

No.4/1/2020-DCH/P&E
भारतसरकार/Government of India
वस्त्रमंत्रालय/Ministry of Textiles
विकासआयुक्त(हथकरघा) कार्यालय
Office of the Development Commissioner for Handlooms
(पी एम एण्ड ई अनुभाग/PM & E Section)

उद्योग भवन, नईदिल्ली/Udyog Bhavan, New Delhi

दिनांक/Dated: 17th March, 2020

To,

1. Commissioner/ Director (in charge of HL & Textiles)
(All States)
2. All the Implementing Agencies of Urban Haats.
(as per attached list)
3. All National Level Implementing Agencies-
(i) National Handloom Development Corporation (NHDC);
(ii) Member Secretary, Central Silk Board, Bangalore (CSB);
(iii) Central Cottage Industries Corporation of India (CCIC); and
(iv) 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

Stingh

Subject: Annual Marketing Calendar for Domestic Marketing Events under NHDP and NERTPS for the year 2020-21- reg.

Sir,

I am directed to forward the 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), participation in Crafts Melas etc. during the year 2020-21 under National Handloom Development Programme (NHDP) and NER Textiles Promotion Scheme (NERTPS).

2. The State and national level/Urban haats implementing agency wise target and place of expos for the domestic marketing expos/events are given in the table below for both the above schemes:

NHDP

Sl. No.	General States	Target(s) for the domestic events to be organized by O/o DC(HL)				Only participants (50:50) are to be provided for Expos/ Events to be Organized by O/o DC(HC) at Urban Haats	Total
		National Handloom Expos/ Name of City	Special Handloom Expos		District Level Events		
			State Level	National Level			
1	Andhra Pradesh	01(Vijaywada)	05(02-Urban Haat Tirupati, 01-Nellore,01-Guntur & 01-Kuknool)	-	-	08-Urban Haat Tirupati	14
2	Bihar	01(Patna)	02(01-Patna, 01-Gaya)	-	-		03
3	Chhattisgarh	01(Raipur)	05-Urban Haat Raipur	-	-	08-Urban Haat Raipur	14
4	Delhi	-	-	-	04		04
5	Gujarat	-	-	06-Urban Haat-Ahmedabad	-	08-Urban Haat-Ahmedabad	14
6	Himachal Pradesh	-	01-Shimla	-	02(01-Una,01-Dharmshala)		03
7	Jammu & Kashmir	01(Srinagar)	02-Urban Haat Jammu	-	02(Jammu)	06-Urban Haat Jammu	11
8	Ladakh (U.T.)	-	01	-	02		03
9	Jharkhand	-	01-Ranchi	-	-		01
10	Karnataka	01(Bangaluru)	08(05 Urban Haat Mysore, 01-Ballari, 01-Gadag & 01-Kalburgi)	-	-	08-Urban Haat Mysore	17
11	Kerala	-	01(Kochi)	-	-		01
12	Madhya Pradesh	01(Bhopal)	01-Jabalpur	12(06-Urban Haat Bhopal & 06-Urban Haat Indore)	-	14(08-Urban Haat Bhopal & 06-Urban Haat Indore)	28
13	Maharashtra	01(Mumbai)	06-Urban Haat Navi Mumbai	-	-	08-Urban Haat Navi Mumbai	15

14	Orissa	01(Bhubaneswar)	13(06-Urban Haat Bhubaneswar, 05-Urban Haat Puri,01-Angul& 01-Bargarh)	-	-	10(06-Urban Haat Bhubanewar & 04-Urban Haat Puri,)	24
15	Rajasthan	01(Jaipur)	06(Urban Haat Jaipur)	-	-	06-Urban Haat Jaipur	13
16	Tamil Nadu	01(Chennai)	3(02-Urban Haat Kanyakumari, 01-Trichy)	-	-	06-Urban haat Kanyakumari	10
17	Telangana	01(Hyderabad)	04(01-Karimnagar, 01-Nizamabad, 01-Hanamkonda, 01-Godavarikhani& 01-IICT Hyderabad)	-	-		05
18	Uttar Pradesh	01(Kanpur)	05-Urban Haat Agra	05(Urban Haat Varanasi)	-	08(06-Urban Haat Varanasi,02-Urban Haat Agra)	19
19	Uttarakhand	-	01- Dehradun	-	03(Haridwar, Almora, & Kashipur)		04
20	West Bengal	-	-	06-Biswa Bangla Haat Kolkata	-	06-Biswa Bangla Haat Kolkata	12
Total (A)		12	65	29	13	96	215
NE REGION							
1	Arunachal Pradesh	01(Itanagar)	01-Pasighat	-	01(Changlang district)	-	03
2	Assam	02(Guwahati & Kolkata)	10(01-Dudhnoi, 01-Sualkuchi,01-Jonai, 01-Gossaingaon,01-Mangaldoi,01-Barama, 01-Tumulpur,01-Udalguri,01-Kokrajhar & 01-Sarupeta)	-	03(01-Nalbari,01-Dispur & 01-Dotma)	-	15
3	Meghalaya	-	-	-	01-Shillong	-	01
4	Manipur	01(Imphal)	03(01-Nilakuthi, 01-Imphal & 01-Lamboi Khongnangkhang)	03-Urban Haat Imphal	02(01-Keirao, 01-Bishnupur)	02- Urban Haat Imphal)	08
5	Mizoram	-	03(01-Kolasib, 01-Aizawal&01-Serchip)	-	01(Mamit)	-	04
6	Nagaland	01(Kohima)	01(Mon town)	-	01-Mokokchung	-	03
7	Sikkim	01(Gangtok)	02(01-Namchi& 01-East Sikkim)	-	02(01-Upper Goom, Temi, South Sikkim)	-	05
8	Tripura	01(Agartala)	02(01-Dhramanagar& 01-Kailashahar)	-	01-Khowai	-	04
Total (B)		07	22	03	12	02	43
NL IA's	NHDC	02(Pune & Ahmedabad)	-	04- exclusively GI products(01-Varanasi, 01-Delhi, 01-Kolkata, 01-Guwahati)	-	-	17
	CCIC	-	04-(01-Chennai exclusively GI products, 01-Mumbai, 01-Delhi, 01-Varanasi)	-	-	-	04
	CSB	-	-	04(01- Mumbai exclusively GI products, 01-Hyderabad, 01-Pune, 01-Vishakapatnam)	-	-	04
	Craft Melas(06) & MCP(01)	-	07(Surajkund Faridabad, Agra, Udaipur, Bhubaneswar, Vishakhapatnam, Hyderabad, Delhi Haat)	-	-	-	07
	Participation in shopping Fest.(ITPO)/Bharat Parv/Paryatan Parv by NHDC& others/others	-	-	04(Ahmedabad, Bangaluru, Delhi & other cities)	03	-	-
Total (C)		02	11	23	03	-	39
Grand Total (A)+(B)+(C)		21	98	55	28 =202 by O/o DC(HL)	+(98) by O/o DC(HC)	=300


7. 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 (copy enclosed). In the event of not submitting the above information, the 2nd instalment/reimbursement claims will not be considered (R) not considered by this office.

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

8. This has the approval of competent authority.

Yours sincerely,

Encl: as above


(Santosh Kumar Singh)
Additional Development Commissioner (Handlooms)

Copy to:

1. All the Zonal Directors/HoO, All the WSCs.
2. Development Commissioner (Handicrafts), O/o DC (HC), RK Puram, New Delhi

For information and necessary action w.r.t. O.M. of even number dated 13.03.2020(copy enclosed).


(Santosh Kumar Singh)
Additional Development Commissioner (Handlooms)

F.No. 4/1/2019 –DCH/PM&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 Bhayan, New Delhi

दिनांक/Dated: 13th March, 2020

Office Memorandum

Subject: Adoption of Urban Haats by the O/o DC (Handlooms) for organisation of marketing events/expos –reg.

A total no. of 39 Urban Haats have been sanctioned in different parts of the country with an objective to provide adequate direct marketing facilities to the handloom weavers and handicrafts artisans eliminating the middle agencies. So far, 33 Urban Haats are functional and 06 Urban Haats are at different stages of progress. The competent authority has decided to organize the annual marketing events in the Urban Haats through respective implementing agencies of the Urban Haats commencing from the next year 2020-2021.

2. O/o DC (Handlooms) is adopting the following 16 nos. of Urban Haats, out of the total 33 functional Urban Haats for the purpose of organizing of marketing events/expos, since 01 Urban Haat at INA, Dilli Haat is already utilized jointly by O/o DC (Handlooms) and DC (Handicrafts) for marketing events. However, O/o DC (Handicrafts) has already been proposed to adopt the remaining Urban Haats.

3. The State-wise details of adopted Urban Haats by O/o DC (Handlooms) including nos. of marketing events/expos (Urban Haats-wise) to be organised by O/o DC (Handlooms) and DC (Handicrafts) during 2020-21 are given in the table below:-

Sl. No.	State	Urban Haats adopted by O/o DC (HL)	Approved no. of Marketing events/expos of O/o DC(HL)	Approved no. of Marketing events/expos of O/o DC (HC)
1	Andhra Pradesh	Tirupati	2	8
2	Chhatisgarh	Raipur	5	8
3	Gujarat	Ahmedabad	6	8
4	J & K	Jammu	2	6
5	Karnataka	Mysore	5	8
6	Madhya Pradesh	Bhopal	6	8
7		Indore	6	6
8	Maharashtra	Navi Mumbai	6	8
9	Manipur	Imphal	3	2
10	Orissa	Bhubaneswar	6	6
11		Puri	5	4
12	Rajasthan	Jaipur	6	6
13	Tamilnadu	Kanyakumari	2	6
14	Uttar Pradesh	Varanasi	5	6
15		Agra	5	2
16	West Bengal	Biswa Bangla Haat, Kolkata	6	6
		Total	76	98
		G. Total		174

4. For organising the above events by the implementing agency of Urban Haats, as shown in the above table, following are also decided:-

- With regard to financial assistance for organising 76 no. and 98 no. of expos/events in the adopted 16 Urban Haats by O/o DC (Handlooms), the same may be borne by O/o DC (Handlooms) and DC (Handicrafts) respectively.

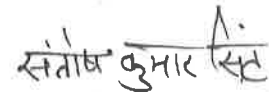
- The participants for these expos/events may be distributed equally i.e. 50:50 between O/o DC (Handlooms) and DC (Handicrafts). In case of any shortfall in participation from O/o DC (Handicrafts), the shortfall may be managed by O/o DC (Handlooms) and vice-versa.
- Participants in respect of O/o DC (Handlooms) may be arranged from all the four zones of WSCs for all the 174 expos/events. Zonal Directors, WSCs may insure their participation in consultation with the implementing agency of the concerned Urban Haat under intimation to this office.
- To ensure regional participations in the above expos/events evenly, 40% of the total stalls would be reserved for participants of the host region. However, remaining 60% stalls would be distributed equally to remaining 04 regions (counting NER as separate region). If sufficient number of participants is not received from a region, the stall would be allotted to neighbouring regions.

5. The concerned implementing agency of the Urban Haat (as shown in the table under para- 3 of the letter) are requested to submit marketing proposals in the prescribed proforma through their Commissioner/Director i/c of Handloom & Textiles, State Govt., in accordance to the target fixed under Handloom Marketing Assistance, a component of National Handloom Development Programme for the year 2020-21 on or before 31.03.2020, so that necessary formalities to sanction & release the advance could be considered well in time. However, a consolidated marketing calendar will also be circulated in due course.

6. 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, it may ensure that no UC of earlier releases is pending against the implementing agency under any scheme of this office and 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	
...

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



(संतोष कुमार सिंह/Santosh Kumar Singh)

अतिरिक्त विकास आयुक्त (हथकरघा)/Addl. Development Commissioner (HL)

Tele: 23062402/Fax: 2306 1716

e.mail: sksingh1.ofb@ofb.gov.in, pme.dchl-textiles@gov.in

To,

1. Implementing Agencies, all the Urban Haats (list attached).
2. All the Zonal Directors/HoO, Weavers Service Centres.
3. Commissioner/Director (in charge of HL & Textiles), All the States Govt.
4. Development Commissioner (Handicrafts), O/o DC (HC), RK Puram, New Delhi

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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: 09 October, 2019

To,

1. ED, HEPC/MD, NHDC/Secretary, ACASH/CMD, HHEC/ MD, CCIC/MS, CSB.
2. All State Governments Implementing Agencies as per the list.
3. All State Governments Mela authorities (Suraj Kund, Shilparamam, Taj Mahotsav, Toshali, Shilpgram)

Subject: Submission of reports on completion of expos/events under Handloom Marketing Assistance, NHDP & NERTPS- reg.

It has been noted with concern that Handloom agencies conducting the Marketing Expos/Events do not give intimation thereof to the O/o Development Commissioner (Handlooms) after conclusion of the event, leaving an important information gap, and also hampering the financial planning of the Handloom Sector.

To effectively monitor the progress of marketing events, the same has been made part of the Digital Portal of Ministry of Textiles, wherein the Monitoring Dashboard reflects the current status. In view of the same, all concerned are needed to furnish the updated status in the enclosed format w.r.t. all domestic and international marketing expos/events, Crafts melas etc. **within a week from the date of completion of expos/events.** Documents for claiming the financial assistance can be sent later on to my office. In case the same is not received in time, the 2nd instalment will not be released to the organizing agency


(Sanjay Rastogi)

Development Commissioner for Handlooms

Copy to:

All Commissioner/Director -in-charge } For information and necessary direction to
Handloom & Textiles, State Govts. } the State Govt.'s Implementing Agencies.

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