

**CALENDAR OF EVENTS - NATIONAL JUTE BOARD
ANNUAL ACTION PLAN : 2024-25**

DOMESTIC MARKET PROMOTION ACTIVITIES (DMPA)

National Jute Fairs / Regional Fairs/Misc. Market Promotion Activities

Sl. No.	Activity	Place	Month / Period
To be organised by Head Office Kolkata			
Eastern & NE Region Fairs			
Apr - Jun 24			
1	Jute fair	Shillong	Apr '24
Jul - Sep 24			
2	Jute Fair	Siliguri	Jul '24
3	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Raipur / Bhubaneshwar	Aug '24
4	Jute Fair	Gangtok	Sept'24
5	Jute Fair	Darjeeling	Sep '24
6	Jute Fair -City Centre-1	Kolkata	Sept '24
7	Jute Fair -City Centre-2	Kolkata	Sept '24
Oct - Dec 24			
8	Jute Fair	Haldia / Ranchi	Oct '24
9	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Patna	Nov '24
10	3 Fairs (@ Rs 5.0 lakh each) unscheduled under reference from Ministry, State Govts. & Others	As per the proposals	As per the proposals
11	4 Exhibitions with Composite Jute Symposiums (Symposium part to be funded under JPD R&D budget)	Delhi, Bangalore/Chennai, Kolkata/Guwahati, Ahmedabad	2nd/3rd/4th Qtrs.
Southern Region Fairs			
Apr - Jun 24			
3	Messe Show	Mumbai	May '24
4	Jute Fair/Fair organised by Govt. Deptt/Industry Bodies of Repute	Madurai	June- Aug'24
Jul - Sep 24			
5	Jute Fair/Fair organised by Govt. Deptt/Industry Bodies of Repute	Coimbatore	Jul - Sep'24
6	Jute Fair/Fair organised by Govt. Deptt/Industry Bodies of Repute	Chennai	Aug - Sep'24
1	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Mangalore / Pudhucherry	Sept-Dec.'24
Oct - Dec 24			
2	Jute Fair	Calicut/ Cochin	Oct-Dec'24
7	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Trichy	Nov - Dec'24
8	Jute Fair	Goa	Oct/Dec '23
9	Lepakshi Craft bazar	Vijayawada	Oct/Dec '24
10	Jute fair/fair organised by Govt. Bodies/Industry Bodies of Repute	Mumbai	Oct/Dec '24
Jan - Mar 25			
11	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Nagpur	Jan - Feb'25
12	2 Fairs (@ Rs 5.0 lakh each) unscheduled under reference from Ministry, State Govts. & Others	As per the proposals	As per the proposals
To be organised by Delhi Regional Office			
Northern Region Fairs			
Apr - Jun 24			
1	Jute Fair	Shimla	May'24 & March'25
2	Jute Fair	Manali	May/June'24
Jul - Sep 24			
3	Jute Fair	Chandigarh	Aug/Dec'24
4	SARAS Mela, Srinagar	Srinagar/ Bhopal	Sept '24
Oct - Dec 24			
5	Shilpotsav Noida by M/o Culture	Noida, UP	Oct'24
6	CII Fair Chandigarh & Dehradun	Chandigarh & D'dun	Sept/Oct'24
7	Jute Fair /Lucknow Mahotsav	Lucknow	Nov',24

8	PITEX, Amritsar and UPTEX, Lucknow by PHD Chamber	Amritsar & Lucknow	Dec.24 & March'25
9	Shilpgram Utsav, Udaipur	Udaipur, Rajasthan	Dec '24
Jan - Mar 25			
10	Pashchimi Rajasthan Udyog Hastashlpa Utsav, Jodhpur	Jodhpur, Rajasthan	Jan'25
11	Taj Mahotsav by UP Tourism	Agra, UP	Feb '25
12	4 Fairs (@ Rs 5.0 lakh each) unscheduled under reference from Ministry, State Govts. & Others	As per the proposals	As per the proposals
NATIONAL LEVEL EVENTS			
Jul - Sep 24			
1	HGH Fair	Mumbai & Delhi	July'24
2	Wedding Diaries - Kolkata Office	Kolkata	July,24
3	Golkunda Craft Bazar - Kolkata Office	Hyderabad	Aug/Sep '24
Oct - Dec 24			
4	India Story - Kolkata Office	Kolkata	Dec,24
5	Poush Mela - Kolkata Office	Shantiniketan	Dec'24
6	All India Craft Mela, Shilparamam -Kolkata Office	Hyderabad	Dec'24
7	IITF/IIMTF - Kolkata Office	Kolkata	Dec'24
INTERNATIONAL EVENTS (RETAIL) IN INDIA			
Oct - Dec 24			
1	India Int. Trade Fair (IITF) - Delhi Office	New Delhi	Nov'24
Jan - Mar 25			
2	Surajkund Mela, Haryana Tourism - Delhi Office	Surajkund	Feb '25
Marketing Awareness Workshops/Seminars/Con/Marketing Trainings:			
To be organised by Head Office			
Eastern Region Activities			
Oct - Dec 24			
1	Awareness Workshop/Seminars/Conferences	Murshidabad	Oct/Nov'24
2	Awareness Workshop/Seminars/Conferences	Shantiniketan/	Nov-Dec'24
3	2 Marketing Trainings for Artisans/Entrepreneurs/WSHG's	Eastern & NE Region	2nd/3rd Qtr
Southern Region Activities			
Apr - Jun 24			
1	Awareness Workshop/Seminars/Conferences	Chennai	Apr - Jun'24
Oct - Dec 24			
2	Awareness Workshop/Seminars/Conferences	Hyderabad	Oct - Dec'24
Jan - Mar 25			
3	2 Marketing Trainings for Artisans/Entrepreneurs/WSHG's	South/ West India	Jan - Mar'24
To be organised by Delhi Regional Office			
Oct - Dec 24			
1	Awareness Workshop/Seminars/Conferences	Chandigarh	Nov/Dec'24
Jan - Mar 25			
2	Awareness Workshop/Seminars/Conferences	Delhi	Jan'25
3	2 Marketing Trainings for	As per the proposals	3rd/4th Qtr

CELEBRATION OF JUTE DAY ON 27th JULY 2024