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| (A) | MARKET DEVELOPMENT & PROMOTION SCHEME (MDPS) | | |
| (A2) | INTERNATIONAL MARKETING PLAN | | |
| (i) | INTERNATIONAL EVENTS IN INDIA | | |
| Sl. No. | Activity | Place / Country | Month / Period |
| 1 | Autumn / Spring Fair, EPCH | Noida | Oct' 23/ Feb'24 |
| 2 | Kolkata International Book Fair (Incl. Pubity/Promotion Rs. 6.00 lakhs) | Kolkata | July/ Dec'23 |
| 3 | IITF/IIMTF - Kolkata Office | Kolkata | Dec'23 |
| 4 | Int. Carpet Fairs (CEPC) | Delhi/NOIDA/ Bhadohi | Feb'24 |
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| (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 | Feb'24 |
| 2 | Ambiente & Christmas World | Frankfurt, Germany | Jan'24/Feb'24 |
| 3 | Who's Next / Mason the Object / India Trade Show | Paris | May'23/Jan.'24 |
| 4 | Domotex | Hannover, Germany | Jan'24 |
| 5 | ASD Show | Las Vegas, USA / San Fransisco | Aug.'23/March'24 |
| 6 | Gift Fair 2023 | Malaysia | June'23 |
| | CATEGORY 'B' - Focus and Emerging Markets | | |
| 1 | Hong Kong Gift & Premium Fair | Hong Kong | April'23 / Oct'23 |
| 2 | ITPO Fair | Osaka, Japan | July'23 |
| 3 | Gifts & Life Style Middle East Fair | Dubai | Nov/Dec'23 |
| 4 | Melbourne Gift Fair / Sydney Gift Fair / Gifts & Lifestyle, Brisbane | Melbourne / Sydney / Brisbane, Australia | July'23 - Feb'24 |
| 5 | FIA - Lisboa | Portugal | 24 June-2 July'23 |
| 6 | ITPO - India Show | Mexico / Chile | Mar'24 |
| 7 | ITPO - Thessaloniki International Fair (or) AFL Artigiano Feria Milan | Greece (or) Milan | Sep'23 (or) Dec'23 |
| (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'23 |
| 2 | Buyer Seller Meets and Interactive Meetings for Sustainable Market Linkages and export enhancement of Lifestyle Jute Products | African / European Countires | Jan-March'24 |
| 3 | Buyer Seller Meets/Road Show and Interactive Meetings for Sustainable Market Linkages and export enhancement of Lifestyle Jute Products | USA & Latin American countries | Oct'23 / Feb-March'24 |