



Approved Annual Domestic Marketing Plan - 2018-19

O/o Development Commissioner (Handicrafts)

**Ministry of Textiles,
Government of India**



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 26 lakhs. The selection of Implementing agencies will be done by the Regional Directors/Deputy Director (In-charge) O/o Development Commissioner (Handicrafts) from the eligible organizations like Central/State corporations, EPCs and other eligible agencies as per scheme. Preferences may be given to Central/State Government agencies. Total 65 GSBs are prepared for 2018-19 increased from 47 during 2017-18 covering all the states as per the commercial viability of the cities and no states has been given more than five GSBs during the year.

S. No.	State	No. of GSBs	Venue – I	Venue – II	Venue – III	Venue – IV	Venue – V
1.	Andhra Pradesh	3	UH Tirupathi	Vijayawada	Vishakhapatnam		
2.	Assam	3	Guwahati	Jorhat	Tezpur		
3.	Bihar	3	Patna	Bhagalpur	Muzaffarpur		
4.	Chandigarh	1	Chandigarh	--			
5.	Chhattisgarh	2	Raipur	Jagdalpur			
6.	Goa	1	Panajim	--			
7.	Gujarat	3	Ahmedabad	Vadodara	Rajkot		
8.	Haryana	2	Gurgaon	Rohtak			
9.	Himachal Pradesh	2	Palampur	Dharamshala			
10.	J & K	1	Jammu				
11.	Jharkhand	2	Ranchi	Dhanbad			
12.	Karnataka	2	Bengaluru	UH Mysore			
13.	Kerala	3	Trivandrum	Ernakulum	Kochi		

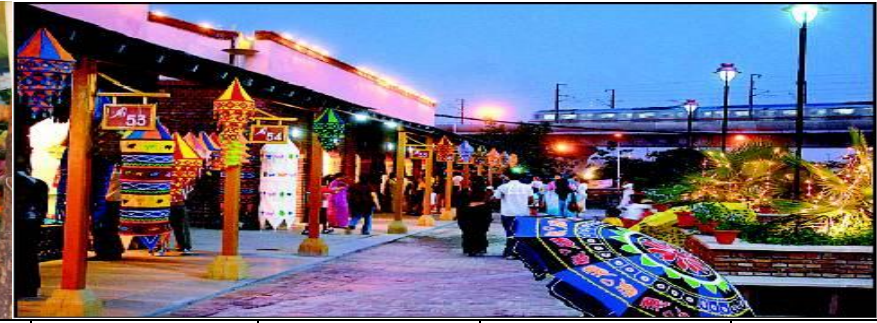


14.	Madhya Pradesh	3	Bhopal	Gwalior	Indore		
15.	Maharashtra	3	Pune	Nagpur	Kolhapur		
16.	Manipur	1	Imphal	--			
17.	Meghalaya	1	Shilong	--			
18.	Nagaland	1	Dimapur	--			
19.	Odisha	3	Bhubaneswar	Cuttack	Sambalpur		
20.	Punjab	3	Amritsar	Pathankot	Hoshiarpur		
21.	Pondicherry	1	Pondicherry	--			
22.	Rajasthan	4	Jaipur	Ajmer (during Urs)	Udaipur	Chittorgarh	
23.	Sikkim	1	Gangtok	--			
24.	Telangana	3	Hyderabad (2)	Warangal			
25.	Tamil Nadu	3	Chennai	Coimbatore	Madurai		
26.	Uttar Pradesh	5	Lucknow	Varanasi	Allahabad	Barabanki	Bareilly
27.	Uttarakhand	2	Dehradun	Haridwar			
28.	West Bengal	3	Kolkata	Durgapur	Siliguri		

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.26 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 the Regional Directors/Deputy Director (In-charge) O/o Development Commissioner (Handicrafts) from the eligible organizations like Central/State corporations, EPCs and other eligible agencies as per scheme. Preferences may be given to Central/State Government agencies. Total 70 Crafts Bazaars are prepared for 2018-19 increased from 40 during 2017-18 covering all the states as per the commercial viability of the cities and no states has been given more than five Crafts Bazaars during the year.

S. No.	State	No. of Craft Bazaars	Venue – I	Venue – II	Venue – III		
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1.	Andhra Pradesh	4	Guntur	Eluru	Rajahmundry	Anantapur	
2.	Assam	5	Kokrajhar	Dibrugarh	Shivsagar	Guwahati	Nagaon
3.	Bihar	2	Bhagalpur	Gaya	--		
4.	Chandigarh	1	Chandigarh	--	--		
5.	Chhattisgarh	3	Raipur	Bilaspur	Durg		
6.	Goa	1	Vasco Da Gama	--	--		
7.	Gujarat	4	Vadadora	Surat	Junagarh	Dwarka	
8.	Haryana	3	Kurkshetra	Sonipat	Panchkula		
9.	Himachal Pradesh	2	Kullu	Mandi	--		
10	Jharkhand	2	Jamshedpur	Bokaro	--		
11	Jammu & Kashmir	1	Jammu	--	--		
12	Karnataka	3	UH Mangaluru	Bengaluru	Mysore		
13	Kerala	3	Trivandrum	Kottayam	Thrissur		
14	Madhya Pradesh	3	Jabalpur	Ujjain	Sagar		
15	Maharashtra	3	Nasik	Aurangabad	Thane		
16	Manipur	1	Thoubal	--	--		
17	Nagaland	1	Dimapur	--	--		
18	Odisha	4	Puri	Bargarh	Anugul	Paradeep	
19	Punjab	3	Gurdaspur	Ludhiana	Fatehgarh Sahib		
20	Pondicherry	1	Pondicherry	--	--		
21	Rajasthan	5	Pushkar (Ajmer)	Jaisalmer	Kota	Sawai Madhopur	Udaipur
22	Sikkim	1	Gangtok	--	--		
23	Telangana	3	Hyderabad	Khammam	Nizamabad		
24	Tamil Nadu	3	Chennai	Thanjavur	Vellore		
25	Uttar Pradesh	5	Kanpur	Aligarh	Gorakhpur	Varanasi	Bulandshahr



26	Uttarakhand	1	Roorki		--		
27	West Bengal	4	Kalyani	Khragpur	Asansol		

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.12 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 the Regional Directors/Deputy Director (In-charge) O/o Development Commissioner (Handicrafts) from the eligible organizations like Central/State corporations, EPCs and other eligible agencies as per scheme. Preferences may be given to Central/State Government agencies. Total 110 exhibitions are prepared for 2018-19 increased from 62 during 2017-18 covering all the states as per the commercial viability of the cities and no states has been given more than six exhibitions except Uttar Pradesh during the year.

S. No.	State	No. of Exhibitions	Venue – I	Venue – II	Venue – III	Venue- IV	Venue- V
1.	Andhra Pradesh	4	Eluru (Diwali Mela)	Kurnool (Sankranthi Mela)	Vijayawada	Kakinada	
2.	A & N Island	1	Port-Blair (Tourist)	--	--		
3.	Arunachal Pradesh	1	Itanagar (Parsuram Mela)	--	--		
4.	Assam	6	Shivsagar (Shivratri)	Nalwadi (Raas Mela)	Goalpara (Surya Mela)	Silchar	Tinsukia, Diphu
5.	Bihar	4	Rajgir (Rajgir Mahotsav)	Sonpur (Kartik Purnima)	Gaya (Religious)	Madhubani	



6.	Chandigarh	1	Chandigarh (Heritage)	--	--		
7.	Chhattisgarh	2	Bastar (Dussahara)	Rajim (Kumbh Mela)	--		
8.	Goa	1	Daman (Tourist)	--	--		
9.	Gujarat	4	Dwarka (Religious)	Kutch (Kutch Mahotsav)	Ahmedabad UH (Tourist)	Rajkot	
10	Haryana	5	Hansi/Hissar (Makar Sankranti)	Rohtak (Teej Mela)	Karnal	Narnaul	Panchkula
11	Himachal Pradesh	4	Shimla (Tourist)	Manali (Tourist)	Solan	Sirmaur	
12	Jharkhand	3	Deoghar (Shivratri)	Hazaribagh (Makar Mela)	Ranchi		
13	Jammu & Kashmir	2	Katra (Religious)	Jammu	--		
14	Karnataka	4	Mangaluru UH	Mysore UH (Dussehra)	Hassan (Car Festival)	Hubli	
15	Kerala	3	Thrissur (Onam Festival)	Alappuzha (Onam Festival)	Thiruvananthpuram		
16	Madhya Pradesh	5	Ujjain (Kumbh)	Khajuraho (Heritage)	Indore (Malva Utsav)	Satna	Rewa, Bhopal
17	Maharashtra	5	Kolhapur (Navratri)	Nagpur (Orange Festival)	Aurangabad (Shivratri)	Shirdi	Pune
18	Manipur	1	Moirang (Sanghai Mela)	--	--		
19	Meghalaya	1	Shillong (Tourist)	--	--		
20	Mizoram	1	Aizwal (Tourist)	--	--		



21	Nagaland	2	Kohima (Horn Festival)	Dimapur	--		
22	Odisha	4	Keonjhar (Sital Sasthi)	Brahmapur (Dussehra)	Raurkela (Tourist)	Cuttack	
23	Punjab	5	Jalandhar (Heritage)	Amritsar (Religious)	Hoshiarpur	Patiala	Mohali
24	Pondicherry	1	Pondicherry (Aurobindo Festival)	--	--		
25	Rajasthan	5	Barmer (Teez Mela)	Jaipur (Tourist)	Jodhpur (Dussehra)	Bikaner	Chittorgarh
26	Sikkim	1	Gangtok (Tourist)	--	--		
27	Telangana	4	Nizamabad (Dassahara)	Nalgonda (Sankranti)	Karimnagar (Ramzan)	Ramagundam	
28	Tamil Nadu	4	Ooty (Tourist)	Trichy (Tourist)	Ramewaram (Religious)	Salem	
29	Tripura	1	Agartala (Tourist)	--	--		
30	Uttar Pradesh	6	Agra (Tourist Heritage)	Allahabad (Kumbh Mela)	Mathura (Religious)	Ghaziabad	Bareilly & Varanasi
31	Uttrakhand	3	Nainital (Tourist)	Dehradun (Tourist)	Rishikesh		
32	West Bengal	5	Burdwan (Durga Puja)	Shantiniketan (Posh Mela)	Coochbehar (Diwali Mela)	Howrah	Darjeeling
33	CCIC, New Delhi	10	Chennai (2)	Bengaluru (2 Nos.)	Kolkatta (2)	Hydrabad	Varanasi, Patna & Delhi