.	Name of event	Date of event	Number of participants	Number of footfalls	Sales/Order Booked (Rs.In lakh)	Amount (Rs. In lakh)		
						Total cost	Amount sanctioned	Released

Yours faithfully,


(C. Muthusamy)
Director
Tele:23062238
FAX:23063511


6/7/17


5-7-17