

ANNUAL ACTION PLAN FOR 2022-23 (MARKET DEVELOPMENT & PROMOTION)**A MARKET DEVELOPMENT & PROMOTION SCHEME (MDPS)****(A1) DOMESTIC MARKET PROMOTION ACTIVITIES****(i) REGIONAL/ NATIONAL FAIRS****By Kolkata Office**

Sl. No.	Activity	Place	Month / Period
1	Jute fair	Shillong	Apr '22
2	Jute Fair	Mumbai	Jun'22
3	Jute Fair	Shiliguri	Jul '22
4	Jute Fair	Raipur	Aug '22
5	Jute Fair	Gangtok/ Darjeeling	Sept'22
6	Jute Festival	Chandipur	Sep '22
7	Jute Fair -City Centre-1	Kolkata	Sept '22
8	Jute Fair -City Centre-2	Kolkata	Sept '22
9	Jute Fair	Haldia	Oct '22
10	Jute Fair	Patna	Nov '22
11	Wedding Diaries	Kolkata	July,22
12	India Story	Kolkata	Dec,22
13	Poush Mela	Shantiniketan	Dec'22
14	4 Fairs (@ Rs 5.0 lakh each) unscheduled under reference from Ministry & State Govts.	As per the proposals	As per the proposals

By Delhi Regional Office

1	Jute Fair	Nainital	May/June'22
2	Jute Fair	Shimla	Oct/Nov'22
3	Jute Fair	Chandigarh	Nov/Dec'22
4	SARAS Mela, Srinagar	Srinagar/ Bhopal	Aug/Sept '22
5	Shilpotsav Noida by M/o Culture	Noida, UP	Oct'22
6	CII Fair Chandigarh &/or Dehradun	Chandigarh/ Dehradun	Sept/Oct'22
7	Jute Fair /Lucknow Mahotsav by UP Tourism	Lucknow	Nov',22
8	Punjab International Trade Expo, Amritsar by PHD Chamber of Commerce & Industry	Amritsar & Ludhina	Dec.22 & March'23
9	Shilpgram Utsav, Udaipur	Udaipur, Rajasthan	Dec '22
10	Pashchimi Rajasthan Udyog Hastashlpa Utsav, Jodhpur by DIC/District Admin, Jodhpur	Jodhpur, Rajasthan	Jan'23
11	Taj Mahotsav by UP Tourism	Agra, UP	Feb '23
12	4 Fairs (@ Rs5.0 lakh each) unscheduled under reference from Ministry & State Govts.	As per the proposals	As per the proposals

By Chennai Regional Office

1	Jute Fair	Bangalore/ Mangalore	Sept-Nov.'22
2	Jute Fair	Calicut/Cochin	Oct-Dec'22
3	Jute Fair	Chennai	Oct/Dec'22
4	Jute Fair/ Smart Shoppers Expo/ Metroplus	Puduchery/ Madurai	Aug'22-Feb'23
5	National Handloom Expo	Chennai	Aug'22-Feb'23
6	Coir Kerala	Alleppy	Nov/Dec'22
7	1 Fairs (@ Rs 5.0 lakh each) unscheduled under reference from Ministry & State Govts.	As per the proposals	As per the proposals

By Hyderabad Regional Office

1	Jute Fair/ Golkunda Craft Bazar	Hyderabad	Aug/Sep '22
2	Jute Fair	Nagpur	Oct/Nov '22
3	Jute Fair	Goa	Nov/Dec '22
4	Jute Fair	Pune	Jan/Feb '23
5	All India Craft Mela, Shilparamam	Hyderabad	Dec'22
6	Lepakshi Craft bazar	Vijayawada	Nov'22
7	Jute Fair	Vizak	Jan/Feb '23
8	2 Fairs (@ Rs 5.0 lakh each) unscheduled under reference from Ministry & State Govts.	As per the proposals	As per the proposals

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:	

(A) MARKET DEVELOPMENT & PROMOTION SCHEME (MDPS) (Contd.)			
(A2) INTERNATIONAL MARKETING PLAN			
(i) INTERNATIONAL EVENTS (EXPORT PROMOTION) IN INDIA			
Sl. No.	Activity	Place / Country	Month / Period
1	Messe, Show	Mumbai	May '22
2	Autumn / Spring Fair, EPCH	Noida	Oct' 22/ Feb'23
3	Int. Carpet Fairs (CEPC)	Delhi/NOIDA/ Bhadohi	Feb'23
(ii) EXPORT MARKETING PLAN - FAIRS FOR PARTICIPATION			
CATEGORY 'A' - TRADITIONAL / DEVELOPED MARKETS			
Sl. No.	Activity	Place / Country	Month / Period
1	Autumn, Spring Fair	Birmingham/ London	Sept'22/Feb'23
2	Magic Show/ Miami Show	New York/Miami, USA	Sept'22/Feb'23
3	Christmas World	Frankfurt, Germany	Jan'23/Feb'23
4	Ambiente	Frankfurt, Germany	Jan'23/Feb'23
5	Who's Next / Mason the Object	Paris	Sept'22 / Jan'23
6	Domotex	Hannover, Germany	Jan'23
7	Intergift Show/Remadays	Madrid, Spain/Warsaw, Poland	Feb.23 /Mar '23
8	ASD Show	Las Vegas, USA	March'23
CATEGORY 'B' - Focus and Emerging Markets			
1	Hong Kong Gift & Premium Fair	Hong Kong	April'22 / July'22
2	Agro Mashov Show	Israel	June '22
3	ITPO Fair	Japan	July'22
4	Egy Home Tex Expo	Cairo, Egypt	Feb'23
5	Asian Gifts & Premium Show	Hong Kong/Canton China	Oct/Nov'22
6	Gifts & Life Style Middle East Fair	Dubai	Nov/Dec'22
7	International Sourcing Fair	Melbourne, Australia	Nov'22
(iii) BUSINESS DELEGATION / BSM/ CONFERENCE			
Sl. No.	Activity	Place / Country	Month / Period
1	Buyer Seller Meets and Interactive Meetings for Sustainable Market Linkages and export enhancement of Lifestyle Jute Products	Australia/ Newzealand	Nov- Dec'22
2	Buyer Seller Meets	African Countires	Feb-March'23
3	Buyer Seller Meets and Interactive Meetings for Sustainable Market Linkages and export enhancement of Lifestyle Jute Products	Mexico, Chile, Peru, Argentina, Columbia, Brazil (Latin American countries - 2 Group Events)	Oct'22 / Feb-March'23