

A MARKET DEVELOPMENT & PROMOTION SCHEME (MDPS)**(A1) DOMESTIC MARKET PROMOTION ACTIVITIES (DMPA)****(i) REGIONAL FAIRS**

X - To be organised by Head Office Kolkata			
Sl. No.	Activity	Place	Month / Period
A-i-1 Eastern & NE Region Fairs			
1	Jute fair	Shillong	Apr '23
2	Jute Fair	Shiliguri	Jul '23
3	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Raipur / Bhubaneshwar	Aug '23
4	Jute Fair	Gangtok	Sept'23
5	Jute Fair	Darjeeling	Sep '23
6	Jute Fair -City Centre-1	Kolkata	Sept '23
7	Jute Fair -City Centre-2	Kolkata	Sept '23
8	Jute Fair	Haldia / Ranchi	Oct '23
9	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Patna	Nov '23
A-i-2 Southern Region Fairs			
1	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Mangalore / Pudhucherry	Sept-Dec.'23
2	Jute Fair	Calicut/ Cochin	Oct-Dec'23
3	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Chennai/ Hyderabad	Oct/Dec'23
4	Messe Show	Mumbai	May '23
5	Jute Fair/Fair organised by Govt. Deptt/Industry Bodies of Repute	Madurai	June- Aug'23
6	Jute Fair/Fair organised by Govt. Deptt/Industry Bodies of Repute	Coimbatore	Jul - Sep'23
7	Jute Fair/Fair organised by Govt. Deptt/Industry Bodies of Repute	Chennai	Aug - Sep'23
8	Jute Fair/Fair organised by Govt. Deptt/Industry Bodies of Repute	Pudhucherry	Jan - Feb'24
9	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Trichy	Nov - Dec'23
10	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Madurai	Dec'23 - Feb'24
11	Jute Fair	Goa	Oct/Dec '23
12	Lepakshi Craft bazar	Vijayawada	Oct/Dec '23
13	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Mumbai	Oct/Dec '23
14	Jute Fair/Fair organised by Govt. Bodies/Industry Bodies of Repute	Nagpur	Jan - Feb'24
Y - To be organised by Delhi Regional Office			
A-i-3 Northern Region Fairs			
1	Jute Fair	Shimla	May/June'23
2	Jute Fair	Manali	May/June'23
3	Jute Fair	Chandigarh	Aug/Dec'23
4	SARAS Mela, Srinagar	Srinagar/ Bhopal	Sept '23
5	Shilpotsav Noida by M/o Culture	Noida, UP	Oct'23
6	CII Fair Chandigarh & Dehradun	Chandigarh & D'dun	Sept/Oct'23
7	Jute Fair /Lucknow Mahotsav	Lucknow	Nov',23
8	PITEX, Amritsar and UPTEx, Lucknow by PHD Chamber	Amritsar & Lucknow	Dec.23 & March'24
9	Shilpgram Utsav, Udaipur	Udaipur, Rajasthan	Dec '23
10	Pashchimi Rajasthan Udyog Hastashlpa Utsav, Jodhpur	Jodhpur, Rajasthan	Jan'24
11	Taj Mahotsav by UP Tourism	Agra, UP	Feb '24

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**MARKET DEVELOPMENT & PROMOTION SCHEME (MDPS)
DOMESTIC MARKET PROMOTION ACTIVITIES**

Sl. No.	Activity	Place	Month / Period
(ii)	NATIONAL LEVEL EVENTS		
1	Wedding Diaries - Kolkata Office	Kolkata	July,23
2	India Story - Kolkata Office	Kolkata	Dec,23
3	Poush Mela - Kolkata Office	Shantiniketan	Dec'23
4	Golkunda Craft Bazar - Kolkata Office	Hyderabad	Aug/Sep '23
5	All India Craft Mela, Shilparamam -Kolkata Office	Hyderabad	Dec'23
(iii)	INTERNATIONAL EVENTS (RETAIL) IN INDIA		
1	India Int. Trade Fair (IITF) - Delhi Office	New Delhi	Nov'23
2	Surajkund Mela, Haryana Tourism - Delhi Office	Surajkund	Feb '24
(iii)	Marketing Awareness Workshops/Seminars/Con/Marketing Trainings:		
M - To be organised by Head Office			
Sl. No.	Name of event	Place	Month
Eastern Region Activities			
1	Awareness Workshop/Seminars/Conferences	Murshidabad	Oct/Nov'23
2	Awareness Workshop/Seminars/Conferences	Shantiniketan/ Baruipur	Nov-Dec'23
3	2 Marketing Trainings for Artisans/Entrepreneurs/WSHG's	Eastern & NE Region	2nd/3rd Qtr
Southern Region Activities			
1	Awareness Workshop/Seminars/Conferences	Chennai	Apr - Jun'23
2	Awareness Workshop/Seminars/Conferences	Hyderabad	Oct - Dec'23
3	2 Marketing Trainings for Artisans/Entrepreneurs/WSHG's	South/ West India	Jan - Mar'24
N - To be organised by Delhi Regional Office Office			
1	Awareness Workshop/Seminars/Conferences	Chandigarh	Nov/Dec'23
2	Awareness Workshop/Seminars/Conferences	Delhi	Jan'24
3	2 Marketing Trainings for Artisans/Entrepreneurs/WSHG's	As per the proposals	3rd/4th Qtr 23-24