



Marketing Support

Marketing efforts-

The marketing outlets of RSIC will be extended either through opening new emporia or through franchises. RSIC has undertaken a major renovation programme of its existing retail outlets, including Rajasthali, Delhi.

Udyog Mela / Exhibitions

To promote and help in marketing the products of Handicrafts, Handlooms and SSI Sector, Udyog Mela / Exhibitions are organised at National, State and District Level. In order to make the Indian handicrafts globally competitive in quality, RSIC is developing quality bench-marking in association with internationally experienced agencies. All Rajasthali goods would be brought under this bench-marking and RSIC would offer this facility to all handicraft exporters by promoting and marketing a "Craft-mark".

In the context of the recent policy initiatives relating to Khadi and Village Industries, the strategy for this Sector would have to be increasingly market-oriented. Steps will be needed to ensure commercial viability of the activities which have so far been run on 'no profit no loss' basis.