Himachal Pradesh

❖   <u>**MARKETING SUPPORT**</u>

❖   <u>**VISION**</u>

   To promote, in particular, Small scale, Cottage and Khadi and Village Industries and Handicrafts Silk and Handloom sectors, assist them in modernization and technological up-gradation and provide the necessary common facilities and backward and forward linkages, including product design and **marketing support so as to make them globally** competitive and remunerative.

❖   <u>**ADVANTAGE UTTARANCHAL**</u>

• **Marketing assistance** to Khadi and Village Industries, SSIs, Cottage Industries, Wool-based Industries, Handloom, Silk and HandicraftsIndustries.

❖   <u>**KHADI AND VILLAGE INDUSTRIES**</u>

Special emphasis will be laid on the development of Khadi and Village Industries, cottage and tiny industries.

• Common facility centres for packaging and marketing will be developed. Efforts will be made to develop channels for marketing through private outlets with common branding and facilitation of global exports.

❖

<u>**MARKETING SUPPORT**</u>

- Purchase and price preference in Government purchases shall be accorded to the SSIs located in Uttaranchal subject to quality norms.

- Prices at pre-trade tax level shall be reckoned for comparison while making Government purchases to provide an impetus to local Industry.

- Marketing assistance will be provided to the Small Scale Enterprises through organisation of buyer-seller meets, and facilitating participation in Trade Fairs etc.

❖ <u>**HANDICRAFTS**</u>

- Uttaranchal's potential for traditional Handicraft items, will be tapped by **aggressive support in the area of Marketing**, Design upgradation and provision of adequate backward and forward linkages. Under Baba Saheb Ambedkar Hast Shilp Vikas Yojna and other centrally sponsored schemes, a package of support to artisans and handicraft artisans will be provided which include basic inputs and infrastructure support like diagnostic survey and project plan, mobilization of artisans, training, design development, new techniques, packing, common facility centre, marketing events, exhibitions, emporiums and publicity.