

बिहार सरकार  
उद्योग विभाग  
हस्तकरधा एवं रेशम निदेशालय

ज्ञाप संख्या-ह0क0सह0मेला प्रस्ताव-2017-18-01/17-151/पटना, दिनांक-8/2/17  
प्रतिलिपि-महाप्रबंधक, जिला उद्योग केन्द्र, पटना/नालंदा/नवादा/औरंगाबाद/  
रोहतास/कैमूर/मधुबनी/सिवान/बाँका/उप विकास प्रदाधिकारी वस्त्र गया/भागलपुर/  
प्रबन्ध निदेशक, दो बिहार स्टेट हैडक्वम विभर्स को-ऑपरेटिव यूनिन लि0, राजेंद्रनगर  
पटना/दो बिहार स्टेट शोप एंड जल विभर्स को-ऑपरेटिव यूनिन लि0, राजवंशोनगर, पटना  
को सूचनार्थ एवं आवश्यक कार्रवाई हेतु प्रेषित ।

*Q. K.*  
07-02-17  
अपर उद्योग निदेशक, हस्तकरधा एवं रेशम, बिहार, पटना ।

ज्ञाप संख्या-ह0क0सह0मेला प्रस्ताव-2017-18-01/17-151/पटना, दिनांक-8/2/17  
प्रतिलिपि-आईओटी0मैनेजर, उद्योग विभाग, बिहार, पटना को विभागीय  
वेबसाईट "मेला प्रदर्शनी"पर अपलोड करने हेतु प्रेषित ।

*Q. K.*  
07-02-17  
अपर उद्योग निदेशक, हस्तकरधा एवं रेशम, बिहार, पटना ।

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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 11<sup>th</sup> November, 2016



To

1. Commissioner/Director (incharge HL & Textiles) - (All States)
2. Managing Director, NHDC, Lucknow
3. Secretary, ACASH, New Delhi
4. Secretary, HEPC, New Delhi

**Subject:** Finalisation of calendar of Marketing events (National Handloom Expos and Special Handloom Expos) under National Handloom Development Programme (NHDP) for the year 2017-18- reg.

Sir,

As you are aware that Handloom Marketing Assistance (HMA), one of the components under National Handloom Development Programme (NHDP) is implemented all over India for providing a market platform to the handloom weavers/ agencies to sell their products directly to the consumers. The objective of the HMA is to develop and promote the marketing channels in domestic as well as export market and bring about linkage between the two in a holistic and integrated manner.

As a part of marketing strategy and publicity measures, this office has been sanctioning proposals for organisation of National Handloom Expos (NHE), Special Handloom Expos (SHE), (National level Genl & NER, State level Genl & NER) and District Level Events (DLE) etc. These events provide marketing platform to the handloom weavers to sell their products directly to the consumers.

Under this component from financial year 2015-16, financial assistance is provided directly to the implementing agencies and accordingly, the state government had been requested to organise the events through State Handloom Organisations/ Corporations/Apex/ Federations, National Handloom Development Corporation (NHDC), Association of Corporations and Apex Societies of Handlooms (ACASH) etc., as mentioned in the guidelines of the scheme and submit their proposals accordingly.

This office has to finalise target of calendar for next financial year 2017-18, which will also be uploaded on the website of this office (i.e. [www.handlooms.nic.in](http://www.handlooms.nic.in)) which will help in wide publicity of the programme, so as to reach the benefit of the scheme to maximum number of handloom weavers.

In view of the above, you are requested to instruct the concerned implementing agency that the proposals for the financial year 2017-18 in the following format may be submitted to this office by **15<sup>th</sup> February, 2017** on the lines of allocated target of 2016-17. Kindly submit the proposals of events to be organised during next financial year, as per guidelines of the scheme covering the following points :-

Sl. No.	Name of the Event	Place of the event	Date of the event	Expected				Name of Implementing Agency
				Expenditure	Sales	No. of footfalls	No. of participants	

Once the calendar is finalised, no additional proposal will be considered. Since the target will be fixed on the basis of performance of current financial year i.e. 2016-17, you are also required to provide the details regarding success of the events (organised till date) viz. NHEs/SHEs/DLEs (agency-wise and event-wise) sanctioned to the respective states during 2016-17 in the following format -

Sl. No.	Name of the Event	Place of the event	Date of the event	Total expenditure	Total sales generated	Total footfalls	Total participants	Total beneficiaries	Name of Implementing Agency
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Yours faithfully

*(Signature)*

(Alok Kumar)

Development Commissioner for Handlooms

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26.12.16

*(Signature)*