

A MARKET DEVELOPMENT & PROMOTION SCHEME (MDPS)			
(A1) DOMESTIC MARKET PROMOTION ACTIVITIES			
(ii) INTERNATIONAL EVENTS (RETAIL) IN INDIA			
Sl. No.	Activity	Place	Month / Period
1	Kolkata International Book Fair	Kolkata	Jul'22/ Dec'22
2	India Int. Trade Fair (IITF)	New Delhi	Nov'22
3	IITF/IIMTF	Kolkata	Dec'22
4	Suraj Kund Mela by Haryana Tourism	Surajkund,	Feb '23
		Total	
(iii) Awareness Workshops/Interactive Meets with BSMs (Domestic) and Road Shows :			
By Kolkata Office			
Sl. No.	Name of event	Place	Month
1	Awareness Workshop/ Interactive Meet coupled with BSM	Murshidabad	Oct/Nov'22
2	Awareness Workshop/ Interactive Meet coupled with BSM	Shantiniketan/ Baruipur	Nov-Dec'22
3	Training on New Products developed E.g. Woolenised Jute	Kolkata / Siliguri / NE	Jan - Mar'23
		Sub Total:	
Road show			
1	Road show with exhibition at Kolkata	Kolkata	Nov/Dec'22
		Sub Total:	
By Delhi Regional Office			
1	Awareness Workshop/ Interactive Meet coupled with BSM	Chandigarh	Nov/Dec'22
2	Promotional campaign concurrent to Road Show	Delhi	Jan'23
3	2 Marketing Trainings to Artisans, Entrepreneurs and JDP manufacturers	As per the proposals	3rd/4th Qtr 22-23
		Sub Total:	
Road Show			
1	Road show with exhibition at Dilli Haat	Delhi	Jan'23
		Sub Total:	
By Chennai Regional Office			
1	Awareness Workshop/ Interactive Meet or (5 nos. Students Outreach Program [SOP] @ Rs. 1.00 lakh each)	Chennai/ Madurai / Cbe	Aug-Dec'22
2	In-House Skill Training Programme (2 Nos. @ Rs.3.00 Lakh Each)	Chennai	May'22 to Mar'23
		Sub Total:	
1	Road show with exhibition	Chennai	Oct'22 - Mar'23
		Sub Total:	
By Hyderabad Regional Office			
1	Awareness Workshop/ Interactive Meet coupled with BSM	Hyderabad	Oct - Dec'22
2	Promotional campaign concurrent to Road Show	Tirupati / Vizak	Jan - Mar'23
		Sub Total:	
1	Road show with exhibition	Hyderabad	Jan - Mar'23
		Sub Total:	