

Publicity & Exhibition :

With a view to create awareness about the schemes and programmes taken up by the Government, a Publicity & Exhibition Cell has been established in the Directorate. It is observed that in some part of the State, weavers are not aware of the schemes which are under implementation for development of handloom sector. It is felt that there is need for a massive awareness campaign to make the weavers and their organization aware of the ongoing schemes/projects, new schemes and procedures. Under the programme of publicity, printing of pamphlets, brochures, booklet etc., erection of display hoarding, preparation of cinema slides, publication advertisement through newspaper etc. are regularly done for creating awareness among the weavers and the general public about the schemes/projects. Ample budget provision is made for the purpose every year.

Further, to provide opportunities for selling of the handloom products of the weavers of the State, both in organized and un-organised sector, different exhibition-cum-sale events are organized within and outside the State every year. Apart from these, selected weavers and weaving cooperative societies are sponsored for participation in the National Level Handloom Exhibitions at different parts of the Country for giving exposures to the handloom products of the State.

The status of organization of Exhibition for last three years and current year are shown below

Year	Name of the event	Amount released by state for Exhibition/ participation	No. of participants	Total amount of Sale generated
2011-2012	Surajkund Craft Mela, Haryana (Theme State)	20,32,481/- (organized by Tourism Deptt.)	85 Nos.	400.00 lakhs
	India International Trade Fair, Pragati Maidan, Delhi	2,03,600/-	12 Nos.	4.60 lakhs
2012-2013	India International Trade Fair, Pragati Maidan, Delhi	3,04,000/-	10 Nos.	5.12 lakhs
	India International Handwoven Fair, Chennai	19,62,963/-	14 Nos.	BSM for display only
	Surajkund Craft Mela, Haryana	2,00,000/-	6 Nos.	13.69 lakhs
2013-2014	India International Trade Fair, Pragati Maidan, Delhi	3,50,000/-	12 Nos.	5.37 lakhs
	Handloom Exhibition, Assam House, New Delhi	10,10,000/-	20 Nos.	6.22 lakhs
	North East Fashion Fest, Delhi	10,00,000/-	3 Nos.	1.00 lakh
	North East Carnival, Bangalore	5,00,000/-	1 No.	Ramp Show only
	Handloom Expo in connection with Rash Yatra Mela, Sualkuchi	9,00,000/-	36 Nos.	135.00 lakhs
2014-2015	India International Trade Fair, Pragati Maidan, Delhi	3,33,500/-	5 Nos.	5.42 lakhs
2015-2016	India International Trade Fair, Pragati Maidan, Delhi	4,98,600/-	5 Nos.	10.52 lakhs
2016-2017	India International Trade Fair, Pragati Maidan, Delhi	3,99,000/- (fund could not be drawn during 2016-17)	5 Nos.	Departmental display only