

No.4/1/2026 -DCH/P&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 Bhavan, New Delhi
दिनांक/Dated 03rd March, 2026

1. The Commissioner/ Director (in charge of HL & Textiles/ Sericulture), All States/UTs.
2. The Zonal Directors/HoO, All WSCs
3. All the Implementing Agencies of Urban Haats.
4. National Level Implementing Agencies (NHDC Ltd./National Design Centre (NDC)
5. Craft Mela Authorities -Odisha (Toshali), AP (Shilparamam), Telangana (Shilparamam), Haryana (Surajkund), UP (Taj Mahotsav)

Subject: Annual Marketing Calendar (Indicative target) for organization of domestic marketing expos/events including exclusive events etc., during 2026-27 under HMA, NHDP scheme - reg.

Madam/Sir,

I am directed to convey the approval of the competent authority for an indicative target for Annual Marketing Calendar in respect of domestic marketing expos/events such as organization of National Handloom Expo (NHE) - Gandhi Bunkar Mela, State Handloom Expo (SHE) - Hathkargha Mela, District Handloom Expo (DHE) - Tana-Bana, Exclusive/Mega events, & other Misc. events, including participation in established Craft Melas viz. Suraj Kund, Toshali, Taj Mahotsav, Shilparamam (AP & Tel) etc., during the year 2026-27 under Handloom Marketing Assistance (HMA), National Handloom Development Programme (NHDP).

2. This office is implementing HMA, NHDP scheme across the country with the objective to develop and promote marketing channels in domestic and export markets in a holistic and integrated manner and to bring greater visibility to the sector & ensure commensurate remuneration to the weavers. It provides marketing platform to the handloom entities to sell their products directly to the consumers eliminating the middleman. However, the above scheme is under implementation till March 2025-26. Further, a new scheme namely Handloom Access & Branding, National Handloom and Handicrafts Programme (NHHP) covering the above marketing activities is under consideration beyond the current implementation period i.e. 2026-27 to 2030-31.

3. Since, NHHP scheme is under consideration, an indicative/tentative target for organization of 200 domestic marketing expos/events have been fixed for preparation of an Annual Marketing Calendar for the organization of the same by the State Level Implementing Agencies (SLIAs) & National Level Implementing Agencies (NLIAs) during 2026-27. However, the existing provisions including its financials shall be regulated in accordance with the existing scheme (i.e. HMA, NHDP), till the effective implementation of new scheme i.e. NHHP. Any revision in the scheme guidelines in the intervening period would apply automatically to the remaining expos/events in supersession of the existing guidelines. As such, the financial implication for the same will continue to be regulated as per the approval conveyed/sanctioned order issued to the IAs.

4. With a view to harness the optimum potential of these marketing events, it is to be organized preferably, at the centrally located place in city including various urban haats/crafts villages set-up by this Ministry linking with the local festivals. Also, it has been decided to organize exclusive marketing expos/events (period of at least 7-8 days) of niche handloom products like Kani Shawls, Ikat, Double Ikat, Jamdani, Banaras Brocades, Gysar etc., to provide direct marketing opportunity to handloom weavers/producers of niche products for high end clientele, eliminating the middlemen and ensuring high remuneration for weavers. In addition, exclusive events like Sari Festival, Home Décor, Theme/weave base events, including Silk, Wool & GI handloom products etc. will be organized. These exclusive events will be organized at NCHT (Handloom Haat, Janpath), 7/5 star hotels, Gymkhana Clubs, AWWA/AFWWA (Army/AF Wife's Welfare Association) Clubs and other prominent places. For organizing these events, the National Level Implementing Agencies (NLIAs) viz. WSCs, NHDC, NDC etc., will be the implementing agency. This will bring variety to each event and increase the popularity of the events & in turn, maximize sales for the participants.

5. All the State Govt./UTs and national implementing agencies are requested to consider following points while submitting the proposals for organising the marketing events:

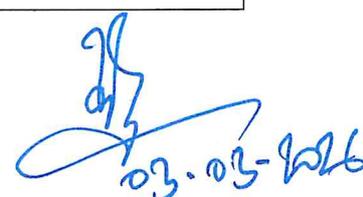
- IA to consult concerned WSC and follows the terms & conditions of the scheme guidelines meticulously.
- City/places for the expos/events may be considered which are centrally located place in the city including various urban haats/crafts villages set-up by this Ministry linking with the local festivals.


03-03-2026

- Publicity & promotion of the expos/events shall be undertaken under the tagline/slogan - "MyHandloomMyPride".
- One stall will be reserved exclusively for registration & promotion of 'India Handloom' brand (IHB), Handloom Mark (HLM), GI handloom products & schemes of office of the DC (Handicrafts) & (Handlooms).
- In addition, concerned WSC may ensure on-boarding of weavers/artisans on e-commerce portal (<https://www.indiahandmade.com/>) of MoT in association with IA & DIC, Meity through the above stall.
- IA should organize cultural events viz. sangeet sandhya, Kavi Sammellan, folk songs, Nukkad Natak, fashion display etc. to attract footfalls including putting up food stalls.
- IA is to clearly mention the details/nos. of stalls (participants) going to put up in the expo for handloom & handicrafts agencies including silk weavers, Jute artisans, KVIC, food stalls & one stall for dissemination of schemes, on-boarding, registrations etc., as stated above.
- The Participants should be a registered entity under handloom mark (HLM)/India handloom brand (IHB)/GI handloom products (including authorised user) and in possession of GST registration under the GST law.
- The handloom entities with women weavers, handicapped weavers, tribal weavers, producers companies, languishing producers etc. should be given priority for participation.

6. The details of indicative target for the organization of domestic marketing expos/events including exclusive events, State-wise and National Level Implementing Agencies (NLIAs) - wise are given in the table below:

Sl.No.	Name of State	Indicative Target for Domestic Marketing Events during FY 2026-27				
		NHE - Gandhi Bunkar Mela	SHE - Hathkargha Mela	DHE - Tana-Bana	Misc./ exclusive	Total
General States (68)						
1	Andhra Pradesh	1	5	-	-	06
2	Bihar	-	4	-	-	04
3	Chhattisgarh	-	1	-	-	01 *
4	Delhi	-	1	-	-	01 *
5	Gujarat	-	1	-	-	01 *
6	Haryana	-	1	-	-	01 *
7	Himachal Pradesh	-	2	1	-	03
8	Jammu & Kashmir	-	1	2	-	03
9	Ladakh (U.T.)	-	-	1	-	01
10	Jharkhand	-	1	-	-	01 *
11	Karnataka	1	4	-	-	05
12	Kerala	-	4	-	-	04
13	Madhya Pradesh	1	3	-	-	04
14	Maharashtra	-	3	-	-	03
15	Orissa	1	3	-	-	04
16	Rajasthan	-	3	-	-	03
17	Tamil Nadu	1	5	-	-	06
18	Telangana	1	4	-	-	05
19	Uttar Pradesh	1	3	1	-	05
20	Uttarakhand	-	1	1	-	02
21	West Bengal	1	4	-	-	05
NER States (57)						
22	Arunachal Pradesh	-	4	2	-	06
23	Assam	4	14	2	-	20
24	Meghalaya	-	-	1	-	01 *
25	Manipur	1	8	1	-	10
26	Mizoram	-	4	1	-	05
27	Nagaland	1	7	1	-	09
28	Sikkim	-	2	1	-	03
29	Tripura	-	2	1	-	03
Total (a):		14	95	16	-	125
National Level IA's (7-8 days exclusive marketing expos/events - GI, Silk/ Wool products etc.)						
30	NHDC Ltd.	-	6	-	8	14
31	National Design Center (NDC)	-	-	-	12	12
32	WSCs	-	-	-	14	14
Craft Melas /Master Creation/Bharat Parv & Paryatan Parv./Misc. events etc.						
33	Craft melas/Master Creation	-	-	-	7	07
34	Misc. events & participation in Bharat/Paryatan Parv/ Misc.	-	-	-	10	10
35	Dilli Haat Programme	-	-	-	18	18
Total (b):		-	6	-	69	75
Grand Total (a+b):		14	101	16	69	200
* Normally, proposals are not received from these states						


03.03.2026

7. It is therefore, all the implementing agency (s) are requested to submit fresh proposals for organisation of marketing expos/events during 2026-27, in accordance to the target fixed to the respective State/organization in the prescribed proforma as per the guidelines of the scheme under HMA, NHDP and instructions as stated under para 3 to 5 of this letter, on or before 12.03.2026, so as to consolidated Annual Marketing Calendar for 2026-27 can be prepared along with the period and place of expos and accordingly, financial approval can be obtained well in time. It may be noted that proposals received after due date i.e. 12.03.2026 shall not be considered. The implementing agencies are advised that while sending the proposals, they may ensure that no UC of earlier funds released is pending against the implementing agency under any scheme of O/o DC (Handlooms) & Ministry of Textiles.

8. It is also requested that while sending the proposals, following additional information with regard to total no. of expos already organized during the year 2025-26 against the sanctioned expos may be sent without which proposal for 2026-27 may not be considered:

Sl. No.	Name of event	Venue	Date of sanction	Period		No. of participants	No. of beneficiaries	No. of foot falls	Sales	Name of IA
				From	To					
...

9. In addition to above, all the implementing agencies are required 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. In case of not submitting the desired information, the 2nd instalment/re-imbusement claims may not be considered.

Sl. No.	Name of event	Venue	Date of sanction	Period		No. of participants			No. of beneficiaries	No. of boarding		No. of registration processed		No. of foot falls	Sales	Name of IA
				From	To	HL	HC	Others		e-commerce portal, MoT	GeM	IHB	HLM			
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10. This issues with the approval of the competent authority.

भवदीय/Yours sincerely,

(Alok Kumar)
Assistant Director

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Copy to:

1. PS to DC (HL).
2. PA to ADC (NP)
3. NIC, O/o DC (Handlooms) - for uploading on the website.

