

MARKETING SUPORT SCHEMES:

1. EXHIBITIONS:

1. In 2014-15 (11) Expos have been conducted [(1) NHE, (4) SHEs and (6) DLEs] and sales Rs. 645.83 lakhs effected.
2. In 2015-16 (14) Events have been conducted i.e. [(1) NHE, (4) SHEs and (9) DLEs.] and sales of Rs.761.41 lakhs effected.
3. During 2016-17 (5) events have been conducted (1) NHE, (4) SHEsS have been conducted and sales of Rs.431.01 lakhs effected.
4. During 2017-18 (1) NHE (4)SHEls have been conducted and sales of Rs.321.42 lakhs has been generated.
5. During 2018-19 (1) NHE has been conducted and sales of Rs.1.94 Crores has been generated.

2. **HANDLOOM MARK SCHEME:** Scheme has been launched in 2006-07 to help the buyers in distinguishing the Handloom Products from the Mill made products and also to improve the earnings of the Handloom Weavers for their artisan-ship and skill. (155) Primary Weavers Coop. Societies are registered under the scheme and **25,46,488** labels sold so far.