

**ANNUAL ACTION PLAN 2018-19 MARKET PROMOTION AND DEVELOPMENT**

.) REGIONAL / LOCAL LEVEL FAIRS			
Sl. No.	Activity	Place	Month / Period
<b>By Kolkata Office</b>			
1	Shillong Shopping Carnival /Saras Mela	Shillong	Sept., 18
2	Poush Mela	Shantineketan	Dec., 18
3	Island Tourism Festival / Saras Mela	Port Blair	Dec., 18
4	Tripura Commerce & Industry Fair/Saras Mela	Agartala	Dec., 18
5	Saras Mela	Silchar	Jan., 19
6	Saras Mela/ Biddhanagore Fair	Kolkata	Jan., 19
7	Intl. Guwahati Trade Fair	Guwahati	Jan/Feb, 19
8	3 unscheduled Regional/ Local fairs – under	As per the proposals	As per the proposals
			<b>Sub-total :</b>
<b>By Delhi Regional Office</b>			
1	SARAS Mela, Bhopal	Bhopal, MP	Oct'18
2	Shilpotsav NOIDA, 2018 by Ministry of Culture	NOIDA, UP	Oct'18
3	SARAS Mela, Dehradun	Dehradun, UK	Nov'18
4	Shilpgram Utsav, Udaipur by Ministry of Culture	Udaipur, Rajasthan	Dec, 2018
5	SARAS Mela, Jaipur	Jaipur,Rajasthan	Jan'19
6	3 unscheduled Regional/ Local fairs – under recommendations of the Govt/State Govt. Departments	As per the proposals	As per the proposals
			<b>Sub-total :</b>
<b>By Chennai Regional Office</b>			
1	SARAS Mela	Tamilnadu	Apr to Dec'18
2	SARAS Mela	Kerala	Apr to Dec'18
5	3Fairs organized by the State Govt./Tourism Deptt.	As per the proposals	2nd/3rd Qtr
			<b>Sub total</b>
<b>By Hyderabad Regional Office</b>			
1	Golkonda Craft Bazaar	Hyderabad	May/July'18
2	SARAS Mela	Hyderabad	Aug / Oct'18
3	Lepakshi Craft Bazar	Tirupathi	Aug'18 /Feb'19
4	Saras Mela	VZA/Vizag	Sept'18/Feb'19
5	SARAS Mela	Mumbai	Sept'18/Feb'19
6	Lokotsav (Folk Festival)/ Furniture & Home Decore	Panaji, Goa	Sept'18/Feb'19
7	Lepakshi Craft Bazar	Kakinada	Oct'18/Jan'19
			<b>Sub-total :</b>
			<b>TOTAL :</b>

ANNUAL ACTION PLAN 2018-19

<b>(2) NATIONAL LEVEL FAIRS</b>			
<b>By Kolkata Office</b>			
Sl. No.	Activity	Place	Month / Period
1	India Int. Trade Fair (IITF), 2018	Pragati Maidan, New Delhi	14-27 Nov'18
2	India Intl. Mega Trade Fair (IIMTF)	Kolkata	Dec., 18
3	Kolkata Book Fair	Kolkata	Jan., 19
			<b>Sub-total :</b>
<b>By Delhi Regional Office</b>			
1	CII Fair Chandigarh by Confederation of Indian Industries	Chandigarh	Oct'18
2	Lucknow, Mahotsav by UP Tourism	Lucknow, UP	Nov'18
3	Punjab International Trade Expo, Amritsar by PHD Chamber of Commerce & Industry	Amritsar, Punjab	Nov/Dec'18
4	Suraj Kund Mela by Haryana Tourism	Surajkund, Haryana	Feb.2019
5	Taj Mahotsav by UP Tourism	Agra, UP	Feb.2019
			<b>Sub-total :</b>
<b>By Chennai Regional Office</b>			
1	Fair by any EPC	Bangalore	Sept/Oct., 18
2	Fair by any EPC	Chennai	Nov/Dec'18
			<b>Sub-total :</b>
<b>By Hyderabad Regional Office</b>			
1	Giftex 2018	Mumbai	29 July - 1 Aug., 18
1	Fair by any EPC	Vizag	Augt/Oct'18
2	Fair by any EPC	Vijayawada	Sept/Oct., 18
3	All India Craft Mela, Shilparamam	Hyderabad	Dec., 18
4	India Retail Forum 2018	Mumbai	Dec' 18
			<b>Sub-total :</b>
			<b>TOTAL:</b>
	<b>Total Domestic</b>	<b>(1)+(2)</b>	

ANNUAL ACTION PLAN 2018-19

(3) WORKSHOPS, SEMINAR & AWARENESS PROGRAMMES - Training and Developmental programmes

**By Kolkata Office**

Sl. No.	Activity	
1	3 Interactive workshops / Awareness/ Society-Student outreach programmes, SHGs/ Micro units facilitating exports/JGT activities by NJB/NIRJAFT/ FIEO/EPCH/ JPDEPC/Others	@ of Rs.2.50 lakh
2	3 Specialised Training, Marketing Training & Skill Development Programmes	@ of Rs.2.50 lakh
		<b>Sub Total:</b>

**By Delhi Regional Office**

1	3 Interactive workshops / Awareness/ Society-Student outreach programmes, SHGs/ Micro units facilitating exports/JGT activities by NJB/NIRJAFT/FIEO/EPCH/ JPDEPC/Others	@ of Rs.2.50 lakh
2	3 Specialised Training, Marketing Training & Skill Development Programmes	@ of Rs.2.50 lakh
		<b>Sub Total:</b>

**By Chennai Regional Office**

1	3 Interactive workshops / Awareness/ Society-Student outreach programmes, SHGs/ Micro units facilitating exports/JGT activities by NJB/NIRJAFT/FIEO/EPCH/ JPDEPC/Others	@ of Rs.2.50 lakh
2	3 Specialised Training, Marketing Training & Skill Development Programmes	@ of Rs.2.50 lakh
		<b>Sub Total:</b>

**By Hyderabad Regional Office**

1	3 Interactive workshops / Awareness/ Society-Student outreach programmes, SHGs/ Micro units facilitating exports/JGT activities by NJB/NIRJAFT/FIEO/EPCH/ JPDEPC/Others	@ of Rs.2.50 lakh
2	3 Specialised Training, Marketing Training & Skill Development Programmes	@ of Rs.2.50 lakh
		<b>Sub Total:</b>
		<b>TOTAL:</b>

(4) INTERNATIONAL

(1) INTERNATIONAL EVENTS IN INDIA

Sl. No.	Activity	Place	Month / Period
1	Textile India 2018	To be decided	June-July, 18
2	Autumn Fair EPCH	New Delhi	Oct'18
3	Spring Fair EPCH	New Delhi	January, 2019
4	Tex-Style India, Kolkata - ITPO	Kolkata	Feb'2019
5	Coir Kerala	Alleppey	Feb'2019
6	India Intl. Handwoven Fair (HEPC)	Chennai	March, 2019
			Sub Total

(2) EXPORT MARKETING PLAN - FAIRS FOR PARTICIPATION

CATEGORY 'A' - TRADITIONAL MARKETS

Sl. No.	Activity	Place / Country	Month / Period
1	NY Now	Javits Center, New York	August, 2018
2	Autumn	Birmingham, UK (Europe)	Sept., 2018
3	Domotex - CEPC	Hannover, Germany	January, 2019
4	Ambiente	Frankfurt, Germany	Feb., 2019
5	ASD Las Vegas	Las Vegas, USA	March, 2019
			Sub Total

CATEGORY 'B' - FOCUS AND EMERGING MARKETS

1	Giftex, Tokoyo / India Garment and Home Furnishing Fair - ITPO	Tokoyo/Osaka	July, 2018
2	Hong Kong Mega Show (Part-I)	Hong Kong	Oct., 2018
3	Canton Show	China	Oct./Nov., 2018
4	AFL-Artigiano - ITPO	Milan, Italy	Dec., 2018
5	Intermoda Fair/Chile Fair -ITPO	Mexico/Chile	February, 2019
6	India Sourcing Fair- ITPO	Russia	March, 2019
7	Tendances Creatives 2018/EPC fair in Europe	France/Europe	Feb/March, 2019
			Sub Total

(3) BUSINESS DELEGATION / CONFERENCE

Sl. No.	Activity	Place / Country	Month / Period
1	Delegation for Bangladesh for collaborating on Jute Cultivation and diversification activities	Bangladesh	July, 2018
2	Delegation for Sustainable Market Linkages and export enhancement of FGJP- BSMs, & Interactive Meetings	Select African/ European Countries	Sept/Oct'18
3	Delegation to Australia, Newzealand etc.	Ocenia	Oct/Nov, 2018
4	Delegation for Sustainable Market Linkages and export enhancement of FGJP- BSMs, & Interactive Meetings with one fair participation Mexico/Chile.	Select Latin American countries	Dec'18/Jan., 2019
5	Buyer Seller Meets in selected cities in USA along with promotional activities viz. road show, JGT Seminar, etc.	USA	March, 2019
			Sub Total
<b>Total International</b>			

Note: 2 Officials from NJB may be nominated by Secretary-NJB as per NJB Regulations