

ANNUAL DOMESTIC MARKETING PLAN - 2016-17
OFFICE OF THE DEVELOPMENT COMMISSIONER
(HANDICRAFTS)
WEST BLOCK NO. 7, R.K.PURAM, NEW DELHI

- a) Gandhi Shilp Bazars at prominent places
- b) Craft Bazars at District Headquarters
- c) Exhibitions at places of Tourist/Heritage importance
- d) Special Events at Urban Haats.

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I. State Level 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 2016-17 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	Month	Venue – II	Month	Venue - III	Month
1.	Andhra Pradesh	3	Vishakhapatnam	September	Vijayawada	November	Tirupati	January
2.	Assam	3	Guwahati	October	Dibrugarh	December	ShivSagar	February
3.	Bihar	2	Patna	September	Muzaffarpur	December	--	--
4.	Chandigarh	1	Chandigarh	October	--	--	--	--
5.	Chhattisgarh	2	Raipur	September	Jagdalpur	November	--	--
6.	Goa	1	Panajim	October	--	--	--	--
7.	Gujarat	3	Ahmedabad	September	Gandhi Nagar	November	Baroda	January
8.	Haryana	2	Gurgaon	September	Faridabad	November	--	--
9.	Himachal Pradesh	2	Palampur	May	Kullu	June	--	--
10.	Jharkhand	2	Ranchi	September	Dhanabad	November	--	--
11.	Jammu & Kashmir	1	Jammu	--	--	--	--	--
12.	Karnataka	3	Bengaluru	October	Mysore	December	Mangalore	February
13.	Kerala	2	Trivandrum	September	Ernakulum	December	--	--
14.	Madhya Pradesh	3	Bhopal	November	Indore	December	Gwalior	January
15.	Maharashtra	3	Mumbai	September	Pune	December	Nagpur	January
16.	Manipur	1	Imphal	November	--	--	--	--
17.	Meghalaya	1	Shilong	September	--	--	--	--
18.	Nagaland	1	Dimapur	September	--	--	--	--
19.	Odisha	3	Bhubaneswar	December	Cuttack	November	Bargarh	January

S. No.	State	No. of GSBs	Venue – I	Month	Venue – II	Month	Venue - III	Month
20.	Punjab	2	Amritsar	October	Pathankot	January	--	--
21.	Pondicherry	1	Pondicherry	November	--	--	--	--
22.	Rajasthan	3	Jaipur	September	Ajmer	November	Udaipur	January
23.	Sikkim	1	Gangtok	October	--	--	--	--
24.	Telangana	3	Hyderabad	September	Warangal	December	Mahabubnagar	January
25.	Tamil Nadu	3	Chennai	November	Coimbatore	December	Kanyakumari	February
26.	Uttar Pradesh	3	Lucknow	November	Varanasi	December	Barabanki	January
27.	Uttrakhand	2	Dehradun	September	Haridwar	February	--	--
28.	West Bengal	3	Kolkata	September	Durgapur	December	Siliguri	January

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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 56 Crafts Bazaars are prepared for 2016-17 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	Month	Venue – II	Month	Venue - III	Month
1.	Andhra Pradesh	3	Guntur	October	Kakinada	November	Rajahmundry	December
2.	Assam	2	Tejpur	September	Jorhat	November	--	--
3.	Bihar	2	Bhagalpur	September	Gaya	November	--	--
4.	Chandigarh	1	Chandigarh	December	--	--	--	--
5.	Chhattisgarh	2	Bhilai	November	Durg	December	--	--
6.	Goa	1	Vascodagama	January	--	--	--	--
7.	Gujarat	2	Aurangabad	December	Rajkot	January	--	--
8.	Haryana	2	Kurkshetra	November	Panchkulla	December	--	--
9.	Himachal Pradesh	1	Dharamshala	June	--	--	--	--
10	Jharkhand	2	Jamshedpur	December	Bokaro	January	--	--
11	Jammu & Kashmir	1	Srinagar	July	--	--	--	--
12	Karnataka	2	Dharwad	November	Gulbarga	December	--	--
13	Kerala	2	Thrissur	September	Kozhikode	December	--	--
14	Madhya Pradesh	2	Jabalpur	January	Bilaspur	February	--	--
15	Maharashtra	3	Nasik	November	Mumbai	December	Pune	January
16	Manipur	1	Thoubal	December	--	--	--	--
17	Meghalaya	1	Shilong	January	--	--	--	--

S. No.	State	No. of Craft Bazaars	Venue – I	Month	Venue – II	Month	Venue - III	Month
18	Nagaland	1	Kohima	January	--	--	--	--
19	Odisha	2	Puri	July	Angul	December	--	--
20	Punjab	2	Gurdaspur	December	Ludhiana	January	--	--
21	Pondicherry	1	Pondicherry	January	--	--	--	--
22	Rajasthan	2	Pushkar	January	Jaisalmer	February	--	--
23	Sikkim	1	Gangtok	December	--	--	--	--
24	Telangana	3	Karimnagar	September	Nalgonda	October	Adilabad	November
25	Tamil Nadu	3	Madhurai	December	Kodaikanal	January	Salem	February
26	Uttar Pradesh	3	Kanpur	November	Allahabad	December	Bareilly	January
27	Uttrakhand	1	Rishikesh	Januray	Musoorie	February	--	--
28	West Bengal	3	Asansol	November	Khragpur	December	Berhanpur	January

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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 2016-17 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.

S. No.	State	No. of Exhibitions	Venue – I	Month	Venue – II	Month	Venue - III	Month
1.	Andhra Pradesh	3	Eluru (Diwali Mela)	October	Kurnool (Sankranthi Mela)	January	Srikakulam (Ratyatra)	August
2.	A & N Island	1	Port-Blair (Tourist)	January	--	--	--	--
3.	Arunachal Pradesh	1	Itanagar (Parsuram Mela)	December	--	--	--	--
4.	Assam	3	Shivsagar (Shivratri)	February	Nalwadi (Raas Mela)	October	Goalpara (Surya Mela)	January
5.	Bihar	3	Rajgir (Rajgir Mahotsav)	December	Sonpur (Kartik Purnima)	November	Gaya (Religious)	October
6.	Chandigarh	1	Chandigarh (Heritage)	January	--	--	--	--
7.	Chhattisgarh	2	Bastar (Dussahara)	October	Rajim (Kumbh Mela)	March	--	--
8.	Goa	1	Daman (Tourist)	December	--	--	--	--

S. No.	State	No. of Exhibitions	Venue – I	Month	Venue – II	Month	Venue - III	Month
9.	Gujarat	3	Dwarka (Religious)	December	Kutch (Kutch Mahotsav)	January	Ahmedabad (Tourist)	February
10	Haryana	2	Hissar (Makar Sankranti)	January	Rohtak (Teej Mela)	July	--	--
11	Himachal Pradesh	2	Shimla (Tourist)	May	Manali (Tourist)	June	--	--
12	Jharkhand	2	Deoghar (Shivratri)	February	Hazaribagh (Makar Mela)	January	--	--
13	Jammu & Kashmir	1	Katra (Religious)	October	--	--	--	--
14	Karnataka	3	Dharamtala (Lakhadeep Festival)	November	Mysore (Dussehra)	October	Hassan (Car Festival)	September
15	Kerala	2	Thrissur (Onam Festival)	January	Alappuzha (Onam Festival)	January	--	---
16	Madhya Pradesh	3	Ujjain (Kumbh)	January	Khajuraho (Heritage)	December	Indore (Malva Utsav)	January
17	Maharashtra	3	Kolhapur (Navratri)	October	Nagpur (Orange Festival)	December	Aurangabad (Shivratri)	Feb/March
18	Manipur	1	Moirang (Sanghai Mela)	February	--	--	--	--
19	Meghalaya	1	Shillong (Tourist)	January	--	--	--	--
20	Mizoram	1	Aizwal (Tourist)	December	--	--	--	--
21	Nagaland	1	Kohima (Horn Festival)	December	--	--	--	--
22	Odisha	3	Sambalpur (Sital Sasthi)	January	Brahmapur (Dussehra)	October	Raurkela (Tourist)	December

S. No.	State	No. of Exhibitions	Venue – I	Month	Venue – II	Month	Venue - III	Month
23	Punjab	2	Jalandhar (Heritage)	November	Amritsar (Religious)	December	--	--
24	Pondicherry	1	Pondicherry (Aurobindo Festival)	August	--	--	--	--
25	Rajasthan	3	Barmer (Teez Mela)	July	Jaipur (Tourist)	November	Jodhpur (Dussehra)	December
26	Sikkim	1	Gangtok (Tourist)	October	--	--	--	--
27	Telangana	3	Nizamabad (Dassahara)	October	Nalgonda (Sankranti)	January	Karimnagar (Ramzan)	August
28	Tamil Nadu	3	Ooty (Tourist)	June	Trichy (Tourist)	October	Ramewaram (Religious)	December
29	Tripura	1	Agartala (Tourist)	January	--	--	--	--
30	Uttar Pradesh	3	Agra (Tourist Heritage)	December	Allahabad (Kumbh Mela)	January	Mathura (Religious)	February
31	Uttrakhand	2	Nainital (Tourist)	October	Dehradun (Tourist)	January	--	--
32	West Bengal	3	Burdwan (Durga Puja)	October	Shantiniketan (Posh Mela)	December	Coochbehar (Diwali Mela)	November

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II. Special Events at Completed Urban Haats:

Special events such as folk craft festival of India and to promote languishing crafts, it is proposed to organise marketing programmes in 25 completed Urban Haats located at place of main tourist/heritage/religious sites. The programme shall be organised once in a quarter during 2016-17. Exhibitions shall be organized in consideration with important fairs/festivals etc. of the particular selected areas. Duration of exhibitions will be 7-10 days and shall accommodate 50 Artisans 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).

S. No.	State	Name of Urban Haat	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
1.	Andhra Pradesh	Tirupati	June	August	November	February
2.	Chhatisgarh	Raipur	June	September	October	March
3.	Delhi	Pitampura Haat	June	August	December	January
4.	Gujarat	Bhuj	June	July	November	February
5.	Gujarat	Ahmadabad	June	August	October	January
6.	Haryana	Karnal	June	July	November	February
7.	Jammu & Kashmir	Srinagar	June	August	October	March
8.	Jammu & Kashmir	Jammu	June	September	December	January
9.	Karnataka	Mysore	June	August	November	February
10.	Karnataka	Mangluru	June	July	October	January
11.	Madhya Pradesh	Bhopal	June	August	November	February
12.	Maharashtra	Navi Mumbai	June	July	October	March
13.	Nagaland	Dimapur	June	August	December	January
14.	Odisha	Konark	June	September	November	February
15.	Odisha	Puri	June	August	October	January
16.	Odisha	Bhubaneswar	June	July	November	February
17.	Rajasthan	Ajmer	June	August	October	March
18.	Rajasthan	Jodhpur	June	July	December	January
19.	Rajasthan	Jaipur	June	August	November	February
20.	Uttar Pradesh	Varanasi	June	September	October	January
21.	Uttar Pradesh	Agra	June	August	November	February

S. No.	State	Name of Urban Haat	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
22.	Uttar Pradesh	Bareilly	June	August	December	February
23.	Uttar Pradesh	Rampur	June	September	October	March
24.	West Bengal	Durgapur	June	August	December	January
25.	West Bengal	Shantiniketan	June	July	November	February