



सत्यमेव जयते  
Ministry of Textiles  
Government of India

## Schemes of Office of the Development Commissioner (Handicrafts)



*In pursuit of*  
**Fine Handicrafts**

Compendium of  
**Handicrafts Schemes**  
for 12<sup>th</sup> Five Year Plan





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# LIST OF ABBREVIATIONS

<b>AICTE</b>	<b>All India Council for Technical Education</b>
BCDI	Bamboo & Cane Development Institute
CDI	Craft Development Institutes
CEPC	Carpet Export Promotion Council
COHANDS	Council of Handicrafts Development Corporations
CSIR	Council of Scientific and Industrial Research
DA	Dearness Allowance
EPCH	Export Promotion Council for Handicrafts
O/o DC(H)	Office of the Development Commissioner (Handicrafts)
GSB	Gandhi Shilp Bazar
HRD	Human Resource Development
IICD	Indian Institute of Crafts and Design
IICT	Indian Institute of Carpet Technology
INR	Indian National Rupee
ITI	Industrial training Institutes
MHSC	Metal Handicraft Service Centre
MoU	Memorandum of Understanding
NCDPD	National Centre for Design and Product Development
NER	North Eastern Region
NGO	Non-governmental organization
NID	National Institute of Design
NIFT	National Institute of Fashion Technology
RD&TDC	Regional Design and Technical Development Centres
TPO	Trade Promotion organizations
TA	Travel Allowance
UC	Utilisation Certificate
UGC	University Grants Commission
HMCM	Handicrafts Mega Cluster Mission
NLAS	National Level Apex Society

## **Ambedkar Hastshilp Vikas Yojna**



**Scheme of Office of the  
Development Commissioner (Handicrafts)**





## BACKGROUND

Handicrafts constitute an important segment of the de-centralized/unorganized sector of our economy. It is mainly a rural based sector which has its reach in backward and in-accessible areas. Originally, handicraft started as a part time activity in the rural areas, however it has now transformed into a flourishing economic activity due to significant market demand over the years. Handicrafts have big potential as they hold the key for sustaining not only the existing set of millions of artisans, but also for increasingly large number of new entrants in the crafts activity. Presently, handicraft sector is contributing substantially towards employment generation and exports but this sector has suffered due to its unorganized nature along with additional constraints like lack of education, capital, and poor exposure to new technologies, absence of market intelligence and poor institutional framework.

At present, the office of Development Commissioner (Handicraft) is implementing the following seven schemes for promotion and development of handicraft sector:

- (i) Baba Saheb Hastshilp Vikas Yojana
- (ii) Design and Technology Up-gradation
- (iii) Marketing Support and Services
- (iv) Research and development
- (v) Human and Resource Development
- (vi) Handicrafts Artisans Comprehensive Welfare Scheme

### (vii) Infrastructure and Technology Development Scheme

While Baba Saheb Hastshilp Vikas Yojana (AHVY) is a cluster specific scheme, the remaining schemes cut across clusters dealing with specialized interventions. Further, a synergy is missing between the various schemes which results in overall dilution in expected outcome. Under the existing format, the AHVY scheme envisaged sanctioning of a project to one implementing agency and it was entrusted with the responsibility of undertaking all the specialized interventions. Experience shows that one implementing agency normally does not have the expertise to execute the various specialized interventions such as design development, skill upgradation, technology support, marketing and infrastructural support. Furthermore, there is another basic flaw in the scheme as it envisages 'one shoe fits all' approach which is not in sync with reality as the needs and strengths of each cluster are unique.

This requires a change in the scheme design by adopting 'a need based cluster specific' approach. Therefore, it is proposed that an annual action plan will be prepared in advanced by earmarking cluster specific interventions to be carried out in a time-bound manner in the following year and implemented either departmentally or through various expert agencies.

The following three pronged approach will be adopted to put the sector on high growth trajectory as well as preserving existing cultural heritage:-

- I. Promoting premium handicrafts products for the niche market.
- II. Expansion of production base for utility-based, life style and mass production handicrafts products.
- III. Preservation and protection of heritage/ languishing crafts.

Exquisite master-piece handicraft items with substantially high artistic content should command a higher price in the market. Such high-premium medium- volume handicraft products should be positioned in the niche market through strong promotional and advertisement efforts with development of “Handcrafted in India” mark which will create the willingness in customers to pay a much higher price. Growth of such products will be ensured through selection and training of young promising artisans with imaginative and artistic skills by the top-class master-craftsperson to facilitate the transfer of traditional skills. Direct e-sales of such products with suitable marketing, sourcing and logistic arrangements should result in many times higher incomes for the artisans and thus arresting the large scale migration of artisans to other jobs. The artisans in the segment will also be supported through direct assistance for tool-kits, education, social security etc.

Utility-based home décor and furnishing handicraft products will need introduction of substantial technology and mechanization of parts of the manufacturing process thereby enabling mass production quality-enhancement and cost-reduction to face the challenges of global competition. These issues will be addressed by empowering the artisan communities through organizing them into community groups, handholding them to set up and run Common Facility Centers equipped with training, modern technology, improved tools, raw material, processing, designing facilities and also through

assisting them directly through bank account. Each such CFC will be linked with the market through bulk buyers or exporters from the region. Smooth provisioning of other inputs alongwith artisans’ welfare and other marketing support will also be ensured. Moreover, there is a lack of adequate and authentic data on craftspersons, including their socio-economic status, livelihood conditions and details of their families which has become a major bottleneck adversely affecting planning and policy making for this sector. Hence, comprehensive surveys will be undertaken for building comprehensive data-base which will help in devising suitable interventions.

There are many crafts which represent India’s rich cultural heritage but some are on a decline due to various economic and other factors. These crafts need to be preserved and protected through various interventions like Handicrafts Museums, Hastkala Academy etc. These heritage crafts can also be modified or re-designed to meet the requirement of the present market demand and thereby preserving them. The lack of proper processes and systems for identification, documentation and mapping of all crafts and clusters is still a major challenge which will be addressed by carrying out studies and surveys. The languishing crafts will be given additional design, training and marketing support so that crafts are revitalised.

Promotion of handloom and handicraft will be linked with tourism keeping in view the potential for foreign as well as domestic tourists, whose number has been increasing steadily, due to higher disposable incomes and increase in the size of the middle class in the country. Towards this end, the possibility of convergence between on-going schemes of other Ministries such as Ministry of Tourism, Ministry of Culture etc with the active cooperation of the state governments will be explored. Development of Destination Villages, Setting up state-of-the-Art exhibition-cum-sales Showroom, way side amenities, souvenir shops

and organization of state level fairs will be undertaken.

The National Handicraft Development Programme for development and promotion of Handicrafts Sector will have the following three components:

- i. Ambedkar Hastshilp Vikas Yojana
- ii. Marketing Support
- iii. Research and Development





## **Dastkar Shashktikaran Yojna**



**Scheme of Office of the  
Development Commissioner (Handicrafts)**



## (A) (I) DASTKAR SHASHKTIKARAN YOJANA

### (a) Community empowerment for mobilization of artisans into self-help groups (SHGs)/Societies

#### Objective and methodology

Mobilization of the beneficiaries shall be undertaken in the clusters which needs to be taken up for development. The Geographical identity of such clusters should be clearly mentioned and limited to a village in Rural Areas or a ward in the Municipal areas. In special cases a cluster may contain adjoining villages within a span or diameter of three kilometers. This activity shall include mobilizing the artisans into SHGs, thrift and credit, training of SHGs on various aspects of forming and running the community business enterprise. With introduction of economic reforms through liberalization, privatization and globalization, India has entered into a new era of economic development and therefore, Community Empowerment programme for handicrafts sector/ cooperative/ SHGs is a must to empower the artisans by making them active entrepreneurs-cum-primary stake holders of development and bringing them to a visible platform which will help enhance their operational efficiency and competitiveness to face the new challenges and make them viable and self-supporting economic entity. While undertaking mobilization, care should be taken to leverage upon the SHGs already formed under various programmes being implemented by Government. Only where it is not feasible to do so, new SHGs, federation etc., should be formed.

#### Deliverables

- Conduct survey of each artisan in the prescribed format
- Mobilisation of artisans groups/SHG formation with office bearers,
- Holding awareness camps for cluster artisans, discussion and formation of Annual action Plan of the activities,
- Opening of Bank accounts of SHGs.
- Facilitating opening of Bank accounts of Individual artisans under Jan Dhan Yojna,
- Issue of Artisans' Identity Cards (AIC) to all cluster artisans,
- Processing of the surveyed data in MS Excel Sheet format containing artisans' details such as identity card No., Photographs, Aadhar no., EPIC No., bank Account No. with bank name.
- Covering each artisan under RSBY and AABY Scheme,
- Appointment of cluster Manager as per qualification and experience,
- Formation and registration of Producer Company/ Federation/Institutions with at least 50% of the Cluster artisans as members/ shareholders,



## Financial assistance and funding pattern

- Financial Assistance will be provided to the tune of INR 300/- per artisan for the number of persons to be surveyed and mobilized for empowerment in the form of grant in aid.
- Financial assistance will be provided for a maximum of Rs 1 lakh per year for a maximum of three years for formation of Producer Company/ Federation/Institution.
- 100% of the amount shall be released after registration as advance for the first year to the organization for formation and registration of Producer Company/ Federation/Institutions. From the second year onwards the organization will be provided 75% of their annual recurring expenditure in advance subject to a maximum of Rs 1 lakh, which will be reduced to 50% for the third year subject to a maximum of Rs 1 lakh. The grants will be released subject to the suitable conditions fulfilled by the organizations. The amount will be provided directly to the account of the organization.
- In so far as possible existing SHGs formed under different schemes of Government of India and State Government should be leveraged. In short formation of new SHGs should be done only where no SHGs exist.

## (b) Preparation of DPR/ DSR

### Objective and methodology.

After formation identification of the SHGs/Society, the concerned Implementing Agency will prepare a diagnostic study report (DSR) in consultation with the stake holders and the Assistant Director of the local Marketing & Service Extension Centre for proposing further interventions in the cluster. In case of bigger clusters the Third Party Consultant/ Appraisers/ Moderator will study the data base of the handicraft cluster and prepare a composite

DPR in consultation and participation of the artisans and the agency engaged for empowerment and also local government which will include the diagnostic study, interventions to be carried out in the cluster and the financial requirements for implementing the programmes contained in the DPR. The moderator will also monitor the programmes during the implementation. While preparing the DSR/DPR, following activities may be taken into account:

- Skill mapping of the cluster
- Details of product range average inventory of the artisans, marketing avenues, and working capital need.
- Details of entrepreneur, master craftspersons, Shilp Gurus, National Awardees, National Merit Certificate holders, State Awardees in the cluster.
- Existing infrastructure (both Government and non-Government) in support of handicraft development in the cluster.
- Need Assessment and Gap Identification.
- Sex caste and education ratio.
- Details of local exporters/bulk buyers.
- Details of other Government schemes being implemented.
- The artisans' organization should be successfully registered with at least 50% of the cluster artisans as their members/ shareholders.

The DSR/ DPR should clearly set the objectives in terms of increasing artisan income, total production, and encouraging new persons to take up handicrafts as full time/part time activity and should invariably contain the following details:



- Project area (specification of village, Development Block and District with map)
- Target Group indicating number of artisans
- Project Goal:
  - (i) Expected increase in sales of all cluster artisans from Rs..... Lakhs to Rs. .... Lakhs
  - (ii) Expected increase in the average daily earning of cluster artisans from Rs. .... to Rs. ....
  - (viii) Preserving Heritage/ Languishing Arts/ Crafts,
- Problems to be addressed,
- Details of need assessment done (if any) in the area before deciding on the project,
- Proposed interventions with yearly programs and expected expenditure,
- Proposed system of procuring Raw Materials,
- Proposed methodology of manufacturing/ branding/marketing etc.
  - (i) Machinery & Equipment//Tools to be used:
  - (ii) Kind of Raw-materials to be used and supportive accessories etc.
  - (iii) Design & Technology to be adopted.
  - (iv) Branding and promotional activities.
  - (v) Product line such as Home Furnishing, Garments/Dress Materials, and Kitchen items etc.
  - (vi) Market linkages incorporating 3(11) above.
  - (vii) Targeting different markets
  - (viii) Capacity to Supply on demand.
- Proposed methodology of manufacturing/ branding/marketing etc.
- Proposed training on salesmanship, marketing and leadership development among the cluster artisans/groups to which make them competent to explore new markets and successfully sell their produces
- Proposed training on packaging, branding and e-marketing of handicrafts.
- Proposed Plan for innovative methods of promoting cluster produces.

### Eligibility

The DPR/DSR will be prepared by the implementing agency in consultation with departmental officers. The requirements of handicrafts sector such as design input, marketing support, and training requirement are well known and there is ample institutional knowledge with the department in this regard. The departmental officers will assist the Implementing agency in preparation of the proposal and implementation thereof. Services of consultants for preparation of DPR may be taken only in cases having sizable financial implications and depending upon requirement only. In case, it is desirable to engage Third party Consultants/ Appraisers/Moderators, the same shall be appointed by the O/o DC (Handicrafts) from among the empanelled agencies. The third party Consultant should appoint a dedicated and qualified person for hand-holding purposes for three years or the project duration whichever is earlier.

### Financial assistance and funding pattern

Financial Assistance will be provide up to a maximum of Rs.2.00 lakh per annum per appraiser/moderator for a period of 3 years in case of third party consultants. Nil in case of implementing agency

### (c) Project Management Cost including Wage compensation to cluster manager

#### Objective and methodology

Implementing agency will be responsible for over all project management, implementation of various interventions in a timely and effective manner with a view to facilitate bulk production and sourcing of goods. Towards this end, apart from other things, implementing agency will appoint a cluster manager, who should be a graduate. Graduates from IICT, NIFT, IIHT, BCDI, IRMA etc. will be preferred as Cluster Managers. Agency will have the liberty to appoint a cluster manager subject to the conditions of experience in cluster development and minimum educational qualification of graduation. Further, an ex-serviceman for day to day management of CFC, book-keeping etc may also be engaged.

### Financial assistance and funding pattern

In case of implementing agencies, an amount of Rs 5 lakh per annum will be given for a period of three years towards Project Management Cost. This will also include engagement of IICT, NIFT, IIHT, BCDI, IRMA graduates etc as cluster managers for handholding purposes and an ex-serviceman for day to day management of CFC, book-keeping etc.

### (d) Comprehensive Development Support:

The Technological marketing, skill improvement, infrastructure and any other requirement of the Clusters shall be met through the various interventions mentioned in the National Handicraft Development Programme. Eligible agencies can apply for any intervention provided that the requirement and necessity of the intervention has been established in the diagnostic study and DPR. In case the Implementing Agency is not eligible for a necessary intervention as per the DPR, it shall identify an eligible agency for implementing that intervention and the same will be sanctioned to the eligible agency as may be decided by the office of the Development Commissioner (Handicrafts).

The handicrafts Clusters sanctioned earlier and where project life has ended but the interventions have either not started or implemented in a scattered/ ineffective way will also be considered as per the need of the cluster. While identifying such clusters tourism potential of the area should also be taken into consideration.

## **Note:**

All the interventions like marketing, design, infrastructure, HRD etc., can be implemented both in a cluster and in a standalone manner.

## **Eligible organizations**

- Eligible Non-Governmental Organizations, local statutory bodies, Apex cooperative Societies and National level Apex Societies (registered under society act/ trust act, etc.) and organization like COHANDS, EPCH, CEPC, Sector Skill Councils and its affiliated Bodies, MHSC, IICT, NCDPD, HMCM, Hastkala Academy, NIFT, NID, University Department., DRDA, NISIET, EDIs, and other similar bodies.
- Central/ State Handloom and Handicrafts Development Corporations and other Govt. Corporations/ agencies promoted by State Government or organization promoted by Financial Institutions/banks, university departments,
- Any component can be implemented departmentally as well.

## **Mode of payment (except for those interventions where a mode of payment has been specifically mentioned therein)**

- Funds will be released in 2 installments
- 50% of the sanctioned amount will be released as first installment and balance amount will be released as second and final installment in the shape of reimbursement after receipt of requisite audited statement of expenditure, UC in GFR-19A format, performance cum outcome report and other required documents, etc.
- In case of departmental activity, 100% payment will be drawn as advance

## PROFORMA FOR SUBMISSION OF PROPOSAL UNDER A.H.V.Y

### Organizations profile:-

1	Name of the Organization with complete postal address, Mob./Telephone no., Email. And fax.					
2	Registration number, date of registration, validity of registration act under which registered.					
3	Name & Designation of Chief Functionary with contact No.					
4	Whether handicraft in mentioned as one of the activities in the Memorandum of Association and by-laws of the organization.					
5	Name of other key functionaries with their contact Nos.					
6	FCRA No. (if available)					
7	Activities of organization in Brief.					
8	Thrust Area					
9	Experience in the area in which funding is sought					
10	Experience in SGSY or any other scheme of GOI/ State govt. based on SHG's					
11	Source of fund(during last 3 years)	Year	National/ International Agency	Project name	Fund Received	Status of Utilisation
12	Whether any utilization certificate is pending against the grant by DC(H) in any scheme					
13	Has the work of your organization been evaluated by any independent agency if yes attach evaluation report.					
14	Banking details (Name & address of Bank and account number), IFSC Code etc.					
<b>Project Profile</b>						
15	Title of the project					
16	Objectives /Purpose					
17	Craft to be covered & Duration					
18	Proposed Budget (year wise / component wise recurring and Nonrecurring) .This budget will however be subject to revision based on diagnostic study/ DPR.					



<b>Suggestive Materials to be included in the project proposal</b>	
19	Project goal
20	Project area (specify village, block & district)
21	Target group indicating Number of artisans & No. of SHG's is expected to be formed
22	Problems to be Addressed
23	Details of any need assessment done in the area before deciding on the project
24	Per family annual monetary position, expected addition year wise during the project period and on completion.
25	Whether any partner is contributing funds for this project. if so name of the organization and activities for which it is being given.
26	Beneficiary(ies) Type & No
27	Strategy/Action Plan- year wise
28	Contribution of volunteering from the community
29	Monitoring & Evaluation Indicators
30	Project Sustainability (how will the activities be sustained after project is completed)
31	Whether the organization has ever been Black listed by any State/ Central Depts. or any other international agencies.
<b>Documents to be attached :-</b>	
32	Copy of valid registration certificate under proper statute.[ Self attested]
33	Copy of memorandum of association & Bye-laws certified by appropriate authority. [ Self attested]
34	Copy of audited balance sheet ( by chartered accountant ) for last 3 years. [ Self attested]
35	Copy of Annual report of last 3 years.[ Self attested]
36	Copy of the minutes of last AGM.[ Self attested]
37	List of current Office bearers of the Organization with their Full name Complete Postal address with PIN, Phone/Mob No. and E-mail.

38	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
39	Name and address of Bank where organization has its account and Account Number	
40	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
41	Details of grants received from other central/state govt. depts. Or agencies during last 3 years and its status of utilization.	
42	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
43	List of beneficiaries proposed indicating their name, father's name, age, address, caste, gender, DCH I. Card No., Aadhar card no., voter I. Card no., mobile no./ telephone no.	
44	<p><b>Affidavit regarding:</b></p> <p>a. Majority of members of governing body do not belong to the same family.</p> <p>b. Details of the members having membership in any other society registered anywhere in India</p> <p>c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies.</p> <p>d. That organization is a non-profit.</p>	

Date:

Signature  
Name of Authorized signatory  
Designation (with Rubber stamp)

## AFFIDAVIT

I, ....., S/o ....., aged ..... years, resident of ..... functioning as President/ General Secretary of **M/s** ..... do hereby solemnly affirm and stated as under:

- a) That the above said NGO/Society is not involved in any corrupt/objectionable practices and has not been be blacklisted by any Government Department/Organization and International Bodies or Court of Law and its registration is valid till date.
- b) That the above said NGO/Society is working for the development in handicraft sector and not a profit making organization.
- c) The details of family members about and Office bearers (The details should categorically mention about other organization where family member/office bearers of the society are engaged).

### Details of Family Members of the President/General Secretary

Sl.No.	Name	Relationship	Occupation	Remarks

Details of the office bearers of the NGO/Society.

Sl.No.	Name	Occupation	Address	Designation	Remarks

- (d) That the details of grant received from O/o the Development Commissioner (Handicrafts) under various schemes during the last three years:

Sl.No.	Name of Scheme Sponsorship	Year	Amount sanctioned	Amount released	Whether utilized or not	Remarks

- (e) Details of grant received from various Central/State/Any other Departments:

Sl.No.	Name of Scheme Sponsorship	Year	Amount sanctioned	Amount released	Whether utilized or not	Remarks

- f) That the above organization will work with then groups under the scheme of AHVY & continue for three years or till completion of this project in all respect.
- g) That the above organization declares that no funds have been taken from any other Agency/Department or the same purpose.
- h) That the above Organization is having adequate experienced and managerial skill to implement the AHVY Scheme.
- i) If a part of the grant is left unspent after the expiry of the period within which it is required to be spent, interest @ 10% per annum shall be charged up to the date of its refund to the Government unless it is agree to be carried over.
- j) That the implementation of AVHY Scheme will be strictly as per then plan specially Survey & Mobilization Interventions submitted and will be preceded by an orientation workshop on the mobilization of artisans into community based enterprises through the Competent Agency.

Verified at Court of .....on this .....that contents of above affidavit are current to the best of my knowledge and belief.

Deponent

Identified by me

Solemnly affirmed and declared before me by the deponent who is identified by Advocate....., on this..... day of ....., 20.....

Advocate

## (A) (II) DESIGN & TECHNOLOGY UP-GRADATION

### (i) Design and Technology Development Workshop

The objective of the workshop is to develop new prototypes to suit the tastes and preferences of contemporary market using the traditional skill of artisans and introduction of new techniques and technologies for enhanced production

#### Duration and participation:

- 25 days subject to a minimum of 125 hours of training.
- No. of participants per workshop: up to 30 artisans
- One month can be taken for market survey, intelligence gathering and test marketing, modifications, etc. including compulsory participation in one marketing event.

#### Financial assistance and funding pattern

- The total financial ceiling is maximum of INR 3,37,500/-.
- Assistance shall be in the form of 100% grant-in-aid by O/o DC(H)
- The break-up of expenses is as follows:

	<b>Expense Head</b> (for a training of 25 days (125 hrs.) for 30 artisans)	<b>Maximum permissible assistance (INR)</b>
a)	Fee for one Designer or master craftsman * INR 55,000/- per month including TA (one month for market survey and one month for training)	1,10,000

b)	Market survey, intelligence gathering and test marketing, modifications and participation in one marketing event.	35,000
c)	Compensation for the cost of raw materials for development of prototypes (2 set of 10 prototypes)**	40,000
d)	Cost of documentation	15,000
e)	Wage compensation/ stipend for 30 participants @ INR. 150/- per day for 25 days.	1,12,500
f)	Miscellaneous expenditure (stationery, telephone, refreshments, publicity, repair of machinery, biometric machine, videography, etc.)	25,000
<b>Total</b>		<b>3,37,500</b>

\* Mastercrafts persons engaged in the programme preferably should be Shilp Guru/National Awardee/ National Merit Certificate Holder/State Awardee. If Shilp Guru/National Awardee/ National Merit Certificate Holder/State Awardee is not available in particular craft then the implementing agency shall approach Regional Director concerned and he / she would finalize the name by constituting a committee of AD(H) HM&SEC concerned.

\*\*In special cases, if the cost of per prototype is substantially higher than the provisioned amount, special permission shall be sought from the office of DC (H) and amounts shall be released based on the sanction.

### (ii) Integrated design and technology development project

The project has three essential components comprising design development, technology development, techniques/process and formulation and publication of crafts design/craft technology

to the large number of artisans for their skill up gradation.

### Duration and participation

The duration of the project is retained at 5 months with the following break-up:

- 3 months for design development (25 days – 125 hours per month)
- 1 month for preliminary survey and
- 1 months of market testing and refinement of the product and batch production
- No. of participants per project: 40 artisans

### Financial assistance and funding pattern

- Financial parameters are given in the following table:

S. No.	Expense Head (for a duration of 5 months for 40 artisans)	Maximum permissible assistance (INR)
a)	Fee for one Designer or master craftsman* INR 55,000/- per month including TA for a period of 5 months.	2,75,000
b)	Market survey, intelligence gathering and test marketing, modifications, etc. including participation in 2 marketing events	70,000
c)	Compensation for the cost of raw materials for development of prototypes (2 set of 25 prototypes)**	100,000
d)	Cost of documentation, report, etc	50,000
e)	Wage compensation/ stipend to 40 crafts persons @ INR 150/- per day for 25 days per month for a period of 3 months (125 hrs. per month)	4,50,000

f)	Miscellaneous expenditure (stationery, refreshments, repair of machinery, biometric machine, videography, etc.)	50,000
<b>Total</b>		<b>9,95,000/-</b>
<p>* Mastercrafts persons engaged in the programme preferably should be Shilp Guru/National Awardee/ National Merit Certificate Holder/State Awardee. If Shilp Guru/National Awardee/ National Merit Certificate Holder/State Awardee is not available in particular craft then the implementing agency shall approach Regional Director concerned and he / she would finalize the name by constituting a committee of AD(H) HM&amp;SEC concerned.</p> <p>** In special cases, if the cost of per prototype is substantially higher than the provisioned amount, special permission shall be sought from the office of DC (H) and amounts shall be released based on the sanction.</p>		

- Assistance shall be in the form of 100% grant-in-aid by O/o DC(H).

### (iii) Assistance to exporter and entrepreneur for design prototype

The objective of the programme is to promote the organizations in export of handicrafts for development of new and innovative items. The financial assistance is provided for development of design prototypes for exporters and entrepreneurs by selecting or involving reputed designers from India and abroad who will help in the development of a range of products suitable for particular markets.

### Duration and participation

- Maximum duration of 6 months

### Eligibility

- Entrepreneurs/ exporters/ association of exporters
- Entrepreneurs/ exporters/ association of exporters can be assisted maximum once in a year.



- Designers to be sourced through reputed institutions such as NID, NIFT, NCDPD and others.

### Financial assistance and funding pattern

- Financial assistance of upto 40% of the designer fee upto a maximum of INR 20,000/- per month for six months.

### Mode of payment

- Assistance will be released directly to the design institution.
- Funds will be released in 2 installments
- First installment of 50% of the sanctioned amount will be released as advance and balance as reimbursement on submission of audited statement of accounts of expenditure and performance report of the event and its acceptance by the competent authority.

### (iv) Commercial market intelligence by way of design, trend and technical colour forecast

The increasing need & requirement of the overseas buyers about the new designs & trends has led to the implementation of this scheme during the 12th Plan Period. The objective of the programme is to increase the knowledge of the entire handicrafts sector about the new design trends & color forecasts so as to increase the exports from the country by increasing the new design led product.

### Eligibility

- The scheme would be implemented through NID, NIFT, EPCH, CEPC, NCDPD and other reputed design institutions.

### Financial assistance and funding pattern

- The assistance will be provided with a maximum grant of upto INR 10 lakh

- The components are as follows: Cost of Designing & Artwork, Cost of printing of copies of trends book, Preparation of copies of CD with cover for the soft copy of the trends book and miscellaneous expenses etc

### Mode of Payment

- Assistance would be given in two installments.
- A maximum of 50% will be released as 1st Installment as Advance

### Notes :

- The maximum admissible financial assistance has been provided under each scheme component. However, the sanction shall be based on the proposal wherein the duration and participants will be defined. Accordingly the budget will be reduced on pro-rata basis if the event is held for lesser number of days or if there is lesser participation.
- Wage compensation shall be paid to artisans @ INR 150/- per day per trainee.
- Maximum fee for designer / Mastercraft person will be INR 55,000/- per month including TA wherein one month is calculated as 25 working days.
- All components can be implemented departmentally by the offices of DC (H) at any point in time. In such cases payment will be 100% and in advance.
- The word 'Artisans' will also include carpet weavers
- Biometric attendance sheet may be provided by Implementing Agency at the time of final reimbursement.

## PROFORMA FOR SUBMISSION OF PROPOSALS UNDER DESIGN AND TECHNOLOGY DEVELOPMENT WORKSHOPS

### Organization profile:-

1.	Name of the organization with complete postal address with PIN, Mobile /telephone no., e-mail.	
2.	Registration number, date of registration, validity of registration. ,Act under which registered	
3	Name & designation of Chief functionary with telephone / mobile no.	
4	Name of other Key functionaries & their Contact No. & address	
5	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
6	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
7	Brief Note on the activities undertaken	
8.	Experience in organizing such workshop	
9.	Details of design workshops conducted in last 3 years, no. of design prototypes developed and commercialized, sales generated.	
10	Experience in undertaking developmental interventions in the Handicraft sectors	
<b>Project/Scheme Detail:-</b>		
11	Purpose/Objective of the workshop	
12	Name of the craft and venue of the workshops proposed to be organized	
13	Estimated total number of the crafts-persons engaged in that area.	
14	Present technology (tools, machines, techniques, raw material etc.) being used by the targeted artisans and problems faced, if any in this respect	
15	Name of other technical expert, institute, etc. proposed to be consulted, for undertaking technology up-gradation	
16	Bio-Data of the designer to be engaged during the workshop from the list of empanelled designers.	
17	Period of the workshop and date of commencement.	

18	<p>Financial implication proposed (Head wise breakup of each activity may be mentioned.</p> <p>a) Fee for one Designer or master craftsman including TA</p> <p>b) Market survey, intelligence gathering and test marketing, modifications and participation in one marketing event.</p> <p>c) Compensation for the cost of raw materials for development of prototypes (2 set of 10 prototypes)</p> <p>d) Cost of documentation</p> <p>e) Wage compensation/ stipend for 25 days.</p> <p>f) Miscellaneous expenditure (stationery, telephone, refreshments, publicity, repair of machinery, videography, etc.)</p> <p><b>Total</b></p>	
19	No. of prototypes proposed to be developed during the workshop /expected business.	
20	<p>No. of craftsperson's expected to be benefited. List may be enclosed indicating details of craftsperson proposed to be included for skill up gradation during implementation of the workshop, including following information:</p> <p>Identify Card No. and craft in which it has been registered or Applied for I. Card. Complete postal address Gender: Male/Female Category: SC/ST/OBCV/PH/Minority/BPL etc.</p>	
<b>List of documents to be attached :-</b>		<b>Page No. at which attached</b>
21	Copy of valid registration certificate under proper statute.[ Self attested]	
22	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	
23	Copy of audited balance sheet(by Chartered accountant) for the last three years {Self attested}	
24	Copy of Annual report of last 3 year{Self attested}	
25	Copy of minutes of the last AGM{Self attested}	
26	Copy of the current Office bearers of the Organization with their Full name Complete Postal address, Ph, /Mob No. and E-mail.	

27	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
28	Name and address of Bank where organization has its account and Account Number. along with photocopy of the bank pass book of last one year	
29	Details of grants received from office of DC(H) scheme wise during last three years and its utilization status	
30	Details of grants received from other central/ state department /organization, during last three years indicating purpose of grant and its utilization status	
31	Name of Nodal officer /project head/authorized contact person with his complete address, phone/mobile number and E-mail etc.	
32	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

**Certificate :**

1. Certificate that no financial assistance has been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of the project within the same financial year.
3. Certified that all infrastructure are available with the organization to conduct the programmes as per scheme.
4. Certified that there is no duplication of efforts takes place with existing schemes of the Ministries.

Signature of the authorized person with Rubber Seal

Date:

Name & designation

Recommendation of the Office of DC(HC) Regional Director/ Asstt. Director of the Concerned HM&SEC/CWTC with full justification includes cost component of the proposal along with grading Score.

Signature with Rubber Stamp  
Name, Designation and address

Date:

## PROFORMA FOR SUBMISSION BY EXPORTERS / ENTREPRENEURS FOR DESIGN PROTOTYPES

### Organization profile:-

1	Name of the Organization with Complete postal Address, Mob./telephone No., e-mail	
2	Registration number, date of registration, validity of registration. ,Act under which registered	
3	Whether the organization is engaged in the development, promotion, & marketing of handicrafts.	
4	Activities of the Organization in handicrafts sector during last 3 years	
5	Registration Number with Council (EPCH/ CEPC/COHANDS etc.)	
6	If associated with artisan's producers Groups/ Self Help Groups/Handicrafts Clusters, furnish details.	
7	Details of past experience of conducting product development activity , if any; Furnish status and details of order generated etc	
<b>Project /Scheme profile:-</b>		
8	Purpose of product development programme.	
9	Name of craft and items identified for development.	
10	Is it based on any market study/ demand assessments or recommendation of foreign buyers?	
11	Venue of the product Development Programme	
12	No. of Craftsmen proposed to be engaged specifically for the product development.	
13	Whether it is proposed to cover larger artisanal base for mass production. If yes, give details.	
14	C.V. of national/international Designer/ Consultant proposed to be engaged	
15	Methodology for test marketing of product developed.	
16	Financial implications & details of assistance sought, with justification: 1.Duration (Max. 6 month) 2.Designers fee per month 3Total designers fee 4 GOI share( 40% of 3 above subject to max. of Rs. 20000/- per month	



<b>Documents to attached :-</b>	
17	Copy of valid registration certificate under proper statute.[ Self attested]
18	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested
19	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested
20	Copy of Annual report of last one year.[ Self attested
21	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).
22	Name and address of Bank where organization has its account and Account Number.
23	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization
24	Details of grants received from other central/state govt. depts. Or agencies during last 3 years and its status of utilization.
25	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.

**Certificate:**

1. Certificate that no financial assistance has been received from any other source for the same purpose.
2. Certified that the provision of the scheme has been fully understood and we take the responsibility for successful completion of the project within the stipulated time frame.
3. Certified that all infrastructures are available with the organization to conduct the programmes as per scheme.
4. Certified that there is no duplication of efforts takes place with existing schemes of the Ministries.

Date:

Signature of the authorized person with Rubber SEAL  
Name  
Designation

Recommendation of the Office of DC(HC) Regional Director/ Asstt. Director of the Concerned M&HSC/ CWTC with full justification along with the points scored in grading.

Signature with rubber stamp  
Name, Designation and address

Date:

## PROFORMA FOR SUBMISSION OF PROPOSAL FOR COMMERCIAL MARKET INTELLIGENCE BY WAY OF DESIGN, TREND AND TECHNICAL COLOUR FORECAST ETC

### Organization profile:-

1	Name of the Organization with Complete postal Address, Mob./Telephone no., e-mail	
2	Registration number, date of registration, validity of registration. ,Act under which registered	
3	Whether the organization is engaged in the development, promotion, & marketing of handicrafts.	
4	Activities of the Organization in handicrafts sector during last 3 years	
5	Registration Number with Council (EPCH/ CEPC/COHANDS etc.)	
6	If associated with artisan's producers Groups/ Self Help Groups/Handicrafts Clusters, furnish details.	
7	Details of past experience of conducting product development activity , if any; Furnish statusand details of order generated etc	
<b>Project /Scheme profile:-</b>		
8	Purpose with full justification	
9	Name of crafts and countries identified for collecting marketing intelligence.	
10	Is it based on any market study/ demand assessments or recommendation of foreign buyers?	
11	Methodology being adopted for collection of market intelligence on design, trends and colour forecasting.	
11	Venue of the Program in India for dissemination of market intelligence	
12	No. of Craftsmen/ entrepreneurs proposed to be associated specifically with this event.	
13	Whether it is proposed to cover larger artisanal base. If yes, give details.	
14	C.V. of national/international Designer/ Consultant proposed to be engaged	
15	Methodology for test marketing of products developed.	

16	Head-wise details of financial implications & details of assistance sought, with justification: 1. Cost of designing and art work 2. Cost of printing copies of trend book 3. Preparation of CD with cover for soft copies of trend book 4. Misc. expenses. 5. Total	
<b>Documents to be attached :-</b>		
17	Copy of valid registration certificate under proper statute. [ Self attested]	
18	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	
19	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested]	
20	Copy of Annual report of last one year. [ Self attested]	
21	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
22	Name and address of Bank where organization has its account and Account Number.	
23	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
24	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
25	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	

**Certificate:**

1. Certified that no financial assistance has been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of the project within the stipulated time frame.
3. Certified that all infrastructure are available with the organization to conduct the programmes as per scheme.
4. Certified that there is no duplication of efforts takes place with existing schemes of the Ministries.

Date:

Signature of the authorized person with Rubber SEAL  
Name  
Designation

Recommendation of the Office of DC(HC) Regional Director/ Asstt. Director of the Concerned M&HSC/CWTC with full justification alongwith the points scored in grading.

Signature with rubber stamp  
Name, Designation and address

Date:

## APPLICATION PROFORMA FOR SUBMISSION OF PROPOSALS FOR INTEGRATED DESIGN PROJECTS UNDER DESIGN AND TECHNOLOGY UPGRADATION SCHEME.

### Organization profile:-

1.	Name of the Organization with complete postal address, Mob/telephone no., email.	
2.	Registration number, date of registration, validity of registration act under which registered.	
3	Whether the organization is engaged in the development, promotion, & marketing of handicrafts. Whether the above mentioned clause is specified as one of the objectives in the Article and Memorandum of Association of Society.	
4.	Whether the organization is having sufficient experience managerial and technical capacity/ skill and infrastructure to implement the scheme, if yes, give details.	

### Project Detail:-

5.	Name of the craft in which project is to be organized a) Venue of the project b) Details of the craft being practiced.	
6	Need and justification for taking up this project. Is it based on the need assessment survey.	
7	If any assessment for introducing new technology/ process and raw material etc. has been made for better marketability of products, provide detail.	
8	Duration of the project, specify the period of each activity to be undertaken viz preparation of sketches, market survey, development of prototypes, test marketing, preparation of documentation report etc.	
6	Need and justification for taking up this project. Is it based on the need assessment survey.	
7	If any assessment for introducing new technology/ process and raw material etc. has been made for better marketability of products, provide detail.	

8	Duration of the project, specify the period of each activity to be undertaken viz preparation of sketches, market survey, development of prototypes, test marketing, preparation of documentation report etc.	3 month - for design development 1 month - for preliminary survey 1 month - for market testing, refinement in products and batch production.
9.	No. of prototypes to be developed during the project period.	
10	No. of crafts persons to be benefited directly or indirectly. List may be enclosed indicating details of craftsperson proposed to be included for skill up gradation during implementation of the project, including following information: Identify Card No. and craft in which it has been registered or Applied for I. Card. Complete postal address Gender: Male/Female Category: SC/ST/OBCV/PH/Minority/BPL etc.	Direct : 40 participants Indirect : Total :
11	Bio-data of the designer to be engaged during the project along with his/ her consent to undertake this project. The designer should be from empanelled list of the designers of this office or an alumni of NID/NIFT	
12	Marketability prospects of the design prototypes proposed to be developed as revealed by the pre activity market survey.	
13	Financial implication proposed : a) Fee for one Designer or master craftsperson including TA for a period of 5 months. b) Market survey, intelligence gathering and test marketing, modifications, etc. including participation in 2 marketing events c) Compensation for the cost of raw materials for development of prototypes (2 set of 25 prototypes) d) Cost of documentation and report preparation e) Wage compensation/ stipend to crafts persons f) Miscellaneous expenditure <b>Total</b>	



14	Affidavit that majority of the members of the Governing body of the Society do not belong to the same family.	
15	Affidavit declaring details of members having the membership in any other Society, registered anywhere in India.	
16	Affidavit to the effect that the organization is not involved in corrupt practice and has not been blacklisted by any central/state Govt. agencies.	
<b>Sl. No. 14 to 16 to be submitted as per Proforma A.</b>		
17	Self attested copy of the valid registration certificate of the Society.	
18	Self attested copy article and Memorandum of Association of the Society duly certified by Registrar's office	
19	Self attested copy of Bye laws duly certified by Registrar's office. If amended, the same may also be enclosed	
20	Self attested copy of Balance sheet for the last three years audited by Chartered Accountant	
21	List of latest office bearers of the Society duly registered with Registrar's of society.	
22	Annual report of the last three years.	
23	Last AGM minutes.	
24	A copy of the resolution passed/adopted by the organization for approaching Office of DC(HC) for financial assistance under the Design Scheme.	
25	a) Details of Grant in aid received from other Central/State Govt. offices during the last three years, and its utilization status. b) Details of Grant in aid received from Office of DC (HC) under any of the schemes during the last five years, and its utilization status.	
26	Details of Marketing arrangement: For Design Development Projects, the implementing agency must have its own marketing platform in metro city or a marketing tie up with other organizations. In either of the cases, supply by its artisanal base should have been Rs.25.00 lakh during preceding year or Rs.60.00 lakh in the last three years.	

27	Whether separate audited subsidiary accounts of Govt. grants are being maintained or not?	
28	Details of the office of DC(HC) which would be consulted during implementation of the Integrated project.	
29	Name, address of the Bank and account number where the organization holds the account.	
30	Project Head/Contact person, Name, address, telephone / mobile number and e- mail address etc.	

**Certificate**

1. Certified that no financial assistance has been received from any other source for the same purpose.
2. Certified that the provisions of the scheme have been fully understood and we take the responsibility for successful completion of the project within the approved period/duration of the project.
3. Certified that all needed infrastructures are available with the organization.
4. Certified that there is no duplication of efforts with existing schemes of other Ministries.

Signature of the authorized person with Rubber SEAL  
Name  
Designation

Date

## (A) (III) HUMAN RESOURCE DEVELOPMENT

### BACKGROUND

The Human Resource Development (HRD) Scheme has been formulated to provide qualified and trained workforce to the handicraft sector. This workforce shall contribute to a strong production base leading to production of high quality products that cater to present day market requirements. This scheme also aims to create human capital for the sector in terms of trained cadre of designers for the handicrafts by providing relevant inputs through its components. There is also a provision made for the imparting soft skill considered necessary for the artisans to enable them to undertake their own business successfully.

The scheme has the following five components:

1. Training through established institutions
2. Handicrafts training program
3. Training through Guru Shishya Parampara
4. Training of the trainers
5. Design mentorship and apprentice program

### SCHEME COMPONENTS

#### 1. Training through established institutions

The component aims at upgrading/imparting skills in different trade of Handicrafts in a continuous and sustainable manner by creating an institutional framework. This shall be achieved through regular

training courses run by institutes as specified in the eligibility section. These programmes provide an opportunity for the artisans to upgrade their skills, interact with other craftsmen and at the same time creates livelihood opportunity for the masses by skilling them through training programmes in different crafts.

#### Duration and participation:

- Trainings of minimum 144 hrs and maximum 600 hrs duration will be imparted to each participant and the eligible institute will train a minimum 200 people in a year.
- The training duration shall be between four weeks and four months. No course of duration less than four weeks will be admitted. In exceptional cases the maximum duration can be allowed to increase by 25 percent maximum with the approval of DC(H).
- In a week maximum 6 days and in a month maximum 24 days will be considered as admissible for working out the financial assistance wherever financial assistance is indicated on per day basis.

#### Eligibility:

- Vocational training institutions, Industrial training Institutes (ITI), polytechnics, technical and other institutes recognized by central Government/concerned state Government/universities and such other affiliating bodies.

- Implementing agency should have sufficient infrastructure to run the 5 year Training Programme.
- Other organizations which are imparting vocational trainings of Ministries of Central Government.
- The Institutes should have
- At least 3 years of experience in imparting vocational training and has trained at least 500 people.
- Sufficient premises for imparting the training
- Necessary power connection for operating machinery and tools
- Necessary administrative/technical staff for maintenance of requisite records and imparting training
- A systematic syllabus containing theory/practical wherever applicable, should be submitted on (weekly/monthly basis)

#### Financial assistance and funding pattern:

- The assistance shall be in the form of capital grant and training grant. Total cost for 5 years per Institute will be maximum Rs. 1.45 crore (capital grant and training grant combined together).
- One time capital grant of Rs. 25 lakh will be provided for the plan period. This grant can be used for purchase of machineries, equipment, furniture and fixtures, computers and related hardware and software, books and periodicals etc.
- Training grant of maximum of Rs. 95/- per trainee per hour will be provided subject to a maximum of Rs. 24 lakh per year.

- The assistance shall be in the form of 100% grant-in-aid by O/o DC(H)
- The admissible head of expenditure for training grant will be as follows:

S. No.	Expense Head	Maximum Permissible Assistance
a)	Fee for 2 trainers	Rs.15,000/- per trainer per month
b)	Wage compensation/ stipend to trainees	Rs.150/- per day per trainee
c)	Compensation for raw material	Rs.40/- per day per trainee
d)	Purchase of tools	Rs. 500/- per trainee
e)	Administrative charges including institutional charges and hand holding support	10% [total (a) to (d)] excluding the items not admitted from (a) to (d) above
f)	Miscellaneous expenditure (stationery, telephone, refreshments, publicity, repair of machinery, biometric machine, videography, etc.)	5% of [total (a) to (e)] excluding the items not admitted from (a) to (e) above

#### Mode of payment

- Assistance would be given in two instalments in case of capital grant.
- Capital Grant: 50% of the sanctioned amount will be released as first instalment as advance.
- The balance amount will be released as second and final instalment in the shape of reimbursement. The reimbursement shall be released after receipt of requisite audited statement of expenditure, UC in GFR-19-A format, final report on the training programme and other required documents, etc.

## Recurring Grant

- Training Grant: Assistance shall be released in four instalments as per the following details

S. No.	Instalments	Conditions
1	1st instalment: 30%	As advance
2	2nd instalment: 30%	Submission of Utilisation certificate (UC) and audited statement of expenditure for 66% of the amount received on 1st instalment
3	3rd instalment: 30%	Submission of UCs and audited statement of expenditure for  (a) 100% of the amount received on 1st instalment  (b) 66% of amount received on 2nd instalment
4	4th instalment: 10 %	As reimbursement after submission of UCs and audited statement of expenditure for amount sanctioned

- Note: A MoU will be signed by the Institution/ Implementing agency to run the training programme clearly indicating the output and the outcome.
- Note: The Training Project Sanctioned to various Institutions during XII Plan Period will be funded for remaining period of the project on old pattern (i.e. pattern approved for XII Plan) as per New Guidelines of NHDP.

## 2. Handicrafts Training Program

To increase production base by involving more and more persons in this sector, large number of training programmes in hard and soft skills are required to be undertaken to fill the gap of the skilled workforce. Two type of skill training programs will be held under this component:

### a) Technical trainings

### b) Soft skill training

#### Eligibility

- Vocational training institutions, Industrial training Institutes, polytechnics, technical and other institutes recognized by central Government/concerned state Government/universities and such other affiliating bodies.
- Other organizations which are imparting vocational trainings of Ministries of Central Government

a) **Technical Training:** Aims to train the persons in handicrafts and handmade carpets including pattern making, stencil making, talim writing, mould making etc.

#### Duration and participation

- Training of minimum 144 hrs. and maximum 600 hrs. duration will be imparted to each participant. The training duration shall be between four weeks and four months. No course of duration less than four weeks will be admitted. In exceptional cases the maximum duration can be allowed to increase by 25 percent maximum with the approval of DC(H).
- In a week maximum 6 days and in a month maximum 24 days will be considered as admissible for working out the financial assistance wherever financial assistance is indicated on per day basis.
- Batch size of min 20 participants will be allowed.

#### Financial assistance and funding pattern

- Assistance of maximum of Rs. 95/- per trainee per hour .The assistance shall be in the form of 100% grant-in-aid by O/o DC(H).



- The admissible head of expenditure will be as follows:

S. No.	Expense Head	Maximum Permissible Assistance
a)	Space rent and infrastructure including services	Rs. 5,000/- per month
b)	Wage compensation/stipend for trainees	Rs.150/- per day per trainee
c)	Fee for 2 Master trainers	Rs. 15,000/- per month per trainer
d)	Equipment and tools	Rs. 40,000/-
e)	Compensation for wastage of raw material	Rs. 40/-per day per trainee
f)	Hand holding support post training	Rs. 50,000/-
g)	Institutional charges per batch including admin expenses	Rs. 25,000/-
h)	Rental for carpet looms (if applicable)	Rs.800/-per loom per month for max 4 looms
i)	Miscellaneous expenditure (stationery, telephone, refreshments, publicity, repair of machinery, biometric machine, videography, etc.)	10% of total (a) to (h) excluding the items not admitted from (a) to (h)above

### Mode of payment

- 50% of the sanctioned amount will be released as first instalment and balance amount will be released as second and final instalment in the shape of reimbursement after receipt of requisite audited statement of expenditure, UC in GFR-19 A format, final report on the training programme and other required documents, etc.

**b) Softskill training:** Aims to train the persons in non-Technical skills such as micro finance/

entrepreneurship development/ preparation of Business plans/preparation of project reports/ packaging/ export procedures/Documentation etc. so that to enable them in running their own enterprises smoothly.

### Duration and participation

- The program shall be for a period of minimum 2 days or 12 hours of training and maximum of 12 days or 72 hours.
- No course of duration less than two days will be admitted.
- In exceptional cases the maximum duration can be allowed to increase by 25 percent maximum with the approval of DC(H).
- Batch size of min 20 participants will be allowed

### Eligibility

- Central and State Handicrafts Corporations, other institutions and organizations under central and state governments, COHANDS, EPCH, CEPC, NCDPD, IICT, MHSC, CDI and Apex cooperative Societies.
- NGOs (registered under society act/ trust act, etc.) having experience in vocational training of min 50 persons per year for at least three years either directly or through an institution run by the NGO

### Financial assistance and funding pattern

- Assistance of maximum Rs. 140 per trainee per hour will be provided as these are highly specialized courses and technical experts from reputed institutions will be required to be involved.
- The assistance shall be in the form of 100% grant-in-aid by O/o DC(H)

- The admissible head of expenditure will be as follows:

S. No.	Expense Head	Maximum Permissible Assistance
a)	Space rent and infrastructure including services	Rs. 5,000/- per week
b)	Wage compensation/stipend for trainees	Rs.150/-per day per trainee
c)	TA for trainee	Rs.1500/- per trainee
d)	TA/Honorarium for trainer	Rs.10,000/- per trainer
e)	Boarding/lodging for trainer	Rs.1000/- per day per trainer
f)	Documentation/ study material	Rs.20,000/-
g)	Miscellaneous expenditure (stationery, telephone, refreshments, publicity, repair of machinery, biometric machine, videography, etc.)	10%of [total (a) to (f)] excluding the items not admitted from (a) to (f) above

### Mode of payment

- 50% of the sanctioned amount will be released as first instalment and balance amount will be released as second and final instalment in the shape of reimbursement after receipt of audited statement of expenditure, UC in GFR-19 - A format, final report on the training programme and other required documents, etc.

### 3. Training through Guru Shishya Parampara

This component provides for handing over/transfer of traditional knowledge from master craftsmen to the new generation ensuring the sustenance of the craft. New/Semi-skilled artisans are provided training by mastercrafts persons.

These trainings will help add value to the quality of the outputs, help the artisans learn the finishing

techniques and also give them the exposure to innovative techniques which can be achieved using improved tools and technology. The training will enable improved production as well as productivity and help artisans adapt to new design and techniques

### Duration and participation

- The program should be for a minimum period of 2 months and maximum 6 months.
- Batch size of minimum 15 participants will be allowed.

### Eligibility

- Shilp Guru Awardee, National Awardee, National Merit Certificate, State Awardee and other master crafts persons.

### Financial assistance and funding pattern

- The assistance shall be in the form of 100% grant-in-aid by O/o DC(H)
- Maximum assistance of Rs. 10,000/- per trainee per month will be provided.
- Financial assistance is directly given to Master crafts persons through field offices under the following heads:

S. No.	Expense Head	Maximum Permissible Assistance
a)	Wage compensation / stipend for trainees	Rs.150/- per day per trainee
b)	Travel allowance to trainees	Rs.1500/- per trainee
c)	Honorarium to Master crafts person and others	For shilp gurus the honorarium will be Rs. 30,000/- per month and for others Rs. 25,000 per month.

d)	Compensation for wastage of raw material	Rs.1000/- per month /per trainee
e)	Tool kit to trainees	Rs.2,000/- per toolkit for each trainee
f)	Miscellaneous expenditure (stationery, telephone, refreshments, publicity, repair of Machinery, biometric machine, videography, etc.)	10% of total recurring [total (a) to (e)] excluding the items not admitted from (a) to (e) above]

In a week maximum 6 days and in a month maximum 24 days will be considered as admissible for working out the financial assistance wherever financial assistance is indicated on per day basis.

#### 4. Training the trainers

It is a course for master craftsperson /trainers for refreshing and honing up their skills under which the master craftspersons /trainers are exposed to new designs, use of improved tools and new production techniques and technologies.

The programme is organized to acquaint the trainers as well as other practicing master craftsmen with the latest developments that have been taking place in the field of design technology and production techniques. The programme would essentially address the issues like new design concepts, use of improved tools, new production techniques, new technologies, Production management and costing, Economic and commercial intelligence, Packaging etc.

#### Duration and participation:

- The program should be for duration of 4-8 weeks with a batch size of 20 participants. In a week maximum 6 days and in a month

maximum 24 days will be considered as admissible for working out the financial assistance wherever financial assistance is indicated on per day basis.

- The course will be from 144 hours to 300 hours. No course of duration less than four weeks will be admitted. In exceptional cases the maximum duration in terms of months can be allowed to increase by 25 percent maximum with the approval of DC(H).

#### Eligibility

- Vocational training institutions, Industrial training Institutes, polytechnics, technical and other institutes recognized by Central Government/concerned State Government/ universities and such other affiliating bodies.
- Other organizations which are imparting vocational trainings of Ministries of Central Government
- Central and State Handicrafts Corporations, other institutions and organizations under central and state governments, COHANDS, EPCH, CEPC, NCDPD, IICT, MHSC, CDI and Apex cooperative Societies.
- NGOs (registered under society act/ trust act, etc.) having experience in vocational training of min 50 persons per year for at least three years either directly or through an institution run by the NGO

#### Financial assistance and funding pattern:

- Maximum assistance of Rs. 150 per trainee per hour will be provided.
- The assistance shall be in the form of 100% grant-in-aid by O/o DC(H).The admissible head of expenditure will be as follows:

S. No.	Expense Head	Maximum Permissible Assistance
a)	Space rent and infrastructure including services	Rs.10,000/-
b)	Fees of master craftsman	Rs.500/- per day
c)	Assistant	Rs.300/- per day
d)	Transport allowance/Honorarium for the faculty	Rs.500/- per day
e)	Wage compensation/stipend for participant trainees	Rs.150/ per day per participant trainee
f)	TA for participant trainees	Rs.1500/- per participant trainee
g)	Development of course material	Rs.25,000/-
h)	Cost of raw material for the workshop	Rs.1000/-per participant trainee
i)	Miscellaneous expenditure (stationery, telephone, refreshments, publicity, repair, biometric machine, videography, etc.)	10% of total recurring [total (a) to (h) excluding the items not admitted from (a) to (h) above]
j)	Air Fare, Boarding and Lodging, Honorarium to foreign technologist, invited for conducting training.	As per actual

### Mode of payment

- Funds will be released in two instalments, 50% as advance as first instalment and remaining on completion of the event subject to the actual expenditure as second and final instalment in the shape of reimbursement after receipt of requisite audited statement of expenditure, UC in GFR-19A format, final report on the training

programme and other required documents etc.

## 5. Design mentorship and apprentice program

The component aims at providing mentorship and learning to final year/graduate/post graduate students from reputed design institutes, recognized schools of fine arts and other premiere design institutes recognized by AICTE / UGC / CSIR / Central/State Govt. and other such affiliating bodies.

The component has the following objectives:

- To provide new designs, technology & product development to the handicraft sector
- To promote of dedicated cadre of designers and merchandisers for the handicraft sector
- To provide regular design inputs to handicrafts clusters and exporting community
- To update the sector about the changing global scenario with reference to innovative designs
- To support product development and upgrade quality
- Development & supply of market driven New / Innovative Design / Product lines
- Transforming designs into products with the help of Sr. Designers / Merchandisers
- To establish specific integrated design development approach
- To fill up the gap in the areas of Design & Product Development - the biggest constraint in present handicraft sector
- Adoption of new design, pattern and product development on the principle of Focused Products and Focused Markets

### Eligibility:

- NCDPD, CEPC, EPCH, IICT, MHSC, NIFT, NID and other reputed design institutes running at least a recognized degree and diploma course in designing for last three years.

### Duration and participation:

- 6 months and 50 participants.

### Financial assistance:

- The amount shall be reimbursed to respective institutions with the following caps per trainee enrolled:

S. No.	Expense Head	Maximum Permissible Assistance
a	Designer Fee	
	- 2 International designer	Rs. 60,000/- per designer per month
	- 4 Domestic designer	Rs.30000/- per designer per month,
b)	Apprentice allowance	Rs.5000/-per participant per month
c)	Raw material	Rs.2000/-per participant
d)	Miscellaneous expenditure (stationery, telephone, refreshments, publicity, repair of machinery, biometric machine, videography, etc.)	Rs.5000/-per participant
e)	Travel and logistics	Rs.5000/-per designer per month
f)	Institutional charges	Rs.4000/-per participant

### Funding pattern

The amount shall be released in three instalments as indicated in the table below:

S. No.	Instalments	Conditions
1	1st instalment: 40%	As advance
2	2nd instalment: 40%	Submission of Utilisation certificate (UC) and audited statement of expenditure for 66% of the amount received on 1st instalment
3	3rd instalment: 20%	As reimbursement after submission of UCs and audited statement of expenditure for total amount sanctioned

## PROFORMA FOR SUBMITTING THE PROPOSAL FOR TRAINING THROUGH ESTABLISHED INSTITUTIONS

### Organization profile:-

1	Name of the Organization with Complete postal Address, Mob./telephone No., e-mail and fax.				
2	Details of the Recognition of the institution (Enclose the copy of recognition/affiliation certificate from AICTE, Board of technical education, NCVT etc.)				
3	Name & Designation of Chief functionary with Tel No./ Mobile no.				
4	Name of other Key functionaries & their Address & contact nos.				
5	Whether the organization is engaged in the development, promotion, & marketing of handicrafts				
6	Details of training scheme executed by the organization during last three years in skill development relevant to handicraft sector.				
7	Details of infrastructure available for impart training in craft activity including availability of workshop/ Laboratory.				
8	Whether necessary Power connection for operating Machines and tools are available.				
9	Availability of Technical and Administrative staff for imparting training & maintenance of Record etc.				
<b>Scheme/Project Profile</b>					
10	Venue				
11	Date from which training is proposed to be started and period.				
12	Name of the craft in which training is proposed				
13	Related crafts in which training is being imparted presently (eg. Carpentry, zari etc.)				
14	Since how many years the training in related craft is being imparted.				
15	No. of artisans proposed to be trained and batches	Nature of training	No of Batch	Trainee per batch	Total
		Short term			
		Long term			
16	Details of Machinery to be purchased for strengthening of training infrastructures with approx cost (Enclose details such as Machinery description, specification, purpose, unit cost, No of machines required etc. in a separate sheet)				



17	Details of machinery presently available in the Institute relevant to proposed training programme .																															
18	Systematic syllabus for training courses indicating the period and time for theory and practical (Week/Month based)																															
19	Details of trainers to be engaged for Training Program.																															
20	Details of faculty to be provided by the institute from their own sources for this Training Programme .																															
<b>Financial implications</b>																																
21	Non-Recurring grant: Funds required for the procurement and installation of machinery & equipment																															
	RECURRING GRANT																															
22	Fee for 2 trainers																															
23	Total Stipend (@ Rs.150/- per trainee per day)	<table border="1"> <thead> <tr> <th colspan="5">Short term course</th> </tr> <tr> <th>No.</th> <th>Duration In month/ hours</th> <th>No. of trainees</th> <th>Stipend per trainees</th> <th>Total stipend</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th colspan="5">Long term course</th> </tr> <tr> <th>No.</th> <th>Duration In month/ hours</th> <th>No. of trainees</th> <th>Stipend per trainees</th> <th>Total stipend</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Short term course					No.	Duration In month/ hours	No. of trainees	Stipend per trainees	Total stipend						Long term course					No.	Duration In month/ hours	No. of trainees	Stipend per trainees	Total stipend					
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25	Purchase of tools																															
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28	Cost per trainee per hrs. (The grant shall be limited to Rs. 95/- per trainee per hour)																															
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32	Copy of Annual report of last one year{Self attested}																															

33	Copy of minutes of the last AGM {Self attested}	
34	Copy of the current Office bearers of the Organization with their Full name Complete Postal address, Ph, /Mob No. and E-mail.	
35	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
36	Name and address of Bank where organization has its account and Account Number. along with photocopy of the bank pass book of last one year	
37	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
38	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
39	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
40	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

**Certificate**

1. Certified that there is no duplication of efforts takes place with existing schemes of other Ministries.
2. Certified that no financial assistance has been received from any other source for the same purpose.
3. Certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of training scheme.
4. Certified that all efforts will be make to rehabilitate the trainees gainfully.

Date

Signature (with rubber stamp)  
Name/Designation/Address

E. Recommendation of the O/o DC(H) Regional Director/ Asstt. Director with full justification taking of the training scheme.

Dated:

Signature (with rubber stamp)  
Name/Designation/Address

## PROFORMA FOR SUBMITTING THE PROPOSAL FOR TECHNICAL TRAINING IN CRAFTS SKILL IN HANDICRAFTS AND CARPETS INCLUDING THOSE IN PATTERN MAKING TALIM WRITING/PLASTER/RUBBER MOULDS/BLOCK MAKING ETC.

### Organization profile:-

1	Name and address of the Institution/ Organization (with PIN ,Fax& Phone/ Mobile no. / e mail id)	
2	Registration no., date of validity and act under which it is registered	
3	Name & designation of Chief functionary with Tel No./ Mobile no. / e mail id	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
6	Details of training scheme executed by the organization during last three years and number of beneficiaries per course (attach separate sheet with details)	
<b>Scheme/Project Profile</b>		
7	Name of the craft / skill in which training is proposed	
8	Objective of the program	
9	Period and duration of training program	
10	Complete details of the training premises & its address.	
11	No. of artisans proposed to be trained along with their list.	
12	Details of Master Trainer	
13	Date of starting the training/Completion	
14	Curriculum (On Weekly / hourly basis)	
15	Expected outcome	
<b>Financial implications</b>		
16	Duration of training course ( in month/ hours)	
17	No. of trainees per course (20)	
18	Space rent including infrastructure and services	

19	Wages compensation/stipend for 20 trainees @ Rs. 150/- per day/Per trainee	
20	Fee for 2 Master trainer's	
21	Rental for carpet looms (if applicable)	
22	Equipments and tools	
23	Compensation for wastage of Raw material	
24	Hand holding support	
25	Institutional charges per batch including admn. expenses	
26	Misc expenses(10 % Of 18 to 25)	
	Total	
27	Cost per trainee per hrs. (The grant shall be limited to Rs. 95/- per trainee per hour)	
<b>Documents to be attached:-</b>		
28	Copy of valid Registration Certificate under Proper stature.{Self attested}	
29	Copy of memorandum of association & Bye-laws of the society duly certified by appropriate authority	
30	Copy of audited balance sheet(by Chartered accountant) for the last three years {Self attested}	
31	Copy of Annual report of last one year{Self attested}	
32	Copy of the current Office bearers of the Organization with their Full name Complete Postal address, Ph, /Mob No. and E-mail.	
33	Copy of minutes of the last AGM{Self attested}	
34	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
35	Name and address of Bank where organization has its account and Account Number along with photocopy of the bank pass book of last one year	
36	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	

37	Details of grants received from other Central/State Govt. deptt. Or agencies during last 3 years and its status of utilization.	
38	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
39	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

**Certificate from the organization**

1. Certified that there is no duplication of efforts takes place with existing schemes of other Ministries.
2. Certified that no financial assistance has been received from any other source for the sam purpose.
3. Certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of training programme as per provision of the scheme and its guide lines.
4. Certified that all efforts will be make to rehabilitate the trainees gainfully.

Dated:

Signature (with rubber stamp)  
Name/Designation/Address

- A. Recommendation of the O/o DC(H) Regional Director/ Asstt. Director with full justification taking of the training scheme
- B. Certified that the list of the participants submitted by the organization are block makers/mould makers/ pattern makers etc.

Dated:

Signature (with rubber stamp)  
Name/Designation/Address

**PROFORMA FOR SUBMISSION OF PROPOSAL FOR TRAINING IN SOFT SKILLS SUCH AS MICROFINANCE ENTREPRENEURSHIP DEVELOPMENT, PREPERATION OF BUSINESS PLAN/ PROJECT REPORTS ,PACKAGING,EXPORTS PROCEDURES ETC**

Organization profile:-

1	Name and address of the Institution/ Organization (with PIN ,Fax& Phone/ Mobile no./e mail id)	
2	Registration no., date of validity and act under which it is registered	
3	Name & designation of Chief functionary with Tel No./ Mobile no. / e mail id	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization.	
6	Details of training scheme executed by the organization during last three years and number of beneficiaries per course (attach separate sheet with details)	
<b>Scheme/Project Profile</b>		
7	Name of the craft/skill in which training is proposed	
8	Objective of the program	
9	Period and duration of training program	
10	Complete details of the training premises & its address.	
11	No. of artisans proposed to be trained along with their list.	
12	List of Resource Persons with their professional expertise.  (i) No of Resource Person Required  (ii) Topic to be covered on daily basis.	
13	Date of starting the training / Completion	
14	Curriculum (On Weekly basis) / on daily basis	
15	Expected outcome	



Financial implications		
16	Duration of training course (in hours )	
17	No. of trainees per course (20)	
18	Space rent including infrastructure and services Rs. 5000/Week	
19	Wages compensation/stipend for 20 trainees @ Rs. 150/- per day Per trainee TA for out station trainees.(Max. 1500 subject to actual which ever is less.)	
20	TA for trainer's/ Resource persons./ Honorarium Rs. 10,000/- Per Trainer	
21	Boarding /lodging for trainer's/ Resource persons.(Max.1000/-p.d ./ trainer)	
22	Documentation /study materials. Rs. 20,000/-	
23	Misc expenses (10% Of 18 to 22) Stationery, telephone, refreshment, publicity, videography .etc)	
	Total:	
24	Cost per trainee per hrs. (The grant shall be limited to Rs. 95/- per trainee per hour)	
Documents to be attached:-		
25	Copy of valid Registration Certificate under Proper stature.{Self attested}	
26	Copy of memorandum of association & Bye-laws of the society duly certified by appropriate authority	
27	Copy of audited balance sheet(by Chartered accountant) for the last three years {Self attested}	
28	Copy of Annual report of last one year{Self attested}	
29	Copy of the current Office bearers of the Organization with their Full name Complete Postal address, Ph, /Mob No. and E-mail.	
30	Copy of minutes of the last AGM{Self attested}	
31	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
32	Name and address of Bank where organization has its account and Account Number along with photocopy of the bank pass book of last one year	

33	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
34	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
35	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
36	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

**Certification from the organization**

- a) Certified that there is no duplication of efforts takes place with existing schemes of other Ministries
- b) Certified that no financial assistance has been received from any other source for the same purpose
- c) Certified that the provision of the scheme have been fully understood and we take the responsibility for the successful completion of training programme as per provision of the scheme and its guide lines.
- d) Certified that all efforts will be made to rehabilitate the trainees gainfully.

Dated:

Signature (with rubber stamp)

Of authorised signatory

Recommendation of the O/o DC(H) Regional Director/ Asstt. Director with full justification taking of the training scheme.

Dated:

Signature (with rubber stamp)

Name/Designation/Address

## PROFORMA FOR SUBMISSION OF PROPOSAL FOR TRAINING TO ARTISANS UNDER GURU SHISHYA PARAMPARA UNDER HUMAN RESOURCE DEVELOPMENT SCHEME

### Profile of the Craftsperson

1	Name of Craftsperson	
2	Fathers / Husband Name & full address of the Master craftsmen with Mob. no.	
3	Recognition received (Shilpguru, National Award, National Merit Certificate, State Award etc.)	
4	Indicate year of the award and craft in which award was given.	
5	No. of training run by the same Master craftsperson previously/year-wise	
6	Whether SC/ST/PH/Minority/OBC	
7	Age	
8	Sex	
9	Status of Health	
10	Experience in years	
<b>Scheme profile:-</b>		
11	Name of the craft in which Training is proposed	
12	Complete address of Training premises	
13	No. of trainees proposed to be trained with list	
14	Duration of training with full justification	
15	Timing of training	
16	Date from which training is proposed to be started	
17	List of tool used in the craft with approx. cost	
18	List of improved tools to be provided With list and approx cost	
<b>Financial Implication:-</b>		
19	Duration of training course (2-6 months)	
20	No. of artisans per course -15	
21	Master craftsperson-01	
22	Wage compensation for 15 artisans @ Rs. 150/-per day per artisans for.....months	

23	Hon. to Master craftsperson (Shiliguru / National Level Craft Person) @ Rs. 30,000/- per month for other Rs. 25,000/- per month.	
24	Raw material compensation subject to a maximum of Rs 1000/-per month per trainee.	
25	Tool kit (max. Rs. 2000 per tool kit per trainee)	
26	Misc Expenses (10 % of 22 to 25) (for Stationery, telephone, refreshment, publicity, videography .etc)	
	Total	
<b>Documents to be attached:-</b>		
a.	Copy of award certificates-Self attested	
b.	SC/ST/PH/OBC certificates-Self attested	
c.	Syllabus for training	
d.	List of tool kit with price	
e.	UID no.(ADHAR)	
f.	Name and address of Bank and account no.	

**Certificate for the Master crafts person:**

1. Certified that there is no duplication of efforts.
2. Certified that no financial assistance has been received from any other course for this programme.
3. There will be no repetition of trainees.
4. Certified that the tool kit price indicated is reasonable.
5. Certified that the scheme has been duly explained to me and I understood my responsibility fully well

Date:

Signature of Master crafts person

Recommendation of the Regional Director/Asstt. Director with full justification taking of the training scheme.

Date:

Signature (with rubber stamp)  
Name/Designation/Address

## PROFORMA FOR SUBMISSION OF PROPOSAL FOR TRAINING OF TRAINERS

### Organization Profile:-

1	Name and address of the Institution/ Organization (with PIN ,Fax& Phone/ Mobile no./e mail id)	
2	Registration no., date of validity and act under which it is registered	
3	Name & designation of Chief functionary with Tel No./ Mobile no. / e mail id	
4	Name of other Key functionaries & their Address & contact nos.	
5	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
6	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
7	Brief Note on the activities undertaken	
8	Area of Operation	
9	Experience in undertaking specialized training Programmes for Trainers.	
10	Whether previous grants sanctioned by this office have been utilized and accounts submitted	
11	Details of training scheme executed by the organization during last three years and number of beneficiaries per course (attach separate sheet with details)	
<b>Scheme/ Project Profile</b>		
12	Name of the craft in which training is proposed	
13	Complete details of the training premises & its address.	
14	No. of artisans proposed to be trained along with their list.	
15	Bio-data Master Trainer with experience in relevant field.	
16	Details of Infrastructure available for such training including machines ,tools& technology.	
17	Date of starting the training	
18	Curriculum (On Weekly basis) indicating time for theory and practicals.	

<b>C. Financial implications</b>		
19	Duration of training course ( in hours)	
20	No. of trainees per course 20	
21	Space rent and infrastructural and services Rs. 10,000/-	
22	Wages compensation for 20 trainees @ Rs. 150/- per day per trainee	
23	Master craft person's fee @ Rs.500/- per day	
24	Assistant master craft person's fee @ Rs.300/- per day	
25	Transport allowance/ honorarium for faculty@ Rs.500/- per day .	
26	TA for Participants (outside) Rs. 1500/- Participant/trainee	
27	Development of course material Rs. 25,000/-	
28	Cost of raw material expenses Rs. 1000/- Per Participant trainee	
29	Misc expenses (10% of 3 to 10) towards stationery, telephone, refreshments, videography,etc.	
Documents to be attached		Page No. at which attached
30	Copy of valid Registration Certificate under Proper stature.{Self attested	
31	Copy of memorandum of association & Bye-laws of the society duly certified by appropriate authority	
32	Copy of audited balance sheet(by Chartered accountant) for the last three years {Self attested}	
33	Copy of Annual report of last one year{Self attested}	
34	Copy of minutes of the last AGM{Self attested}	
35	Copy of the current Office bearers of the Organization with their Full name Complete Postal address, Ph, /Mob No. and E-mail.	
36	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
37	Name and address of Bank where organization has its account and Account Number. along with photocopy of the bank pass book of last one year	



38	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
39	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
40	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
41	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

**Certificate from the organization**

1. Certified that there is no duplication of efforts takes place with existing schemes of other Ministries.
2. Certified that no financial assistance has been received from any other source for the sam purpose.
3. Certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of training programme.
4. Certified that all efforts will be made to rehabilitate the trainees gainfully.

Dated:

Signature(with rubber stamp)

Name/Designation/Address

A. Recommendation of the O/o DC(H) Regional Director/ Asstt. Director with full justification taking of the training scheme

B. Certified that the list of the participants submitted by the organization are actually practicing block makers/mould makers/ pattern makers etc.

Dated:

Signature(with rubber stamp)

Name/Designation/Address

## PROFORMA FOR SUBMISSION OF PROPOSAL FOR DESIGN MENTORSHIP AND APPRENTICE PROGRAM

### Organization Profile:-

1	Name and address of the Institution/ Organization (with PIN ,Fax& Phone/Mobile no./ e mail id)	
2	Registration no., date of validity and act under which it is registered	
3	Name & designation of Chief functionary with Tel No./ Mobile no./ e mail id	
4	Whether the organization is engaged in imparting design and technology related training relevant to craft sector.	
5	Brief Note on the activities undertaken	
6	Details of training and Designing course being run at present appropriate to Handicrafts sector.	
7	Experience in undertaking specialized training Programmes for Designers preparing them for craft sector	
8	Details of training scheme executed by the organization during last three years and number of beneficiaries per course (attach separate sheet with details)	
<b>Scheme/ Project Profile</b>		
9	Name of the crafts in which training is proposed and duration.	
10	Complete details of the training premises & its address.	
11	No. of Designers proposed to be trained along with their list. 50	
12	Bio-data of Design consultant (Domestic/ International) with experience in relevant field.	
13	Details of Infrastructure available for such training including machines, tools & technology.	
14	Date of starting the training	
15	Curriculum (On Weekly basis) indicating separately time for theory and practical.	
<b>Financial implications</b>		
16	Duration of training course 6 month	
17	No. of trainees per course 50	
18	Designer fee for (a.) Domestic Designer Rs. 30 000/- per designer per month (b.) International Designer Rs. 60 000/- per month per Designer	
19	Apprentice allowance(@Rs.5000/-per designer per month)	
20	Raw material @(max Rs.2000/-per designer)	
21	Travel & logistics (@ INR 5000/-per designer per month)	

22	Institutional charges max. Rs. 4000/-per participants .	
23	Misc expenses(stationery, telephone, Publicity, refreshments, videography, etc.)	
	Total	
<b>Documents to be attached</b>		<b>Page No. at which attached</b>
24	Copy of valid Registration Certificate under Proper stature.{Self attested	
25	Copy of memorandum of association & Bye-laws of the society duly certified by appropriate authority	
26	Copy of audited balance sheet(by Chartered accountant) for the last three years {Self attested}	
27	Copy of Annual report of last one year{Self attested}	
28	Copy of minutes of the last AGM {Self attested}	
29	Copy of resolution for seeking financial assistance under a particular scheme from office of DC (Handicrafts).	
30	Name and address of Bank where organization has its account and Account Number. along with photocopy of the bank pass book of last one year	
31	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
32	Details of grants received from other central/ state govt. deptt. Or agencies during last 3 years and its status of utilization.	
33	Name of Nodal officer /project head/authorized contact person with his complete address, phone/mobile number and E-mail etc.	

**Certificate from the organization**

1. Certified that there is no duplication of efforts takes place with existing schemes of other Ministries.
2. Certified that no financial assistance has been received from any other source for the same purpose.
3. Certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of training programme.
4. Certified that all efforts will be made to rehabilitate the trainees gainfully.

Dated:

Signature(with rubber stamp)  
Name/Designation/Address

A. Recommendation of the O/o DC(H) Regional Director/ Asstt. Director with full justification taking of the training scheme

B. Certified that the list of the participants submitted by the organization is block makers/mould makers/ pattern makers etc.

Dated:

Signature(with rubber stamp)  
Name/Designation/ Address

## GUIDELINES FOR CONSIDERATION OF FINANCIAL ASSISTANCE UNDER THE COMPONENT 'GURU SHISHYA PARAMPARA OF HRD SCHEME

It has been observed that every year more applications are received than the Target fixed for each Region for Financial Assistance under GSP. As per the decision taken in the Screening Committee Meetings for the proposals received in HQs Office the following decision was taken in order to provide fair opportunity to all eligible Master Craft Persons.

1. First Priority may be given to those Shilp Guru (SG), National Awardee (NA) and National Merit Certificate (NMC) holder who have not received any program during the last 3 years.
2. After that applications of those SG, NA, NMC holder may be considered who have got only 1 training program in last three years.
3. Thereafter those State Awardee (SA) may be considered who have not got any training program in the last three years.
4. After that those SG/NA/NMC holder may be considered who have got 2 trainee program during the last three years.
5. After completing the above process if any quota is left that may be given to SA who has got 1 training program in the last three years.

Besides if any crafts man practising in languishing craft or handicapped or from such State where there is no SG/NA/NMC/SA from the State may also be considered.

## ON ORGNAIZATION'S LETTER HEAD

### TERMS & CONDITIONS

Sanction No.

Dated

1. Unspent amount will be surrendered by the end of financial year unless it is diverted to or utilized for purpose other than which it sanctioned.
2. The account shall be audited by Registered Chartered Account or recognized body or by an Auditor will submit audited statement of accounts /performance report and other documents etc. within a month from the date of completion of the project.
3. The beneficiary organization/institution shall sent to the Govt. a statement of accounts, duly audited together with the auditors certificate that the conditions attached to the grant are being fulfilled ( or giving the details of the branches of those conditions) . The statements of accounts may be countersigned by a responsible officer of the beneficiaries, institution as well.
4. The grant shall not be diverted to or utilized for purpose other than that for which are sanctioned that execution of the schemes for which the grant is made shall not be entrusted to another instruction or organization without prior permission of the office of the Development Commissioner (Handicrafts) Expenditure in this behalf will be incurred by the beneficiary institution.
5. The beneficiaries institution shall submit to the Govt. such report statement etc. in respect of a expenditure from the grant as and when required and that there has not been any violation or diversion of funds.
6. The beneficiaries, institution will submit its accounts for audit promptly whenever required to do so whether there complete or not.
7. The beneficiaries institution shall maintain a register in form GFR-19 of the permanent assets acquired wholly or mainly out of this Govt. grant and copy there of shall be furnished to the Govt. annually by the end of June following the financial year to which it relates to the register of assets shall be available for open to scrutiny by audit.
8. The beneficiaries' institution undertakes to be the governed by all the conditions of the grants and assets.
9. The assets acquired wholly or substantially out of Govt. grant in aid should not without the prior sanctioned of Central Govt. is disposed of encumbered or Utilize purpose other than these for which the grant was sanctioned.
10. A performance- cum- achievement report will be submitted by the grantee within the time frame maintained in the sanctioned order.

11. The beneficiaries' institution is also bound by the conditioned that assets like machinery building..... etc. acquired wholly or substantially out of Govt. grant would not , without the prior sanctioned of the Govt. dispose of encumber or utilize for the purpose other than those for which the grants where sanctioned. Failure to abide by any of the above conditions is liable to for fit the right to the machinery, building etc.
12. The beneficiaries' institution will submit a quarterly progress report physical progress made and expenditure incurred in each quarter ending March, June, September& December each year.
13. The project should be completed within time frame on receipt of the grant failing which the grant sanctioned will be recovered with penal interest.
14. The beneficiary institution will work under the HRD continuously for five year or till project assigned to them will be completed in all respect.
15. The beneficiary institution would not take or obtain funds from any other source/ agency for the activities under the scheme as approved and sanctioned.
16. Institute have its own and adequate financial resources to ensure unhindered implementation of the activities as the pattern of release of funds after the first installment may include further release as reimbursement.
17. That the organization is not black listed by this office or any other Central/State Govt., accepted the above terms & conditions.

Accepted the Terms & Conditions

Sing and Stamp



## (A) (IV) DIRECT BENEFIT TO ARTISANS

Under the Direct Benefit to the artisans, the following intervention will be carried out:

### (i) Rajiv Gandhi Shilpi Swasthya Bima Yojana (RGSSBY)

Rajiv Gandhi Shilpi Swasthya Bima Yojana (RGSSBY) aims at financially enabling the artisans' community to access to the best of healthcare facilities in the country.

#### Eligibility to get the coverage

All craft persons will be eligible to be covered under the Scheme.

#### Pattern of Financial Assistance

GOI share = 75% of the total premium (90% in case of J&K and NER States)

\*State's share = 25% of the total premium (10% in case of J&K and NER States)

Artisan's share = Rs.30/- for registration

\*In case of non-consenting states, the State share will also be contributed by GOI

The above sharing formula will be subject to any modifications made by Ministry of Health and Family Welfare (MoHFW) in RSBY Scheme.

#### Benefits

Annual limit per family (1+4) Which includes self, spouse and three dependent family members	Amount
IPD	Rs. 30,000/-
OPD	Rs. 7,500/-

Except for OPD, the scheme shall align with RSBY in respect of remaining parameters such as IP treatment and final limits decided per package for IP treatment by Ministry of Health and Family Welfare (MoHFW)

#### Implementation

In states where RSBY is already under implementation and States have consented, the RGSSBY will be implemented by Ministry of Health and Family Welfare . The GOI premium contribution amount will be released by O/O DC (H) to State Nodal agencies upon receipt of intimation from Ministry of Health and Family Welfare.

In states or districts, where RSBY is not being implemented or where the States have not consented, the scheme will be implemented by O/O DC (H) through the service provider selected on basis of 'open tender' and will be subject to the guidelines issued by DC (H). **Export Promotions Councils will also be eligible for grants under this component. In addition grants will also be sanctioned for specialized welfare project based on DPR to be approved by PAMC under Mega cluster Projects.**

#### Monitoring and Evaluation

The O/o DC(H) will monitor the progress through its various field offices and by convening meetings with the State Governments and Insurance Company from time to time. Further, officers from the O/o DC(H) will also make periodical visits to the States from time to time for physical inspection, to

review the progress of implementation of the Rajiv Gandhi Shilpi Swasthya Bima Yojana.

## (ii) Bima Yojana for Handicrafts Artisans (Aam Admi Bima Yojana (AABY))

The objective of “Aam Admi Bima Yojana (AABY) for Handicrafts Artisans” is to provide life insurance protection to the Handicrafts Artisans.

All crafts persons will be eligible to be covered under the “AAB “Yojana for Handicrafts artisans subject to the conditions laid down by LIC from time to time. The present age between 18-59 years living below & marginally above the poverty line were provided insurance cover in the erstwhile JBY as well as in the new AABY.

### Pattern of Financial Assistance

GOI contribution	Rs.290/-
Artisans' contribution	Rs. 80/-
LIC's contribution	Rs.100/-
<b>Total premium*</b>	<b>Rs.470/-</b>

The scheme details given are indicative and based on existing guidelines. These details are subject to changes in scheme by LIC. However, in case LIC changes the premium or share of respective stakeholders, then revised premium and shares will be applicable.

### IMPLEMENTING AGENCY

LIC of India will be implementing the scheme and the Central Government share of premium is released to the LIC directly for coverage of Artisans under the scheme. As per the minutes of meeting dated 24/7/2015 on National Handicrafts Development Programme **Export Promotions Councils will also be eligible for grants under this component. In addition grants will also be sanctioned for specialized welfare project approved by PAMC under Mega cluster Projects.**

It is estimated to cover 8 lakhs artisans under the insurance coverage during the 12th Five Year Plan.

### Benefits and conditions

The benefits and conditions of the Scheme will be per the guidelines issued by LIC from time to time.

## (iii) Support to artisans in indigent circumstances

During the 11th Plan period, this activity was perused as a separate non plan scheme. However during the deliberations of the Working Group on Handicrafts, it was decided that this being broadly a welfare measure, it should be included as a component under the Welfare plan scheme for 12th Plan. Accordingly, the existing non plan scheme shall be discontinued during the 12th Plan.

This scheme is proposed to support the artisans during their old age. The scheme is designed to give a boost to the handicraft sector in India.

### Eligibility

- Master craftsperson who are the recipient of Shilp Guru Awards, National Awards or Merit Certificates or State Awards in Handicrafts will be eligible for being considered for financial assistance.
- The annual income of the artisan will not be Rs 30,000/- (Rs Thirty thousand only) or more.
- The applicant should not be a recipient of similar financial assistance from any other source.
- The artisan should not be less than 60 years of age on the date of application. Age may be relaxed in case of artisan with disabilities.

### Nature of assistance

Assistance from the government may be either in the form of monthly allowance or lumpsum grant or both. In no case however, shall the assistance exceed Rs. 3000/- (Rupees Two three only) per month.

### Fund Disbursement

The financial assistance is disbursed through Assistant Directors in the field formation of the O/o DC(H). Funds are placed with the respective field offices on yearly basis and are disbursed on monthly basis to the eligible applicants. Prescribe preforma etc. to apply for finance assistance are given at annexure.

### (iv) Credit Guarantee Scheme

During the 11th Plan period, this activity was perused as a component of AmbedkarHastshilp Vikas Yojana. However during the deliberations of the Sub Group on Handicrafts, it was decided that this being broadly a welfare measure, it should be included as a component under the Welfare plan scheme for 12th Plan. Accordingly, this component has been shifted from the AmbedkarHastshilp Vikas Yojana to Welfare scheme.

The component is envisaged to alleviate the problem of collateral security or 3rd party guarantee and remove impediments to flow of credit to handicrafts sector.

### Eligibility

The handicraft artisans/ producers groups/Self Help Groups who are engaged in manufacturing activities in Handicrafts Sector are covered under Credit Guarantee Scheme.

### Financial assistance

- This guarantee cover is extended to all

the lending institutions (Member Lending Institutions) that are member of CGTMSE.

- To avail this facility CGTMSE is paid composite all-in Guarantee Fee as under:

Credit Facility	Annual Guarantee Fee (AGF) [ % p.a.]	
	Women, Micro Enterprises and units in North East Region (incl. Sikkim)	Others
Upto Rs. 5.00 lakh	0.75	1.00
Above Rs. 5.00 lakh and upto Rs. 100.00lakh	0.85	1.00

- The composite all-in Guarantee Fee at specified rate of CGTSME shall be paid by the O/o DC(H). This shall be calculated on the outstanding amount to the debit of the borrower's accounts.
- The Scheme covers collateral free credit facility (term loan and working capital) extended by Eligible Lending Institutions to artisans/ manufacturers involved in manufacturing of Handicrafts upto INR 25 lakh per borrowing unit. The guarantee cover of the CGTMSE is available for eligible collateral free credit upto INR 25 lakh.
- The rate of interest and the duration of the loan shall be as per the norms of lending banks i.e. the Member Lending Institutions of CGTMSE.
- The coverage will be for three years.
- Service charges @ 5% of the total amount of guarantee fee/ annual service charge remitted by the agency/agencies every year to the CGTSME, or actual, whichever is lesser will be paid to partners who facilitate credit disbursal.

**NOTE: The scheme details are subject to changes in SIDBI's CGTMSE scheme.**

### (v) Interest Subvention Scheme

This component is being introduced for the first time based on suggestions emerged during the deliberations of the Working Group on Handicrafts. This scheme is facilitating credit access for handicrafts artisans, through introducing interest subventions for scheduled banks. 7% interest subvention, subject to actual, shall be available for artisans for loan taken from Scheduled banks. Maximum benefits of Rs. 1,00,000/- for a period of 3 years is admissible.

#### Eligibility:

- Handicraft artisan registered with the office of DC (H) subject to the guidelines issued by DC (H) from time to time containing eligibility criteria, identified crafts and such other conditions as deemed fit.

#### Financial assistance

- An interest subvention of 7% is approved for artisans under NHDP.

#### Funding pattern:

The amount will be reimbursed to banks

### (vi) Issue of Identity Cards and creation of data-base

During the 11th Plan period, this activity was perused as a component of Ambedkar Hastshilp Vikas Yojana. However during the deliberations of the Sub Group on Handicrafts, it was decided that this being broadly a welfare measure, it should be included as a component under the Welfare plan scheme for 12th Plan. Accordingly, this component has been deleted from the AmbedkarHastshilp Vikas Yojana proposed for 12th Plan.

The identified artisans will be given Photo Identity card. Agencies having necessary infrastructure to undertake the work will be identified by this office.

In addition, an aadhar linked data-base of artisans will be developed to enable better targeting and monitoring.

#### Financial assistance

- Assistance to the tune of INR 50/- maximum per card and software and training for this work will be provided by this office.

### (vii) Financial Assistance for supply of tools, safety equipments, looms, furnace etc.

This scheme has been proposed for continuation in the 12th Plan period. The objective of the scheme is to improve the productivity of the craftsmen and their income. Model toolkits, safety equipment, looms, furnace etc. may be approved at DC(H) office before distribution.

#### Financial assistance and funding pattern:

- The assistance will be upto a maximum of INR 10,000 per artisan depending on the craft practiced. However in case of purchase of looms and furnaces etc. the financial ceiling will be Rs.20, 000/- per unit including of required accessories.
- Assistance shall be in the form of 100% grant-in-aid by O/o DC(H)

### (viii) Shilp Guru Award, National Award & National Merit Certificate for outstanding contribution in Handicrafts Sector.

The scheme is continued for implementation during

the 12th Plan period with some modification. The objective of the scheme is to give recognition to outstanding craftsmen in the handicrafts sector. Under the scheme, Shilp Guru Awards, National Awards and National Merit Certificates will be awarded to a craftsman only once in a lifetime to encourage master craftsman's to maintain excellence in craftsmanship and keeping alive our old tradition. The component will be implemented by Hastkala Academy or departmentally.

### Eligibility

- Outstanding craftsmen having vast experience in the handicraft sector

### Financial assistance and funding pattern

- Gold Medal, INR 2 lakh and Tamra Patra for Shilp Guru

- INR 1 lakh and Tamra Patra for National Awardee
- INR 75,000 for merit certificates
- In addition, Shilp Guru will create two replicas of the masterpiece for which award has been given. An assistance upto INR 2 lakhs will be given for the replica as 100% grant by the Office of DC (H) per Shilp Guru, subject to actuals.
- INR 20,000 towards rail travel assistance for Shilp Guru and National Awardee.

Note on Direct Benefit to Artisans: Export Promotion Councils will also be eligible for grants under the scheme and grants will be sanctioned for such specialized welfare projects based on DPR to be approved by PAMC constituted for Mega Cluster Projects.

**FORM OF APPLICATION FOR GRANT OF FINANCIAL ASSISTANCE TO MASTER CRAFTSPERSON IN INDIGENT CIRCUMSTANCES**

**Passport size  
Photograph attested  
by concerned AD of  
HM&SEC or WSC or  
RD**

**PHOTOGRAPH  
AFFIXED**

1	Full Name of the Master Craftsperson					
2	Father's/Husband Name					
3	Date of Birth (in chirstian era)					
4	Artisans identity Card No.					
5	Permanent Address					
	District					
	State					
6	Present address					
	District					
	State					
7	Aadhaar No.					
8	Bank Details [Pradhan Mantri Jan Dhan Yojana (PMJDY) Bank Account]					
	Name of the Bank / Branch					
	Account No					
	IFSC					
9	Details of Award received (please enclosed the photo copy of award received)					
	National Award					
	National Merit Certificate					
	State Award					
10	a) Annual Income of Master Craftsperson from all sources					
	b). Is he /she receipt of any grant under any Scheme of an local body State Govt Central Govt. If Yes, details may be given					
11	Details of dependents/Members of Master Craftsperson's family					
	Name	Date of birth	Relationship	Married/ Unmarried	Occupation	Income per month



12	Immovable property owned by the Master Craftsperson, his wife/husband or children indication location , group area and current approximate value .	
13	Particulars of the craft in which the Master craftsperson is proficient ,and the significant work done by him	
14	Particulars of any recognition or distinction received from Govt. of any other agency in the field of handicrafts.	
15	Had the Master craftsperson applied for the financial assistant before, if so the year in which he had applied before may be given indicating specifically whether his / her request was rejected.	
16	Any other relevant information	

I solemnly declare that the information given above is correct to the best of my knowledge, and no fact has been canceled. In case there is any false or incorrect statement made by me in this performa, I promise to refund on demand to the government of India the entire amount of grant, if any ,sanctioned to me.

Dated :

(Signature of the applicant )

Name of the forwarding officer:

(Signature & Stamp of the  
Forwarding/verifying Assistant Director)

THE FOLLOWING CERTIFICATE SHOULD BE SIGNED BY COLLECTOR/DEPUTY COMMISSIONER OR ANY OTHER OFFICER NOT BELOW THE RANK OF 1ST CLASS MAGISTRATE DEPUTED FOR THE PURPOSE STATED BELOW ON LETTER

## CERTIFICATE

Serial No. of Certificate:- \_\_\_\_\_

On the basis of the enquiries made by me about the applicant Shri/ Smt/ \_\_\_\_\_,

I certify that the statement made by the applicant in columns 8 & 9 (a), (b) is correct.

His/her annual income from all source is Rs. \_\_\_\_\_ (Rupees) \_\_\_\_\_).

His/her date of birth as certified by me is \_\_\_\_\_.

I recommend that the applicant is a Master craft person of repute who is in indigent circumstances and deserves financial assistance as asked for by him/her.

( Name& Designation)  
(Signature of Collector /Dy. Commissioner/  
Officer of the rank of 1st Class Magistrate)

Date:

Place:

## AFFIDAVIT

Affidavit of Shri/Smt. \_\_\_\_\_ Son/Wife of \_\_\_\_\_  
resident of \_\_\_\_\_ I, \_\_\_\_\_ solemnly  
affirm as follows:

- 1) My aged is \_\_\_\_\_ years, my date of birth being \_\_\_\_\_.
- 2) My total annual income from all sources is Rs. \_\_\_\_\_.
- 3) I am not receiving financial assistance under any other scheme of any local body/state Government/Government of India.

That the contents of the application may kindly be read over as part of this affidavit as the contents are true and correct and the same are not being repeated for the sake of brevity.

DEPONENT

Verification:-

Verified at \_\_\_\_\_ on this \_\_\_\_\_ day of \_\_\_\_\_  
that the facts stated above are correct and true to the best of my knowledge and belief and nothing has been concealed.

DEPONENT

Place :

Date :

## PROFORMA FOR SUBMISSION OF PROPOSAL FOR SUPPLY OF IMPROVED TOOL KITS

### Organization Profile:-

1	Name of the organization with complete postal address with PIN, Mobile /telephone no., e-mail	
2	Registration number, date of registration, validity of registration. ,Act under which registered	
3	Name & designation of Chief functionary with Tel No. /Mobile No.	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
6	Brief Note on the activities undertaken	
7	Experience in undertaking developmental interventions in the Handicraft sectors	
<b>Project/Scheme Detail:-</b>		
8	Purpose of tool kit distribution	
9	List of improved tool kits with their specifications and cost.	
10	Comparative advantage of proposed tool kits over conventional kits being used by artisans.	
11	List of beneficiaries	
<b>List of documents to be attached :-</b>		Page No. at which attached
12	Copy of valid registration certificate under proper statute.[ Self attested]	
13	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested	
14	Copy of audited balance sheet(by Chartered accountant) for the last three years {Self attested}	
15	Copy of Annual report of last one year{Self attested}	
16	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
17	Copy of the current Office bearers of the Organization with their Full name Complete Postal address, Ph, /Mob No. and E-mail.	

18	Name and address of Bank where organization has its account and Account Number. along with photocopy of the bank pass book of last one year	
19	Details of grants received from office of DC(H) scheme wise during last three years and its utilization status	
20	Details of grants received from other central/state department /organization, during last three years indicating purpose of grant and its utilization status	
21	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
22	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making	

**Certificate :**

1. Certificate that no financial assistance has been received from any other source for the same purpose.
2. Certified that the provision of the scheme has been fully understood and we take the responsibility for successful completion of the project within the same financial year.
3. Certified that all infrastructures are available with the organization to conduct the programmes as per scheme.
4. Certified that there is no duplication of efforts takes place with existing schemes of the Ministries.

Signature of the authorized person with Rubber Seal  
Name  
Designation

Date:

Recommendation of the Office of DC(HC) Regional Director/ Asstt. Director of the Concerned HM&SEC/ CWTC with full justification includes cost component of the proposal along with grading Score.

Signature with Rubber Stamp  
Name, Designation and address

Date:

## APPLICATION FORM FOR SHILP GURU AWARD

FOR MASTERCRAFTPERSON OF HANDICRAFTS SENDING  
DETAILS OF ENTRIES FOR THE SHILP GURU AWARDS

Passport size  
Photograph attested  
by concerned AD of  
HM&SEC or WSC or  
RD

PHOTOGRAPH  
AFFIXED

1.	State	
2.	Recommending Agency	
3.	For the year	
4.	Name & address of the Craftsperson in <b>English</b> <b>Mob.No. &amp;Tel.No/Fax/e.mail</b>	
5.	Name of the Craftsperson in <b>Hindi</b>	
6.	Father's name in English	
	Father's name in Hindi	
	Spouse name in English	
	Spouse name in Hindi	
7.	Place of Birth:	
	Date of Birth ( please also furnish attested copy of document of date of birth)	
	Age as on 31.12.....	
8.	Name of the Crafts practiced	
	Traditional or Contemporary	
	Brief History of the Craft being practiced, attach separate sheet if required	
9.	Guru or teacher from whom the craftsperson got initiation and training	
10.	Total Experience as on 31.12..... from _____to_____	
11.	Educational/Vocational qualification, if any	
	Degree of skill in the craft, if any	
12.	Mastery over the traditional technique involved in the craft	
13.	Ability to evolve new designs	
14.	Brief account of the Mastercraftspersons contribution towards development improvement of the Crafts and its techniques.	



15.	Details of outstanding works/item executed by the craftsperson/weaver. Have any of them been purchased by, Museum Temples, art critics, connoisseurs of repute Any documents to substantiate the claim?																			
16.	Has the Mastercraftsperson imparted Training in any training institute. How many craftsperson of younger generation trained.																			
17.	Details of the awards awarded to the applicant Mastercraftsperson viz National Award, National Merit Certificate and and State Aware .	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Sl.No.</th> <th style="width: 45%;">Name of the Award</th> <th style="width: 20%;">Year of the Award</th> <th style="width: 20%;"></th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>			Sl.No.	Name of the Award	Year of the Award													
Sl.No.	Name of the Award	Year of the Award																		
18.	Give details of other award winners in the family, if any, indicating your relationship with such Awardee. State Awardee indicating year, National Award indicating year of National Merit Certificate, indicating year.																			
19.	Details of major exhibition in which the Mastercraftsperson has participated either for demonstrating his skill or for displaying his creations.																			
20.	How much does the Mastercraftsperson earn every month approx.																			
21.	Are there any publications/papers to his/her credit																			
22.	Details of craft and exhibits Shilp Guru Award entry along with 4 different stages of processing of the exhibits <b>photographs minimum 8”X10” size</b> . If possible videography of the process of the exhibits may be submitted. <b>Minimum three samples should be submitted along with the entries of the craft practiced.</b>																			
23.	Price of the craft sample/sample submitted																			
24.	Do the samples belong to the Mastercraftsperson if not, to whom does it belong ?																			
25.	Certificate (if any) from well known Institutions or persons knowledgeable in Handicrafts regarding the Mastercraftsperson’s ability in the craft and his contribution to the development of the craft.																			

26.	Details of recognitions, records, if any	
27.	Any other details concerning the craftsperson which have not already been brought out in other columns.	
28.	Total period taken for making the entry for National Award	
29.	Brief note in respect of the entry/Product made for Shilp Guru (This must be given on separate sheet, in Hindi and in English duly signed by the applicant.)	
30.	Whether entry has been made entirely & solely by the applicant or has also taken assistance from other artisans.	
31.	If yes , details of assistance sought in the context.	
32.	If Govt. likes to purchase the item submitted, will you sell the same?	
33.	If yes, indicate the amount of selling	
34.	Affidavit regarding non-claim in case of damage to the sample	

**NOTE:**

1. INCOMPLETE FORM WILL BE REJECTED WITHOUT ANY NOTICE TO THE APPLICANT.
2. EXCEPT THE **1st Class Magistrate** AFFIDAVIT, ALL OTHER DOCUMENTS FURNISHED BY THE APPLICANT MUST BE ATTESTED BY AT LEAST A GAZETTED OFFICER.
3. PLEASE SPECIFY EACH DOCUMENT AND TOTAL NUMBER OF PAGES ENCLOSED WITH THE APPLICATION

**CERTIFICATE:**

The entry/entries submitted with this application is/ are actually made / produced by the applicant master Mastercraftperson Son/Doughter /wife of Shri \_\_\_\_\_ and affidavit to this effect on stamp paper duly signed by **1st Class Magistrate is enclosed.**

(Signature of the Mastercraftperson)

Phone No. with STD Code

Mob.No. \_\_\_\_\_

Direct Benefit to Artisans

The particulars furnished in the application and in the enclosed documents have been checked and verified and I certify that the entry has been made by him/her and he/she is a genuine Mastercraftsperson.	Name and Signature of certify officer with full address  with rubber stamp
Signature of the Director/Deputy Director/DIC, Asstt. Director, HM&SEC, Deputy Director/Asstt. Director under whose jurisdiction the	Name and Signature of certify officer with full address  with rubber stamp

*(To be filled in by the Convener of the SLSC in respect of only those applications which have been shortlisted by the Committee for next level Committee i.e Headquarter Level Committee.*

Certified that the bonafides of the applicant, his/her particulars as given in the application and other documents attached hereto including the skill level of the artisans has been re-ascertained/ verified.

**(Signature of the convener of the State Level Selection Committee)**

**(Full name and address with rubber stamp)**

## AFFIDAVIT

**TO BE SUBMITTED ON STAMP PAPER BY THE CRAFTSMAN SUBMITTING HIS/HER ENTRY FOR COMPETITION OF SHILP GURU AWARD \_\_\_\_\_.**

I Shri /Smt./Miss \_\_\_\_\_ born on \_\_\_\_\_ aged as on 31.12....., S/o, W/o D/o Shri \_\_\_\_\_ resident of \_\_\_\_\_ solemnly hereby declare and undertake that the item \_\_\_\_\_ (name of the item) Craft \_\_\_\_\_ (Name of the craft) submitted by me for the competition of **Shilp Guru Award for the year \_\_\_\_\_** has been prepared entirely by me and I have been practicing the Craft \_\_\_\_\_ (Name of the craft) \_\_\_\_\_ for the last \_\_\_\_\_ years for the period from \_\_\_\_\_ to \_\_\_\_\_.

I have been Awarded State Award in the field of handicrafts in the year \_\_\_\_\_ National Award in the year \_\_\_\_\_ and National Merit Certificate in the year \_\_\_\_\_ in the field of handicrafts or handlooms .

I undertake that if the above statement is found false, I shall be liable for the action as deemed fit by the competent authority.

I further undertake that I am submitting the above entry for **Shilp Guru Award \_\_\_\_\_** at my own risk and responsibility and further indemnify the Government of India, Office of the Development Commissioner (Handicrafts), Ministry of Textiles, State Governments, DICs, etc. against any loss, damage or theft to the entry which may occur due to any unforeseen circumstances and on account of handling and transportation of the entry.

Full Name of the applicant Mastercraftperson:

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature with date

\_\_\_\_\_

*(To be attested by 1st Class Magistrate)*

(To be attested by 1st Class Magistrate)

**PROFORMA FOR SUBMISSION OF BIO-DATA FOR SHILP GURU AWARD**

1. Name (both in Hindi & English) : .....
2. Name of father/husband/Spouse (both in Hindi & English) : .....
3. Place of Birth : .....
4. Date of Birth : .....
5. Address with PIN code : .....
6. Education/Training received : .....
7. Tradition of the Craft : .....
8. Total contribution (since when working on the craft) : .....
9. Participation in India/Foreign Exhibition : .....
10. Any other important points : .....
11. Telephone No/Mobile No., email/ID (if any) : .....

**Note:**

1. ATTACH BRIEF BACKGROUND NOTE ON CRAFT OR ITEM SUBMITTED STATING HISTORY & PROCESS OF MAKING.
2. ATTACH A BRIEF PERSONAL PROFILE OF THE APPLICANT CRAFTSPERSON/ WAEVER OF NOT MORE ONE PAGE (TYPED )
3. THIS PROFORMA MUST BE FILLED BOTH IN HINDI & ENGLISH WHEREVER INDICATED.

.....

Signature of the Artisans

## APPLICATION FORM FOR NATIONAL AWARD

FOR CRAFTPERSON OF HANDICRAFTS SENDING DETAILS OF ENTRIES FOR THE NATIONAL AWARDS

Passport size  
Photograph attested  
by concerned AD of  
HM&SEC or WSC or  
RD

**PHOTOGRAPH  
AFFIXED**

1.	State	
2.	Recommending Agency	
3.	For the year	
4.	Name & address of the Craftsperson in <b>English</b> <b>Mob. No. &amp;Tel. No/Fax/e.mail</b>	
5.	Name of the Craftsperson in Hindi	
6.	Father's name in English	
	Father's name in Hindi	
	Spouse name in English	
	Spouse name in Hindi	
7.	Date and place of Birth ( please also furnish attested copy of document of date of birth)	
	Age as on December _____	
8.	Name of the Crafts practiced	
9.	Guru or teacher from whom the craftsperson got initiation and training	
10.	Total Experience as on 31.12..... from _____ to _____	
11.	Degree of skill in the craft	
12.	Mastery over the traditional technique involved in the craft	
13.	Ability to evolve new designs	
14.	Brief account of the craftspersons contribution towards development improvement of the Crafts and its techniques.	
15.	Details of outstanding works/item executed by the craftsperson/weaver. Have any of them been purchased by, Museum Temples, art critics, connoisseurs of repute Any documents to substantiate the claim?	



16.	Has the craftsman imparted Training in any training institute. How many craftsman of younger generation trained.			
17.	Is the applicant craftsman an existing State Awardee or National Merit Certificate holder? If yes, please specify.	Sl.No.	Name of the Award	Year of the Award
18.	Give details of other award winners in the family, if any, indicating your relationship with such Awardee. State Awardee indicating year, National Award indicating year of National Merit Certificate, indicating year.			
19.	Details of major exhibition in which the craftsman has participated either for demonstrating his skill or for displaying his creations.			
20.	How much does the craftsman earn every month approx.			
21.	Are there any publications/papers to his/her credit			
22.	Details of craft and exhibits of National Award entry along with 4 different stages of processing of the exhibits <b>photographs minimum 8"X10"</b> size. If possible videography of the process of the exhibits may be submitted.			
23.	Price of the craft sample/sample submitted			
24.	Do the samples belong to the craftsman if not, to whom does it belong ?			
25.	Certificate (if any) from well known Institutions or persons knowledgeable in Handicrafts regarding the craftsman's ability in the craft and his contribution to the development of the craft.			
26.	Details of recognitions, records, if any			
27.	Any other details concerning the craftsman which have not already been brought out in other columns.			
28.	Total period taken for making the entry for National Award			
29.	Brief note in respect of the entry/Product made for National Award. (This must be given on separate sheet, in Hindi and in English duly signed by the applicant.)			
30.	Whether entry has been made entirely & solely by the applicant or has also taken assistance from other artisans.			

31.	If yes , details of assistance sought in the context.	
32.	If Govt. likes to purchase the item submitted, will you sell the same?	
33.	If yes, indicate the amount of selling	
34.	Affidavit regarding non-claim in case of damage to the sample	

**NOTE:**

1. INCOMPLETE FORM WILL BE REJECTED WITHOUT ANY NOTICE TO THE APPLICANT.
2. EXCEPT THE **1st Class Magistrate** AFFIDAVIT, ALL OTHER DOCUMENTS FURNISHED BY THE APPLICANT MUST BE ATTESTED BY AT LEAST A GAZETTED OFFICER.
3. PLEASE SPECIFY EACH DOCUMENT AND TOTAL NUMBER OF PAGES ENCLOSED WITH THE APPLICATION

**CERTIFICATE:**

The entry/entries submitted with this application is/ are actually made / produced by the applicant master craftperson Son/Doughter /wife of Shri \_\_\_\_\_ and affidavit to this effect on stamp paper duly signed by **1st Class Magistrate is enclosed.**

(Signature of the Craftperson)  
Phone No. with STD Code  
Mob.No. \_\_\_\_\_

The particulars furnished in the application and in the enclosed documents have been checked and verified and I certify that the entry has been made by him/her and he/she is a genuine Mastercraftsperson.	Name and Signature of certify officer with full address  with rubber stamp
Signature of the Director/Deputy Director/DIC, Asstt. Director, HM&SEC, Deputy Director/Asstt. Director under whose jurisdiction the	Name and Signature of certify officer with full address  with rubber stamp

*(To be filled in by the Convener of the SLSC in respect of only those applications which have been shortlisted by the Committee for next level Committee i.e Headquarter Level Committee.*

Certified that the bonafides of the applicant, his/her particulars as given in the application and other documents attached hereto including the skill level of the artisans has been re-ascertained/ verified.

**(Signature of the convener of the State Level Selection Committee)**

**(Full name and address with rubber stamp)**

## AFFIDAVIT

**TO BE SUBMITTED ON STAMP PAPER BY THE CRAFTSMAN SUBMITTING HIS/HER ENTRY FOR COMPETITION OF NATIONAL AWARD .....**

I Shri /Smt./Miss \_\_\_\_\_ born on \_\_\_\_\_ aged as on 31.12..... , S/o, W/o D/o Shri \_\_\_\_\_ resident of \_\_\_\_\_ solemnly hereby declare and undertake that the item \_\_\_\_\_ (name of the item) Craft \_\_\_\_\_ (Name of the craft) submitted by me for the competition of National Award for the year..... has been prepared entirely by me and I have been practicing the Craft \_\_\_\_\_ (Name of the craft) \_\_\_\_\_ for the last \_\_\_\_\_ years for the period from \_\_\_\_\_ to \_\_\_\_\_.

I have been Awarded State Award in the field of handicrafts in the year \_\_\_\_\_ and National Merit Certificate in the field of handicrafts or handlooms in the year \_\_\_\_\_.

I undertake that if the above statement is found false, I shall be liable for the action as deemed fit by the competent authority.

I further undertake that I am submitting the above entry for **National Award** at my own risk and responsibility and further indemnify the Government of India, Office of the Development Commissioner (Handicrafts), Ministry of Textiles, State Governments, DICs, etc. against any loss, damage or theft to the entry which may occur due to any unforeseen circumstances and on account of handling and transportation of the entry.

Full Name of the applicant mastercraftperson:

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature with date

\_\_\_\_\_

*(To be attested by 1st Class Magistrate)*

## PROFORMA FOR SUBMISSION OF BIO-DATA FOR NATIONAL AWARD

1. Name (both in Hindi & English) : .....
2. Name of father/husband/Spouse : .....
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5. Education/Training received : .....
6. Tradition of the Craft : .....
7. Total contribution (since when working on the craft) : .....
8. Participation in India/Foreign Exhibition : .....
9. Any other important points : .....
10. Telephone No/Mobile No., email/ID (if any) : .....

Note:

1. ATTACH BRIEF BACKGROUND NOTE ON CRAFT OR ITEM SUBMITTED STATING HISTORY & PROCESS OF MAKING.
2. ATTACH A BRIEF PERSONAL PROFILE OF THE APPLICANT CRAFTSPERSON/ WAEVER OF NOT MORE ONE PAGE (TYPED )
3. THIS PROFORMA MUST BE FILLED BOTH IN HINDI & ENGLISH WHEREVER INDICATED.

.....

Signature of the Artisans

## PROFORMA FOR TRAVEL ASSISTANCE FOR SHILPGURU AND NATIONAL AWARDEE

1	Name and address	
2	Age and gender	
3	Type of award received and year of award	
4	Purpose of travel	
6	Travelled from	
7	Travelled upto	
8	Class of travel	
9	Name of dependents who travelled with Shilp Guru/ National Awardee and their age	
10	Amount of total fair paid (enclose tickets)	
11	Amount claimed earlier	
12	Balance available for claim (Rs.20,000/- minus amount claimed )	
13	Amount being claimed at present	
14	Remark of the DDO	

Date

(signature of awardee with name )

## (A) (V) INFRASTRUCTURE AND TECHNOLOGY SUPPORT

### (i) Urban Haat

The objective of this component is to setup a permanent marketing infrastructure in big towns/ metropolitan cities to provide direct marketing facilities to the handicrafts artisans/handloom weavers. This will enable them to sell their products round the year to a wider target audience (or customer segment). Another important feature of the Haat is that there will be adequate number of stalls selling authentic Indian cuisine of various regions in the country by rotation. The Food & Craft Bazaar will provide leisure & recreational facilities for domestic as well as international tourists on the lines of Dilli Haat, which has already attained a prominent status amongst important domestic & international buyers/ tourists. The haat shall be constructed in an area of not less than 8,000 sq. m. and will have a display gallery, food court etc. The stalls are allotted to artisans on rotational basis on a nominal rent. In addition, weavers can also participate in this scheme. The implementing agencies will be encouraged to form SPVs with active participation of the various agencies dealing with promotion of Tourism, Culture, Food, Processing Industry, etc., involving the tour operators, hotel operators in addition to those dealing with handloom and handicrafts for broad basing and ensure utilisation of facilities for long duration for management and day-to-day running of the same. The implementing agency will be required to sign Memorandum of understanding specifying quantified deliverables.

### Eligibility:

The scheme will be implemented through State Handicrafts/Handlooms Development Corporations/Tourism Development Corporations/ Urban Local Bodies with sufficient financial resources and organizational capacity to implement the project.

### Financial assistance and funding pattern

- The financial ceiling for urban haat is INR 300 lakh for each unit.
- 80% of the admissible amount shall be borne by the O/o the DC(H) and 20% will be contributed by the implementing agency
- Land will be provided by implementing agencies and will be over and above the 20 % contribution by the implementing agency.
- Assistance will also be given for strengthening of existing urban haats subject to a maximum financial limit of Rs 1.50 cr. 100% Govt. Assistance.

### (ii) Mini Urban Haat

The objective of this component is to setup a permanent marketing infrastructure in towns as well as on established tourist circuits in the form of way-side amenities to provide direct marketing facilities to the handicrafts artisans/handloom weavers to enable them to sell their products round the year and to a wider target audience (or customer segment). The mini urban haat will have at-least 10 stalls and an area of not less than



1000 sq mt. . The implementing agencies will be encouraged to form SPVs with active participation of the various agencies dealing with promotion of Tourism, Culture, Food, Processing Industry, etc., involving the tour operators, hotel operators in addition to those dealing with handloom and handicrafts for broad basing and ensure utilisation of facilities for long duration for management and day-to-day running of the same. At the time of scrutiny of the proposals, the implementing agency will be asked to submit the Detailed Project Report [DPR] containing such elements as management and maintenance scheme, source of funding, revenue model, etc. The implementing agency will be required to sign Memorandum of understanding specifying quantified deliverables.

#### Eligibility:

The agencies like Handicrafts/Handloom Development Corporations, Tourism Development Corporations, Panchayati Raj Institutions, Urban Local Bodies, etc., with sufficient financial resources and organizational capacity to implement such projects will be eligible for assistance under the scheme. The implementing agencies will be encouraged to form SPVs for management and day-to-day running of the same. At the time of scrutiny of the proposals, the implementing agency will be asked to submit the Detailed Project Report [DPR] containing such elements as management and maintenance scheme, source of funding, revenue model, etc.

#### Financial assistance and funding pattern

- The financial ceiling for the Mini Urban Haat is INR 200 lakh for each unit.
- 80% of the admissible amount shall be borne by the O/o the DC (H) and 20% will be contributed by the implementing agency subject to the ceiling.

- In case of NER, 90% of the admissible amount will be contributed by the O/o the DC (H) and 10% shall be borne by the implementing agency.
- Land will be provided by implementing agencies and will be over and above the 20/10% contribution by the implementing agency.

#### (iii) Emporia

Under this component, assistance would be provided for the setting up of emporia. These would be setup in commercially viable locations in the implementing agencies' own/rented building.

#### Eligibility

The agencies like Handicrafts/Handloom Development Corporations, Tourism Development Corporations, Central/State Institutions, Trade Promotion Bodies, Artisan Federations, Panchayati Raj Institutions, Urban Local Bodies, etc., with sufficient financial resources and organizational capacity to implement such projects will be eligible for assistance under the scheme. The implementing agency will give due recognition to Central Government contribution to the project in its premises.

#### Financial assistance and funding pattern

- The financial ceiling for emporia will be as mentioned in the table below:

Component	Proposed per unit cost (INR lakh)
New emporia, class A Town	50
New emporia, class B Town	40
New emporia in rented building	15

- 50% of the admissible amount shall be borne by the O/o the DC (H) and 50% will be contributed by the implementing agency subject to the ceiling specified in above table.

#### (iv) Marketing and Sourcing Hubs in Urban Areas

##### (iv) (a) Marketing and Sourcing hubs in metros

It is proposed to setup Marketing Complexes (Hubs) for handicrafts in Metropolitan Cities like Mumbai, Kolkata, Chennai, Bangalore etc. on the concept of “One Stop Shopping”. It will provide a marketing platform to the wholesaler/retailers/consumers and foreign buyers to reach the potential target segment by showcasing the entire range of handicrafts products. Office of DC (H) will provide support towards cost of construction and interior work for the proposed Marketing Hub.

##### Eligibility:

The agencies like Handicrafts/Handloom Development Corporations, Tourism Development Corporations, Export Promotion Councils, Trade Promotion Bodies, Panchayati Raj Institutions, Urban Local Bodies, etc., with sufficient financial resources and organizational capacity to implement such projects will be eligible for assistance under the scheme.

##### Financial assistance and funding pattern

- The financial ceiling for setting up a marketing hub facility is INR 1000 lakh
- 40% of the admissible amount shall be borne by the O/o the DC (H) and 60% will be contributed by the implementing agency subject to the ceiling specified in above table. Towards this end, an SPV between the implementing agency and CCIC/HHEC, who will represent Central Government share in the project, will be formed, and appropriate revenue sharing/

space provisioning arrangement between implementing agency and CCIC/HHEC, as the case may be, will be worked out and approved by the PAMC.

- Land will be provided by implementing agencies and will be over and above the 60 % contribution by the implementing agency

##### (iv) (b) Marketing and Sourcing Hub in non-metros

It is proposed to setup Sourcing Hubs in major craft clusters, towns and cities with the objective of providing a marketing platform for the buyers. This will enable them to source their requirements, round the year, from the producers from clusters in that area. At present there is no such platform and as a result on the one hand buyers are facing problem in sourcing their requirements for domestic and international markets whereas on the other hand the producers are not aware of the markets for their products. This facility will support in enhancing the production and sales from the cluster and also aid in generating productive employment in the respective areas in and around such hubs. These hubs will be setup on PPP mode.

##### Eligibility:

The agencies like Handicrafts/Handloom Development Corporations, Tourism Development Corporations, Export Promotion Councils, Trade Promotion Bodies, Panchayati Raj Institutions, Urban Local Bodies, etc., with sufficient financial resources and organizational capacity to implement such projects will be eligible for assistance under the scheme.

##### Financial assistance and funding pattern

- The financial ceiling for setting up a marketing hub in non-metro will be INR 500 lakh

- 40% of the admissible amount shall be borne by the O/o the DC (H) and 60% will be contributed by the implementing agency subject to the ceiling specified in above table. Towards this end, an SPV between the implementing agency and CCIC/HHEC, who will represent Central Government share in the project, will be formed, and appropriate revenue sharing/ space provisioning arrangement between implementing agency and CCIC/HHEC, as the case may be, will be worked out and approved by the PAMC.
- Land will be provided by implementing agencies and will be over and above the 60% contribution by the implementing agency

### (v) Design and Craft Schools

This component is being introduced to fill up the lacuna of absence of an organized formal institutional set up at any level in the country for imparting craft related skills. Office of DC (H) has taken an effort to strengthen institutional set up in each state throughout the country with the initiative of State.

The schools would conduct education programs to offer professional design and craft instructions across a wide range of age groups, from traditional to contemporary and for various levels of skill and experience.

The main objective of the school is to achieve all round development in the field of Handicrafts and to revive the Languishing crafts with the help of training and to provide maximum employment opportunities to the traditional and nontraditional craftsmen for the constant progress of the handicrafts.

#### Eligibility

- Central/State corporations and Central /State level institutions.

- Reputed Design Institutions
- Panchayati Raj Institutions, Urban Local Bodies
- SPV of Handicraft Entrepreneurs.

### Financial assistance and funding pattern

- The financial ceiling for the component shall be INR 250 lakh.
- The financial assistance will be 100% from GOI to Central/State corporations and institutions
- The financial assistance will be 50% from GOI to reputed design institutions and SPV of Handicraft Entrepreneurs. The remaining 50% contribution will be from the implementing agency.
- Land or building for the school will be provided by the implementing agencies and will be over and above the 50% contribution by the implementing agency
- The assistance would be available for cost of construction, Design Gallery, CAD centre, Plant and Machinery, Equipments and Tools, Furniture and fixtures, Display structure and Interior decoration.

### (vi) Handicrafts Museum

The objective of the handicrafts museum is to establish a platform through which India's heritage traditional arts and craft can be popularized amongst artists, scholars, designers and the interested public. The primary objective of the Museum is to collect and preserve objects exhibiting exquisiteness in craftsmanship and conceptual innovations in design or its functional aspects.

### Eligibility

The agencies like Handicrafts/Handloom Development Corporations, Tourism Development Corporations, Central/State Institutions, Trade Promotion Bodies, Artisan Federations, SPVs of handicraft entrepreneurs/exporters etc., with sufficient financial resources and organizational capacity to implement such projects will be eligible for assistance under the scheme. The implementing agency to give due recognition to Central Government contribution to the project in its premises.

### Financial assistance and funding pattern

- The funding shall be on actual subject to a maximum of INR 100 lakh for each museum.
- The amount shall be for setting up of new museum and also for up gradation of existing museum as per need assessment.
- The financial assistance will be 100% from GOI for Central/State corporations and institutions.
- The financial assistance will be 50% from GOI for reputed design institutions, artisans' federations and SPV of Handicraft Entrepreneurs.

### (vii) Design Banks

The design bank is to be established with the objective of having a collection of designs in electronic form and these digitized designs should be made available to various users groups to enable them to diversify/innovate and also customize products according to the domestic / international market needs. These banks shall also provide details of availability of raw material, technology required, skilled human resource and cluster from where these innovative products can be sourced/ produced.

### Eligibility

The assistance would be provided to institutions like NIFT, NID, IICT, BCDI, MHSC, NCDPD, SIDC, the agencies like Handicrafts/Handloom Development Corporations, Tourism Development Corporations etc., with sufficient financial resources and organizational capacity to implement such projects will be eligible for assistance under the scheme.

### Funding pattern

- The financial ceiling for the total amount to be sanctioned for each Design Bank is INR 60 lakh.
- The assistance will be in the form of 100% assistance from Office of DC (H).

### (viii) Craft Based Resource Center

The objective of this center is to create an institutional mechanism to provide a single window solution in an identified craft for comprehensive handholding in the following aspects:

- Technical & Technological information
- Marketing Intelligence
- Enterprise Development
- Micro Finance Activity
- Reporting/ Monitoring evaluation/ Experience share
- Product Information
- Raw material information
- Cluster/ producer information

### Eligibility

The partner can be a reputed NGO/ federation of artisans/Government corporations and

autonomous bodies/Council/Apex bodies, an SPV promoted by banks, financial institutions and corporate bodies, universities.

### Financial assistance and funding pattern

- The ceiling for the total amount to be sanctioned for each resource center is INR 100 lakh.
- The assistance will be in the form of 70% assistance from Office of DC (H) subject to the ceiling mentioned above and 30% will be contributed by the implementing agency.

### (ix) Common Facility Center

The objective of the common facility center is to ensure economy of scale, price competitiveness, quality control, application of Design and Technology input on continuous basis, scope of product diversification and higher unit value realization and compliance with WTO compatible standards. Such a common facility will lead to significant reductions in the cost of production, production of a diversified range of high value products, sample development, reduction in the response times in order execution and ensure high quality of final products.

### Eligibility

- Reputed NGOs, Apex cooperative societies, Trusts.
- COHANDS, EPCH, CEPC, MHSC, IICT, NCDPD, NIFT, NID, University Deptt., DRDA, NISIET, EDIs,
- Central/ State Handloom and Handicrafts Development Corporations and other related Govt. Corporations/ agencies promoted by State Government or Financial Institutions.
- Trade Promotion Bodies
- Federation of artisans/ SHGs /SPVs promoted

by entrepreneurs, Designers, Exporters.

- Organizations registered under section 25 of Company act (Non profit), etc.
- Organizations registered under statute of state/ central govt., for sustainable development of craft.
- Trusts of Handicraft Artisans,
- Panchayati Raj Institutions, Urban Local Bodies, etc.

### Funding pattern

- The financial ceiling for setting up a common facility center is INR 300 lakh.
- The financial assistance by the Office of DC (H) shall be 70% subject to the ceiling specified above. In case of CFCs under AHVY, financial assistance will be 100%.
- Assistance will also be available for upgradation/ strengthening of existing CFCs with a maximum of Rs 200 lakhs (70% of the total project cost)

S. No.	Expenditure Item	Funds Permissible (INR Lakhs)
1)	Building (Land to be provided either by Beneficiaries or by State Govt./Panchayat)*	50.00
2)	Tools Machinery and Equipment related to production and testing including Computer installations, packaging etc.	225.00
3)	Fixed Assets	4.50
4)	Expenditure towards training of machine operators	5.00
5)	Contingency	3.00
6)	Erection Commissioning and	12.50
	<b>TOTAL</b>	<b>300.00</b>



\* The CFC can also be set up in a rented/leased premise. In such case, maximum rent @ 20000 per month will be granted for a period of three years, in the form of 100% GOI grant.

### (x) Raw Material Depot

Aim of this component is to make easy availability of quality, certified and graded raw material to the artisans/entrepreneur at a reasonable rate.

#### Eligibility:

- Government autonomous bodies/Council/ Apex bodies, an SPV promoted by banks/ financial institutions and Corporate bodies, State Handloom & Handicraft Corporations / Exporter bodies/SPVs of Exporters/association of exporters, DRDAs, Urban Local Bodies, etc. registered under relevant acts, federation of artisans.
- It is to be managed by the private sector in a partnership mode with Government (PPP). A core committee may be created for supervising and policy related matters. Core committee should consist of representatives of all the stakeholders. The committee will frame the modalities and ensure proper & bonafide rotation/ distribution of raw material, fair pricing etc.

#### Financial assistance and funding pattern:

- The financial ceiling for a raw material bank is INR 200 lakh, and out of this INR 50 lakh will be earmarked for setting up of godown.
- In respect of State/Central Corporations and any government bodies, funding will be 100% by the GOI and other cases the funding will be on the pattern of 70% by GOI and 30% by implementing agency.

- The GOI assistance shall be provided to the eligible body in staggered manner for capital rotation.
- An MOU will be signed between the grantee and Office of the Development Commissioner (Handicrafts) incorporating different aspects related to functioning of Raw Material Bank. Accordingly, the yearly targets to be achieved in terms of physical & financial parameters will be fixed and in case of non – achievement, the Govt. will forfeit the raw material to the extent of grants released.
- Further for a period of five years, yearly quantitative increase in corpus/stock of raw material in may be fixed depending on the raw material which will be indicative of functionality of Raw Material Bank.

#### Mode of payment:

- The Organization / Implementing agency first has to submit a project report indicating the management structure, inventory management, financial support available, channel for distribution & its mechanism etc. Depending on the report the financial support & its extent may be decided. At the most the grant may be released in 4 installments.
- 1st installment of maximum 50 lakh will be released for setting up of godown.
- 2nd installment of subject to a maximum of INR 50 lakh shall be released once the agency has constructed the godown.
- 3rd installment of INR 50 lakh will be released when the actual rotation of capital has been 100% of the 2nd installment and at least a 5% increase in the raw material corpus in terms of quantity has been achieved.

- 4th installment of INR 50 lakh will be released once the total capital rotation of 100% of the total grant sanctioned (2nd & 3rd installment) has been achieved. In other words, if the value of raw material off take from the Raw Material Bank is achieved to the tune of 100% of the amount of grant released and if the earnings/ increase in the value of the corpus of raw material is 10% of the initial corpus, the total grant provided will be considered as utilized if the total off take after 4th installment becomes equal to 110% of the total grant released and corpus has increased by 15%.

### (xi) Technology Upgradation Assistance to Exporters/ Entrepreneurs

The objective is to extend the technological up gradation facility to exporters/entrepreneurs. The facility center should be an infrastructure with modern machinery including packaging machinery to support product, productivity, quality, etc.

#### Eligibility

Exporters and Entrepreneurs.

#### Financial assistance and funding pattern

- The maximum amount of funds to be sanctioned is INR 60 lakh for each facility center.
- The financial pattern would be based on 30:70 sharing between the Government of India through the Office of the D.C (H) and the Exporters/ Entrepreneurs respectively.
- MOU between exporters/entrepreneurs and Government of India (GOI) will be signed before release of funds.

### (xii) Testing Laboratories

In order to standardize / certify raw materials/ products, it is proposed to

- set up new labs,
- Strengthen existing labs.

The objective is to offer total Testing and Quality Assurance support for handicrafts

#### Eligibility

- Exporter bodies, EPCH, CEPC, state corporations
- CSIR and Textiles Committee

#### Financial assistance and funding pattern

- The financial assistance would be in the form of Grant-in-aid with a ceiling of INR 100 lakh for each testing laboratory.
- This grant would be in the form of 100% through the Office of the D.C (H) to the eligible institute/ organization.

### (xiii) Crafts Village

Craft village is a modern day concept wherein craft promotion and tourism are being taken up at single location. Artisans live and work at the same place and are also provided with the opportunity to sell their products thereby ensuring livelihood. Craft items are exhibited as well as sold here.

The O/o DC (H) would provide assistance both towards improving infrastructure in existing villages where a substantial number of craftsmen practicing similar crafts are residing and also setting up of new villages where craftsperson can



be rehabilitated. The aim would be to select villages that can be connected with some tourist circuit to ensure sale of products. Under this component office of DCH will fund improvements/creation of infrastructure which would include roads, sewerage, water, street lights, footpaths, housing cum workshed, shops and display areas. These will be undertaken by the implementing agency and the craftsmen will be rehabilitated with new worksheds and display areas. The display areas will be in form of stalls where the artisans can sell their product. Each project will be approved by a committee headed by the Secretary.

### Eligibility

State and central Government organization/ corporations/ state institutions/ Local government bodies, Panchayati Raj Institutions, Urban Local Bodies, SPVs of entrepreneurs/exporters, federation of artisans.

### Financial assistance and funding pattern

- The financial ceiling for the total amount sanctioned per unit will be INR 1000 lakh.
- The funding pattern will be 70% by GOI and 30% by implementing agency and in case of government agencies 100% by GOI.
- Land will be provided by implementing agency and it will be over and above its 30% contribution, attributed in the funding pattern.

### (xiv) Integrated Handicraft Park

The establishment of an Integrated Handicraft Park will provide a permanent platform for the bringing together of the urban populace and crafts communities. The purpose of setting up of Park is to setup an integrated facility which would facilitate the production, finishing, packaging and sale of craft articles.

In the campus of the Handicraft Park, the following facilities shall be provided:

- Training facilities
- Work shed cum housing,
- Dormitory for Ladies & Gents,
- Raw material bank
- Warehouse
- Common Convention Centre,
- Common facility centre
- Guest House
- Common effluent treatment facilities
- Display areas/Shops/Showrooms
- Other basic infrastructure facilities such as internal roads, electric supply, water supply, boundary wall etc

### Eligibility

Artisan federation/ SPVs promoted Exporters and entrepreneurs/ Industry and trade promotion bodies/ Panchayati Raj Institutions, Urban Local Bodies, State and Central Government Corporations.

### Financial assistance and funding pattern

- The financial ceiling for the total amount sanctioned per unit will be INR 2500 lakh.

### Mode of payment:

- The funding pattern will follow 40:60 ratio, with 40% funded by government and 60% borne by implementing agency.
- Land will be provided by implementing agency over and above its 60% contribution, attributed in funding pattern.

(xv) Construction of office buildings & revitalizing existing institutions, restructuring of regional design and technical centres, setting up of Hastkala Academy, construction of craft and office Complexes at Vasant Kunj and Okhla and any other infrastructure to be created at departmental level

This is proposed to be undertaken as a departmental activity. Need based projects would be devised for each activity i.e. either restructuring or revitalizing of the existing institutions and / or field / regional offices.

### PROJECT APPRAISAL, APPROVAL AND MONITORING

#### IN RESPECT OF INFRASTRUCTURE PROJECTS.

- i) Each project will be approved on the basis of DPR by the competent authority (Secretary (T) and HMOT for projects upto Rs 100 Cr.). The amount for each project, the funding pattern, the components of funding etc. will be decided by the competent authority on case to case basis.
- ii) For projects involving outlay of Rs. 10.00 crores or above, there should be a Project Approval & Monitoring Committee [PAMC] under the Chairpersonship of Secretary

[Textiles]. The PAMC will have representative from IFW, Planning Commission, Ministry of Tourism and Ministry of Culture.

- iii) For projects below Rs. 10.00 crores, the PAMC will be chaired by DC [HC]. The PAMC should include representative from IFW.
- iv) Apart from the eligible agencies mentioned against various components of the scheme, the PAMC may also consider to include any other agency if it so deemed fit as eligible implementing agency for any intervention under the scheme.
- v) Evaluation studies to be got conducted and its findings to be submitted to PAMC from time to time.
- vi) GOI funding shall not be used for financing procurement of land.

#### Implementation strategy for Infrastructure projects.

For each Infrastructure projects under the components under infrastructure support, DPR shall be prepared. Recurring expenditure will be borne by the implementing agencies. However, at the time of appraisal, PAMC can allow funding for recurring expenditure for a maximum of two years in deserving cases.

The timelines shall be decided based on the DPR submitted by the implementing agency.

## Proforma for Submission of Proposal for Urban Haat

- a) Name of implementing agency
- b) Full Address of its Hqrs.
- c) Telephone No.
- d) Fax No.
- e) Authorized persons(with designation)  
For correspondence

### Location of the proposed Haat

- a) Complete postal address
- b) Approach Road
- c) Site Map showing boundaries  
And approach road
- d) A brief note on locations suitability  
For the purpose

A brief note on the city viz. a viz.population, tradition, historical background, tourism, influx of visitors/ buying capacity/Handicrafts & Handlooms Export etc. be submitted.

### Land Particulars:

- a) Total area of the land against  
Standard requirement of 8000 sq.mtrs.
- b) Document in support of ownership/  
Lease etc. in favour of the agency
- c) If the land has been offered by State  
Govt. etc. the details/supporting papers  
Be submitted.
- d) If land is still to be possessed the progress  
thereof with reference to agreement etc. be  
provided.

### Design/Construction Plan:

- a) Whether the proposed layout reflects  
Local construction culture, if so, how
- b) Proposed total construction/  
covered area in square meter
- c) Proposed total open area to  
create ambience for Haat concept
- d) Plantation and greeneries concept
- e) Details of construction with carpet  
Area of each unit x No. of units:

- i) Office
  - ii) Store
  - iii) Exhibition Hall =
  - iv) Stalls = 50 to 80
  - v) Pavilion
  - vi) No. of food stalls (plumbing, Contours& space for kitchen)
  - vii) Souvenir Shop
  - viii) Meeting/Conference Room
  - ix) Stage for cultural programme.
  - x) Dormitory for stay of craft person.
- f) Complete architectural map of the Haat with a brief write up
- g) Cost of the Project to be evaluated  
By a Chartered Engineer:
- a. Site Development
  - b. Building
  - c. Sanitary/water supply
  - d. Electricals
  - e. Plant/Machinery
  - f. Furniture & Fixture
  - g. Vehicles
  - h. Operating supplies
  - i. Pre-operative/organization expenses
  - j. Technical consultant fees
  - k. Contingencies
  - l. Working capital margin
  - m. Any other expenses
- a. Target date of completion of project.
- e) Means of Finance:
- i) Cost of land (to be borne by the IA)
  - ii) Total cost of the project (excluding land cost)
  - ii) 80% of the total cost or 80% of Rs.300.00 lakh, whichever is less, to be borne by the O/o DC(Handicraft)
  - iii) Balance of the total cost to be born by the implementing agency, along with escalated cost, if any.

## Documents to be submitted

1. Audited balance sheet of last three years.
2. Annual report of last year.
3. Minutes of last AGM.
4. Memorandum of Association & By-laws.
5. Registration Certificate.
6. Affidavit that organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies.
7. Name, Address, Phone./ Mob. No. of Nodal officer.
8. Approved architectural plan of urban haat.
9. Estimated cost of Project sub-head wise dully verified by chartered engineer.
10. Letter from state Govt./agency about their commitment to provide fund in excess of 70 percent.
11. View map of urban haat.
12. Details of grant received from the O/o of DC(H) in the last three years, scheme wise and status of utilization of grant.

**A brief by the implementing agency as to how it proposed to mobilize 30% of the project cost or the balance cost after grant-in-aid from Office of DC(Handicrafts) be submitted.**

Enclose brief note on following.

1. How to make the Urban Haat Project self -sustainable in a period of three years.
2. Staffing proposals and how to meet the expenses of such establishment
3. Details of local Managing Committee
4. Any additional information

Date:

Authorized Signatory of the Organization  
with seal Name/Designation/Address

Recommendation of Office of DC(Handicrafts), Assistant Director/Regional Director with full justification.

Date:

Authorized Signatory of the Organization  
with seal Name/Designation/Address

## Proforma for Submission of Proposal for Mini Urban Haat

- a) Name of implementing agency
- b) Full Address of its Hqrs.
- c) Telephone No.
- d) Fax No.
- e) Authorized persons(with designation)  
For correspondence

### Location of the proposed Haat

- a) Complete postal address
- b) Approach Road
- c) Site Map showing boundaries  
And approach road
- d) A brief note on locations suitability  
For the purpose

A brief note on the city viz. a viz.population, tradition, historical background, tourism, influx of visitors/ buying capacity/Handicrafts & Handlooms Export etc. be submitted.

### Land Particulars:

- a) Total area of the land against  
Standard requirement of 1000 sq.mtrs.
- b) Document in support of ownership/  
Lease etc. in favour of the agency
- c) If the land has been offered by State  
Govt. etc. the details/supporting papers  
Be submitted.
- d) If land is still to be possessed the progress  
thereof with reference to agreement etc. be  
provided.

### Design/Construction Plan:

- a. Whether the proposed layout reflects  
Local construction culture if so how
- b. Proposed total construction/  
covered area in square meter
- c. Proposed total open area to  
create ambience for Haat concept
- d. Plantation and greeneries concept

- e. Details of construction with carpet  
Area of each unit x No. of units:
- i) Office
  - ii) Store
  - iii) Exhibition Hall
  - iv) Stalls = at least 10
  - v) Pavilion
  - vi) No. of food stalls (plumbing, Contours & space for kitchen)
  - vii) Souvenir Shop
  - viii) Meeting/Conference Room
  - ix) Stage for cultural programme.
  - x) Dormitory for stay of craft person.
- f. Complete architectural map of the Haat with a brief write up
- g) Cost of the Project to be evaluated  
By a Chartered Engineer:
- a. Site Development
  - b. Building
  - c. Sanitary/water supply
  - d. Electricals
  - e. Plant/Machinery
  - f. Furniture & Fixture
  - g. Vehicles
  - h. Operating supplies
  - i. Pre-operative/organization expenses
  - j. Technical consultant fees
  - k. Contingencies
  - l. Working capital margin
  - m. Any other expenses
- h) Target date of completion of project.
- i) Means of Finance:
- i) Total cost of the project
  - ii) 80% of the total cost or 80% of Rs. 200.00 lakh, whichever is less, to be borne by the O/o DC(Handicraft)



- iii) Balance 20% of the total cost to be born by the implementing agency, along with escalated cost, if any.
- iv) In case of NER 90% of the total cost or 90% of Rs. 200.00 lakhs whichever is less to be borne by O/o DC(H) and balance 10% of the total cost to be borne by Implementing Agency.

j) Documents to be submitted

1. Audited balance sheet of last three years.
2. Annual report of last year.
3. Minutes of last AGM.
4. Memorandum of Association & By-laws.
5. Registration Certificate.
6. Affidavit that organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies.
7. Name, Address, Phone./ Mob. No. of Nodal officer.
8. Approved architectural plan of urban haat.
9. Estimated cost of Project sub-head wise dully verified by chartered engineer.
10. Letter from state Govt./agency about their commitment to provide fund in excess of 80 percent.
11. View map of urban haat.
12. Details of grant received from the O/o of DC(H) in the last three years, scheme wise and status of utilization of grant.

**A brief by the implementing agency as to how it proposed to mobilize 20% of the project cost or the balance cost after grant-in-aid from Office of DC(Handicrafts) be submitted in ROI and 10% in case of NER.**

Enclose brief note on following.

1. How to make the Urban Haat Project self -sustainable in a period of three years.
2. Staffing proposals and how to meet the expenses of such establishment
3. Details of local Managing Committee
4. Any additional information

Date:

Authorized Signatory of the Organization  
with seal Name/Designation/Address

Recommendation of Office of DC(Handicrafts), Assistant Director/Regional Director with full justification.

Date:

Authorized Signatory of the Organization  
with seal Name/Designation/Address

## PROFORMA FOR PROPOSAL FOR SETTING UP OF HANDICRAFTS EMPORIUM UNDER THE SCHEME OF INFRASTRUCTURE AND TECHNOLOGY DEVELOPMENT

### Organization Profile:-

1.	Name of the Organization with complete postal address, Mob/telephone no., e-mail.	
2.	Registration number, date of registration, validity of registration, and act under which registered.	
3	Project Head/Contact person, Name, Address, telephone number, e-mail address	
4.	If the organization has any experience in maintaining Emporium.	
5	Whether institution / Organization is having sufficient managerial and technical capacity/ skills to implement the scheme, if yes, the details thereof.	
6	Whether the organization is engaged in the development, promotion, & marketing of handicrafts. If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization.	
7	Details of activities undertaken by the organization in the field of Handicrafts.	
Scheme /Project Profile		
8	Location of the Emporium ( mention class of the city and State)	
9	Whether new or old emporium.	
10	Whether new emporium is to be set up in rented premises or in building proposed to be purchased is constructed? In case of later provide copy of clear title of land or building in the name of implementing agency.	
11	How this location is suitable from business point of view.	
12	a) Details of Building /construction indicating space available for various planned facilities. b) Target date for completion of project	
13	Viability plan to make the emporium self supporting	

		Govt. Share	IA's Share
14	Estimated cost for a. Civil work b. Electrical work c. Air conditioning d. Interior decoration e. Furniture and fixture f. Misc. Note:- Estimate and construction plan should be authenticated by architect/ chartered engineer.		
15	Source of funding to meet balance capital expenditure and recurring expenditure including working capital.		
Document to be attached			
16	Copy of valid registration certificate under proper statute.[ Self attested]		
17	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]		
18	Copy of audited balance sheet( by chartered accountant ) for last 3 years.[elf attested]		
19	Copy of Annual report of last one year.[Self attested]		
20.	Copy of the minutes of last AGM.[ Self attested]		
21.	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.		
22.	Copy of resolution for seeking financial assistance under the scheme from office of DC(Handicrafts).		
23.	Name and address of Bank where organization has its account and Account Number.		
24	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization		
25.	Details of grants received from other central/state govt. depts. Or agencies during last 3 years and its status of utilization.		
26	Construction plan and cost estimate duly authenticated by Architect/ Chartered Engineer.		

27	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
28	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies. d. That organization is a non profit making organization.	

**Certificate**

1. Certified that no financial assistance has been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of the project within the same financial year.
3. Certified that all infrastructures are available with the organization to implement the scheme of handicraft Museum.
4. Certified that there is no duplication of efforts takes place with existing schemes of other Ministry .
5. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.

Authorized signatory of the Organization  
with Seal Name / Designation/ Address

Date :

Recommendation of the Office of DC(HC) Asstt. Director/Regional Director with full justification includes cost component of the handicraft museum proposal along with grading Score.

Signature (with rubber stamp)

Name / Designation /Address

Date

## PROFORMA FOR SUBMITTING PROPOSAL FOR SETTING UP MARKETING HUB IN METROS/NON METROS

### Organization Profile:-

1.	Name of the Organization with complete postal address, Mob/telephone no., e-mail.	
2	Status of the organization (i.e. PSU, EPC, Trade Promotion Body, Panchayati Raj institution or Urban Local Body etc. )	
3	Registration number, date of registration, validity of registration, and act under which registered.	
4	Project Head/Contact person, Name, Address, telephone number, e-mail address	
5	If the organization has any past experience in maintaining / running marketing Hub	
6	Whether institution / Organization is having sufficient managerial and technical capacity/ skills to implement the scheme, if yes, the details thereof.	
7	Whether the organization is engaged in the development, promotion, & marketing of handicrafts. If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization.	
8	Details of activities undertaken by the organization in the field of Handicrafts.	
<b>Scheme /Project Profile</b>		
9.	Location of the Metro Hub( mention the city and State)	
10.	Details of availability of space or building indicating area in sq. meters.	
11.	If a clear title of land or building is in the name of implementing agency.	
12	How this location is suitable from business point of view.	
13	a) Details of Building /construction indicating space available for various planed facilities. Enclose approved site and architectural plan b) Target date for completion of the project.	

14	Indicate Viability plan and salient features of the Hub as proposed in DPR	
15	<p>Estimated cost for</p> <p>a. land will be provide by IA</p> <p>b. Civil work including site development</p> <p>c. Electrical work</p> <p>d. Air conditioning</p> <p>e. Interior decoration</p> <p>f. Furniture and fixture</p> <p>g. Misc.</p> <p>TOTAL</p> <p>Note:- Estimate and construction plan should be authenticated by architect/ chartered engineer.</p>	<p>Govt. Share</p> <p>IA's Share</p>
16	Source of funding to meet balance capital expenditure and recurring expenditure including working capital.	
Document to be attached		
17.	Copy of valid registration certificate under proper statute.[ Self attested]	
18	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	
19.	Copy of audited balance sheet( by chartered accountant ) for last 3 years.[elf attested]	
20.	Copy of Annual report of last One year. [Self attested]	
21.	Copy of the minutes of last AGM. [ Self attested]	
22.	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
23.	Copy of resolution for seeking financial assistance under the scheme from office of DC(Handicrafts).	
24.	Name and address of Bank where organization has its account and Account Number and its IFS Code	
25	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
26.	Details of grants received from other central/state govt. depts. Or agencies during last 3 years and its status of utilization.	

27	Construction plan and cost estimate duly authenticated by Architect/ Chartered Engineer.	
28	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
29.	Affidavit regarding: That organization is a non involved in any corrupt practice and has not been black -listed by any central/state agencies.	

**Certificate**

1. Certified that no financial assistance has been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of the project in a time bound manner.
3. Certified that there is no duplication of efforts takes place with existing schemes of other Ministers.
4. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.

Authorized signatory of the Organization  
with Seal Name / Designation/ Address

Date :

Recommendation of the office of DC (HC) Asstt. Director/Regional Director with full justification includes cost component of the proposal along with grading score.

Signature (with Rubber Stamp)  
Name / Designation/ Address

Date :



## PROFORMA FOR SUBMITTING PROPOSAL FOR SETTING UP DESIGN AND CRAFT SCHOOL

### Organization Profile:-

1	Name of organization with complete Postal address, Mob./telephone No., E-mail ID	
2	Registration No., date of registration ,validity of registration ,Act under which registered.	
3	Name & designation of Chief functionary with Tel No.Mobile No.	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
6	Brief Note on the activities undertaken	
7	Experience in organizing such activity.	
8	Indicate managerial and technical competence for implementing the project of this nature.	
<b>Scheme/Project Profile</b>		
9	Title of the project	
10	Purpose of taking this project with justification	
11	Venue of the project	
12	Crafts to be covered	
13	Details of existing infrastructure and facilities available with the organization with site plan.	
14	List of equipments/ machineries/tools etc available.	
15	Site plan of proposed Design Craft school with total and built up area available for use .	
16	List of equipments/ machineries/tools proposed to be acquired with justification and cost including computers and CAD etc.  Note:-Attach supporting documents providing description / specification of machines/equipments etc. with their unit price etc	

17	Furnish Detailed Project Report indicating viability plan and details of long / short term design and craft training program / design workshops/ other program to be conducted at the centre with its duration.	
18	Craft persons /entrepreneurs/exporters etc to be benefited year wise.	
19	Target date of completion of the centre(enclosed time bound action plan)	
20	Furnish details of teaching and administrative staff to be engaged to run the school to meet the objective for which it is set up.	
Financial implication:-		
21	<ul style="list-style-type: none"> <li>a. Land or building for the school will be provided by the IA</li> <li>b. construction including civil and electrical work</li> <li>c. Design Galley</li> <li>d.CAD Centre</li> <li>e. Plant and machinery for craft section</li> <li>f. Equipment and tools</li> <li>g. Furniture and fixture required only to such items as are related to equipments</li> <li>h. Display structure</li> <li>i. Interior decoration etc</li> <li>j. Misc.</li> <li>Total</li> </ul>	
	Documents to be attached	Page No. at which attached
22	Copy of valid registration certificate under proper statute.[ Self attested]	
23	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	
24	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested]	
25	Copy of Annual report of last one year. [ Self attested]	
26	Copy of the minutes of last AGM. [Self attested]	
27	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	

28	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
29	Name and address of Bank where organization has its account and Account Number,IFS Code.	
30	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
31	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
32	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
33	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.	

Certificate :

1. Certificate that the financial assistance has not been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility of successful completion of the project in a time bound manner.
3. Certified that there is no duplication of efforts takes place with existing schemes of other Ministries.
4. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.

Authorized signatory of the Organization with seal

Date:

Name, Designation, Address

Recommendation of the Office of DC(HC) Regional Director / Asstt. Director of the Concerned HM & SEC/ CWTSC with full justification includes cost components of the SIDC project along with grading Score..

Signature with rubber stamp

Date:

Name, Designation and address

## PROPOSAL FOR SETTING UP OF HANDICRAFTS MUSEUM UNDER THE SCHEME OF INFRASTRUCTURE AND TECHNOLOGY DEVELOPMENT

### Organization Profile:-

1.	Name of the Organization with complete postal address, Mob/telephone no., email.	
2.	Registration number, date of registration, validity of registration act under which registered.	
3	Project Head/Contact person, Name, Address, telephone number, e-mail address	
4.	If the organization has any experience in maintaining museum in general and handicrafts in particular, details their of	
5.	Experience in conservation of artifacts, ,display of objects and its preservation organizing ,workshops/seminars etc.	
6	Whether institution / Organization is having sufficient managerial and technical capacity/ skills to implement the scheme, if yes, the details thereof.	
7	Governing body of the organization with list of the members with name and address.	
8	Need for setting up the Museum with detailed activities to be undertaken.	
9.	Aims and objective of the Handicraft museum, Methodology to be adopted and out come	
10	Details of programmes implemented earlier from DC(HC) and other sponsoring agencies including details of funds received.	
<b>Scheme profile</b>		
11.	Furnish site plan of the Museum and its complete address where it is proposed to be set up and how the Museum is proposed to be made financially self- sustainable within three years. A viability/report of the museum from the expert.	

12.	List of various short and long term training program in craft and non craft skills planned to be conducted (provide information under the heads of course title, period, number of participants etc.)	
13	<p>Financial assistance (component wise) proposed with full justification. Activity and Amount Proposed head wise:-</p> <p>a) Setting up of Museum /up gradation of existing museum/galleries including replacement of show cases, addition of new collections and development of touch screen etc.</p> <p>b) Conservation of arts objects.</p> <p>c) Development and design of crafts based on the Museum collection including demonstration of craft -persons.</p> <p>d)To organize workshops /seminar/ conference on any aspect of art/craft with the help of Indian/ International experts.</p> <p>e) Educational program/out reach Program for school children/craft persons.</p> <p>Note : Details of each activity to justify the cost proposed may be enclosed separately</p>	
14.	Source how to meet the balance 50% of the sanctioned amount to claim as reimbursement.	
15.	Bank account number and complete address of the bank where the accounts is being maintained Including IFS Code	
16.	Whether separate audited subsidiary account of Govt. Grants are being maintained or not.	
17.	Number of craft person/ visitors to be benefited year wise.	
18.	Target date of completion of the project (enclosed time bound action plan)	
19.	Name of the Organization with complete postal address, Mob/telephone no., email.	
	Documents to be attached	
1.	Copy of the Registration certificate	
2.	Copy of articles of memorandum of association/bye laws.	

3.	Non corrupt practice certificate on Non judicial stamp paper. (Stamp paper duty notarized)	
4.	Audited Balance sheet for the last three years duly audited by Chartered Accountant.	
5.	Annual Report (Latest one Year)	
6.	Minutes of the last AGM along with copy of resolution for submission of proposal.	
7.	Certified copy of the Latest Office bearers of the society from Registrar's of society.	
8.	Photo copy of Bank Pass Book of last one year	
9.	Grant in aid received from other Central/ State Govt. Office during the last three years and the details of utilization thereof	
10	Grant in aid received from office of Development Commissioner (HC) in any of the scheme during the last three years, details of utilization thereof	

**Certificate**

1. Certified that no financial assistance has been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of the project within the same financial year.
3. Certified that all infrastructures are available with the organization to implement the scheme of handicraft Museum.
4. Certified that there is no duplication of efforts takes place with existing schemes of other Ministry.
5. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.

Authorized signatory of the Organization with Seal  
Name / Designation/ Address

Date:

Recommendation of the Office of DC(HC) Asstt. Director/Regional Director with full justification includes cost component of the handicraft museum proposal along with grading Score.

Signature (with rubber stamp)

Name / Designation / Address

Date

## PROFORMA FOR SUBMISSION OF PROPOSAL FOR SETTING UP OF DESIGN BANK UNDER THE SCHEME OF INFRASTRUCTURE AND TECHNOLOGY DEVELOPMENT

### Organization Profile:-

1	Name of organization with complete Postal address, Mob./telephone No., E-mail ID	
2	Registration No date of registration, validity of registration, Act under which registered.	
3	Experience in handling similar activities (Design bank)	
4	Experience in undertaking developmental interventions in the Handicraft sectors	
5	Grant in aid from other Central/ State Govt. Office during the last three years if yes, the details thereof indicating status of utilization of grant.	:
6	Grant in aid received from office of Development Commissioner (HC) in any of the scheme during the last three years if yes, the details thereof indicating status of utilization of grant.	:
7	Details of program implemented earlier from DC(HC) and other sponsoring agencies(indicate details of fund received & utilization status)	
8	Objective /purpose of the proposal with details of crafts to be covered in the design bank.	
9	Furnish the plan of the Design Bank where it is proposed to be set up and how the Design Bank is proposed to be made financially self sustainable in a period of 5 years.	
10	Indicating various facilities being created in Design Bank.	
11	Financial assistance required head-wise	

S.N	Head	Amount required
1.	Furniture and fixtures	
2	Design gallery	
3	Computers/CAD/Colour Printers/ scanners/and other allied equipments	
4	Workshop equipments	



5	Audio visual equipments, camcorders, cameras etc.	
6	Library and study room/ conference room	

Note:-Details of each activity to justify the cost proposed may be enclosed separately.

12	Number of craft persons to be benefited year wise	
13	Target date for completion of the project in terms of infrastructure etc(enclose a time bound action plan, activity wise as indicated at SI.No.9 above.) and date of operationalization of project.	
14	Whether society is having sufficient managerial and technical capacity/ skills to implement the scheme, if yes the details thereof.	
15	Deliverables expected from the project	
Document to be attached :-		
16	Copy of the Registration Certificate	
17	Copy of Article of memorandum of association of the society duly certified by Registrar's office.	
18	Copy of Bye-laws duly certified by registrars office	
19	Non corrupt practice certificate on Non judicial stamp paper.	
20	Balance sheet for the last three years duly audited by Chartered Accountant.	:
21	Minutes of the last AGM	
22	Copy of the current Office bearers of the Society with their address, Phone no. duly Certified by registrars of society.	
23	Whether separate audited subsidiary accounts of Govt. Grant are being maintained or not.	
24	Source of funds to meet the balance 50% of the sanctioned amount and recurring expenditure.	
25	Bank account number and its complete address where the accounts its being maintained along with photocopy of the bank pass book of last one year.	
26	Name & address with telephone /Mob. No of project head.	

**Certificate:**

1. Certificate that no financial assistance has been received from any the sources for the same purpose.
2. certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of the project within the same financial year.
3. Certified that all infrastructure are available with the organization to setting up of Design Bank
4. Certified that there is no duplication of efforts takes place with existing schemes other the Ministries.
5. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.

Date:-

Authorized Signatory of the Organization with  
rubber seal Name/Designation/Address

Recommendation of the Office of the DC(HC),Regional/Assistant. Director of concerned HM&SEC with full justification on financial aspects of all component is the proposal along with grading score.

Date:-

Signature (with rubber stamp)  
Name/ Designation /Address

## PROFORMA FOR SUBMISSION OF PROPOSAL FOR SETTING UP OF CRAFT BASED RESOURCE CENTRE

### Organization Profile:-

1	Name of organization with complete Postal address, Mob./telephone No., E-mail ID	
2	Registration No date of registration, validity of registration, Act under which registered.	
3	Details of offices in other states	
4	Experience in handling similar activities.	
5	Experience in undertaking developmental interventions in the Handicraft sectors	
6	Number of artisans associated with the organization.	
7	Grant in aid from other Central/ State Govt. Office during the last three years if yes, the details thereof indicating status of utilization of grant.	:
8	Grant in aid received from office of Development Commissioner (HC) in any of the scheme during the last three years if yes, the details thereof indicating status of utilization of grant.	:
9	Details of program implemented earlier from DC(HC) and other sponsoring agencies(indicate details of fund received & utilization status)	
10	Assets available with organization as per balance sheet of last year	
<b>Project profile</b>		
11	Objective /purpose of the proposal with details of crafts to be covered in the resource centre.	
12	Enclose Detailed Project Report justifying the need and feasibility of setting up resource centre.	
13	Indicate the availability of building and other infrastructure to set up various facilities being created as per requirement of the scheme.	
14	Details of management set up responsible to manage the centre.	
15	Financial Implication:	
a	Furniture and fixture	
b	Office equipment viz.Photo copier,fax, telephone, colour printer and copier, scanners, computers etc.	
c	Library and reference books	
d	Website designing	
e	Printing catalogues, information booklets	
f	Procurement of new designs and improved tools	

g	Collection of information and documentation Craft, process and techniques etc.	
h	Display gallery and showroom	
i	Meeting and conference room	
j	Air conditioners and generators	
k	Misc.	
	Total	
<b>Documents to be submitted</b>		
16	DPR and Feasibility Report	
17	Copy of the Registration Certificate	
18	Copy of Article of memorandum of association of the society duly certified by Registrar's office.	
19	Copy of Bye-laws duly certified by registrars office	
20	Balance sheet for the last three years duly audited by Chartered Accountant	
21	Copy of the current Office bearers of the Society with their address, Phone no. duly Certified by registrars of society.	
22	Minutes of the last AGM	
23	Source of funds to meet the balance 50% of the sanctioned amount and recurring expenditure.	
24	Bank account number and its complete address where the accounts its being maintained along with IFS Code and photocopy of the bank pass book of last one year	
25	Name & address with telephone /Mob. No of project head.	
26	Building map showing space for various facilities being created	

**Certificate:**

1. Certificate that no financial assistance has been received from any the sources for the same purpose.
2. certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of the project within the same financial year.
3. Certified that there is no duplication of efforts takes place with existing schemes other the Ministries.
4. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.

Date:-

Authorized Signatory of the Organization  
with rubber seal Name/Designation/Address

Recommendation of the Office of the DC(HC),Regional/Assistant. Director of concerned HM&SEC with full justification on financial aspects of all component is the proposal along with grading score.

Date:-

Signature (with rubber stamp)  
Name/ Designation /Address

## PROPOSAL FOR SETTING UP OF COMMON FACILITY CENTRE (CFC) UNDER THE SCHEME OF INFRASTRUCTURE AND TECHNOLOGY DEVELOPMENT

### Organization Profile:-

1	Name of organization with complete Postal address fax, Mob./telephone No., E-mail ID	
2	Registration No., date of registration, validity of registration ,Act under which registered.	
3	Name & designation of Chief functionary with Tel No. Mobile No.	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
6	Brief Note on the activities undertaken	
7	Experience in running and maintaining CFC	
8	Indicate managerial and technical competence for implementing the project of this nature.	
Scheme/Project Profile		
9	Title of the project	
10	Purpose of taking this project / scheme with justification	
11	Venue of the project	
12	Crafts to be covered	
13	Details of existing infrastructure and facilities available with site plan.	
14	List of equipments/ machineries/tools etc available.	
15	Site plan of proposed CFC with total and built up area available for use.	
16	List of equipments/ machineries/tools proposed to be acquired with justification and cost including computer and CAD etc.  Note:-Attach supporting documents providing description / specification of machines/equipments etc. with their unit price etc.	

17	Furnish details of long / short term utilization plan of CFC	
18	Craft persons /entrepreneurs/exporters etc to be benefited year wise.	
19	Target date of completion of the CFC (enclosed time bound action plan)	
20	Furnish sustainability plan for making the CFC financially viable in a period of 3 years.	
Financial implication:-		
21	a. Land & building (Land to be provided by beneficiary or by state Govt./Panchayat) b. Plant and machinery, tools & equipments for production, testing including computer installation etc. c. Fixed assets/Furniture and fixture required only to such items as are related to equipments. d. Exp. On training of machine operators etc. e. Erection and commissioning f. Contingencies Total	
	Documents to be attached	Page No. at which attached
22	Copy of valid registration certificate under proper statute.[ Self attested]	
23	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	
24	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested]	
25	Copy of Annual report of last one year. [ Self attested]	
26	Copy of the minutes of last AGM. [ Self attested]	
27	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail	
28	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
29	Name and address of Bank where organization has its account and Account Number.	

30	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
31	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
32	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
33	Site plan of CFC with facilities created, sustainability plan and list of machines/ tools/ equipments proposed for purchase with quantity and cost.	
34	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies. d. That organization is a non profit making organization.	

**Certificate:**

1. Certificate that the financial assistance has not been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility of successful completion of the project in a time bound manner.
3. Certified that there is no duplication of efforts takes place with existing schemes of other Ministries.
4. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.

Signature of the authorized person with  
Rubber Seal/Name/Designation/Address

Date:

Recommendation of the Office of DC(HC) Regional Director / Asstt. Director of the Concerned H M&SEC/ CWTSC with full justification includes cost components of the project along with grading Score..

Signature with rubber stamp  
Name, Designation and address

Date:



## PROFORMA FOR SUBMITTING PROPOSAL FOR RAW MATERIAL DEPOT

### Organization Profile:-

1	Name of organization with complete Postal address fax, Mob./telephone No., E-mail	
2	Registration No., date of registration, validity of registration, Act under which registered.	
3	Name & designation of Chief functionary with Tel No. Mobile No.	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
6	Brief Note on the activities undertaken	
7	Experience in running and maintaining Raw Material Depot	
8	Indicate managerial and technical competence for implementing the project of this nature.	
<b>Scheme/Project Profile</b>		
9	Title of the project	
10	Purpose of taking this project / scheme with justification	
11	Venue of the project	
12	Crafts to be covered and Raw Materials proposed to be procured for distribution.	
13	Details of existing infrastructure and facilities available with site plan for setting up Raw Material Depot	
14	List of equipments/ machineries/tools etc available.	
15	Site plan of proposed CFC with total and built up area available for use as office, stores, distribution centre etc.	
16	List of equipments/ machineries/tools proposed to be acquired with justification and cost including computers, weights and weighing machines etc.	
	<b>Note:-</b> Attach supporting documents providing description / specification of machines/equipments etc. with their unit price etc	
17	Furnish details of long / short term utilization plan of RMD	

18	Craft persons /entrepreneurs/exporters etc to be benefited year wise.	
19	Target date of completion of the RMD and its distribution centres (enclosed time bound action plan)	
20	Furnish sustainability plan for making the RMD financially viable in a period of 3 years. It should be based on Feasibility study and DPR.	
Financial implication:-		
21	<ul style="list-style-type: none"> <li>a. Land &amp; building ( land to be provided by IA)</li> <li>b. Plant and machinery, tools &amp; equipments for weighing, testing including computer installation etc.</li> <li>c. Fixed assets/Furniture and fixture required for storage, preservation and distribution etc.</li> <li>d. Exp. On training staff.</li> <li>e. Cost of inventories</li> <li>f. Contingencies</li> <li>Total</li> </ul>	
	Documents to be attached	Page No. at which attached
22	Copy of valid registration certificate under proper statute.[ Self attested]	
23	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	
24	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested]	
25	Copy of Annual report of last One year. [ Self attested]	
26	Copy of the minutes of last AGM. [ Self attested]	
27	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
28	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
29	Name and address of Bank where organization has its account and Account Number., IFS Code etc.	
30	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	

31	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
32	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
33	Site plan of CFC with facilities created, DPR indicating sustainability plan and list of machines/ tools/ equipments proposed for purchase with quantity and cost.	
34	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.	

**Certificate:**

1. Certificate that the financial assistance has not been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility of successful completion of the project in a time bound manner.
3. Certified that there is no duplication of efforts takes place with existing schemes of other Ministries.
4. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.

Date

Signature of the authorized person with Rubber Seal  
Name, Designation and address

Recommendation of the Office of DC(HC) Regional Director / Asstt. Director of the Concerned HM &SEC/ CWTSC with full justification includes cost components of the project along with grading Score..

Signature with rubber stamp

Date

Name, Designation and address

## PROFORMA FOR SUBMITTING PROPOSAL FOR TECHNOLOGY UPGRADATION ASSISTANCE TO EXPORTERS ENTREPRENEURS

### Organization Profile:-

1	Name of organization with complete Postal address, Mob./telephone No., E-mail ID	
2	Registration No., date of registration, validity of registration, Act under which registered.	
3	Name & designation of Chief functionary with Tel No.Mobile No.	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
6	Brief Note on the activities undertaken	
7	Experience in running and maintaining CFC	
8	Indicate managerial and technical competence for implementing the project of this nature.	
9	Exports/ Sales turn over during last 3 years	
<b>Scheme/Project Profile</b>		
10	Title of the project	
11	Purpose of taking this project / scheme with justification	
12	Venue of the project	
13	Crafts to be covered	
14	Details of existing infrastructure and facilities available with site plan.	
15	List of equipments/ machineries/tools etc available.	
16	Site plan of proposed project with total and built up area available for use .	
17	List of equipments/ machineries/tools proposed to be acquired with justification and cost including computer and CAD etc.  Note:-Attach supporting documents providing description / specification of machines/equipments etc. with their unit price etc	
18	Furnish details of long / short term utilization plan of project	

19	Craft persons /entrepreneurs/exporters etc to be benefited year wise.	
20	Target date of completion of the project (enclosed time bound action plan)	
21	Furnish sustainability plan for making the project financially viable.	
Financial implication:-		
22	<p>a. Plant and machinery , tools &amp; equipments for production, testing including computer installation etc.</p> <p>b. Fixed assets/Furniture and fixture required only to such items as are related to equipments.</p> <p>c. Exp. On training of machine operators etc.</p> <p>d. Erection and commissioning</p> <p>e. Contingencies</p> <p>Total</p> <p>Note: GOI grant will be max. 30% of Rs.60 lakhs</p>	
	Documents to be attached	Page No. at which attached
23	Copy of valid registration certificate under proper statute.[ Self attested]	
24	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested	
25	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested]	
26	Copy of Annual report of last one year.[ Self attested]	
27	Copy of the minutes of last AGM.[ Self attested]	
28	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
29	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
30	Name and address of Bank where organization has its account and Account Number.	
31	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	

32	Details of grants received from other central/ state govt. deptt. Or agencies during last 3 years and its status of utilization.	
33	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
34	Detail building plan of Facility Centre indicating facilities created, its sustainability plan and list of machines/ tools/ equipments proposed for purchase.	
35	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.	

**Certificate:**

1. Certificate that the financial assistance has not been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility of successful completion of the project in a time bound manner.
3. Certified that there is no duplication of efforts takes place with existing schemes of other Ministries.
4. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.

Signature of the authorized person with Rubber Seal  
Name/Designation/Address

Date :

Recommendation of the Office of DC(HC) Regional Director / Asstt. Director of the Concerned HM&SEC/ CWTSC with full justification includes cost components of the project along with grading Score..

Signature with rubber stamp  
Name/Designation/Address

Date :

## PROFORMA FOR SUBMITTING PROPOSAL FOR SETTING UP TESTING LABORATORIES

### Organization Profile:-

1	Name of organization with complete Postal address fax, Mob./telephone No., E-mail ID	
2	Registration No., date of registration, validity of registration ,Act under which registered.	
3	Name & designation of Chief functionary with Tel No.Mobile No.	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
6	Brief Note on the activities undertaken	
7	Experience in running and maintaining testing lab.	
8	Indicate managerial and technical competence for implementing the project of this nature.	
<b>Scheme/Project Profile</b>		
9	Title of the project	
10	Purpose of taking this project / scheme with justification	
11	Venue of the project	
12	Crafts/materials to be covered for testing	
13	Details of existing infrastructure and facilities available with site plan.	
14	List of available. testing equipments/ machineries/tools etc	
15	Site plan of proposed Lab. with total and built up area available for use.	
16	List of testing equipments/ machineries/ tools proposed to be acquired with justification and cost including computers and printers etc.  Note:-Attach supporting documents providing description / specification of each machine/equipments/tools etc. with their unit price etc	



17	Furnish details of long / short term utilization plan of Lab.	
18	Craft persons /entrepreneurs/exporters etc to be benefited year wise.	
19	Target date of completion (enclosed time bound action plan)	
20	Furnish sustainability plan for making the Lab. Financially viable.	
Financial implication:-		
21	a. Land & building (Land to be provided by beneficiary or by state Govt./Panchayat) b. Machinery, tools &testing equipments including computer installation etc. c. Fixed assets/Furniture and fixture required only to such items as are related to equipments. d. Exp. On training of Lab. technicians e. Erection and commissioning, if any f. Contingencies Total	
	Documents to be attached	Page No. at which attached
22	Copy of valid registration certificate under proper statute. [ Self attested]	
23	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	
24	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested]	
25	Copy of Annual report of last One year. [ Self attested]	
26	Copy of the minutes of last AGM. [ Self attested]	
27	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
28	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
29	Name and address of Bank where organization has its account and Account Number with IFS Code.	
30	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	

31	Details of grants received from other central/state govt. depts. Or agencies during last 3 years and its status of utilization.	
32	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
33	DPR, Site plan of Lab. with facilities created, sustainability plan and list of machines/ tools/ equipments proposed for purchase with quantity and cost.	
34	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b.. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies.	

**Certificate:**

1. Certificate that the financial assistance has not been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility of successful completion of the project in a time bound manner.
3. Certified that there is no duplication of efforts takes place with existing schemes of other Ministries.
4. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies.

Signature of the authorized person with Rubber Seal  
Name/Designation/Address

Date:

Recommendation of the Office of DC(HC) Regional Director / Asstt. Director of the Concerned HM&SEC/ CWTSC with full justification includes cost components of the project along with grading Score..

Signature with rubber stamp

Date :

Name/Designation/address

## PROFORMA FOR SUBMITTING PROPOSAL FOR CRAFT VILLAGE

### Organization Profile:-

1	Name of organization with complete Postal address fax, Mob./telephone No., E-mail ID	
2	Registration No., date of registration, validity of registration ,Act under which registered.	
3	Name & designation of Chief functionary with Tel No.Mobile No.	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
6	Brief Note on the activities undertaken	
7	Experience in managing project of this nature.	
8	Indicate managerial and technical competence for implementing the project of this nature.	
<b>Scheme/Project Profile</b>		
9	Title of the project	
10	Purpose of taking this project with justification (Enclose feasibility Report and DPR)	
11	Location of the project ( name of village, block, tehsil, district and state ) and its suitability from commercial angle.	
12	Detail of Crafts/craftsperson to be covered	
13	Is it a known place for handicrafts or connected to a tourist circuit?	
14	Current status of infrastructure available.	
15	Details of creation/ improvement in infrastructure suggested.	
16	Target date for completion of project	
17	Financial Implication:	
a	Construction / improvement in roads/ footpaths	
b	Provision for water supply	
c	Provision for drainage/ sewerage	

d	Electricity street lights	
e	Construction of work sheds	
f	Construction of shops/display area	
g	Any other provision as per DPR	
h	Misc. contingency	
i	Total  Note: Wherever there is requirement of land it will be provided by IA.	
Documents to be attached		
18	Copy of valid registration certificate under proper statute. [ Self attested]	
19	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	
20	Copy of audited balance sheet (by chartered accountant ) for last 3 years. [ Self attested]	
21	Copy of Annual report of last One year [ Self attested]	
22	Copy of the minutes of last AGM. [ Self attested]	
23	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
24	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
25	Name and address of Bank where organization has its account and Account Number with IFS Code.	
26	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
27	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
28	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	

29	DPR/ feasibility report, site plan of craft village indicating provisions for creation / improvement in infrastructure	
30	Affidavit regarding:  a. Majority of members of governing body do not belong to the same family.  b.. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.	

Certificate:

1. Certificate that the financial assistance has not been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility of successful completion of the project in a time bound manner.
3. Certified that there is no duplication of efforts takes place with existing schemes of other Ministries.
4. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.

Signature of the authorized person with Rubber Seal

Name/Designation/Address

Date :

Recommendation of the Office of DC(HC) Regional Director / Asstt. Director of the Concerned HM&SEC/ CWTSC with full justification includes cost components of the project along with grading Score..

Signature with rubber stamp

Date :

Name/Designation/address

## PROFORMA FOR SUBMITTING PROPOSAL FOR INTEGRATED HANDICRAFT PARK

### Organization Profile:-

1	Name of organization/ SPV with complete Postal address fax, Mob./telephone No., E-mail ID	
2	Registration No., date of registration, validity of registration ,Act under which registered.	
3	Name & designation of Chief functionary with Tel No.Mobile No.	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
6	Brief Note on the activities undertaken	
7	Experience in managing project of this nature.	
8	Indicate managerial and technical competence for implementing the project of this nature.	
Scheme/Project Profile		
9	Title of the project	
10	Purpose of taking this project with justification (Enclose feasibility Report and DPR)	
11	Location of the project ( name of village, block, tehsil, district and state ) and its suitability from commercial angle.	
12	Detail of Crafts/craftsperson/entrepreneurs to be associated with the park	
13	If this place is famous for handicrafts and has concentration of craft units	
14	Current status of availability of civic amenities and production related infrastructure.	
15	Major findings of diagnostic study/ feasibility study under taken by project management consultant (PMC)	
16	Target date for completion of project	
17	Financial Implication:	
a	Construction / improvement in roads/ footpaths	

b	Provision for water supply	
c	Provision for drainage/ sewerage	
d	Provision for Electricity/ street lights	
e	Construction of work sheds cum housing	
f	Construction of boundary wall	
g	Creation of training facility	
h	Creation of raw material depot	
i	Creation of ware house	
j	Creation of CFC	
k	Creation of convention centre and business centre	
l	Setting up of effluent treatment plant	
m	Setting up of shops, show rooms/ display centre	
n	Guest House	
o	Misc. contingency	
	Total	
Documents to be attached		
18	Copy of valid registration certificate under proper statute. [ Self attested]	
19	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	
20	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested]	
21	Copy of Annual report of last One year [ Self attested]	
22	Copy of the minutes of last AGM. [ Self attested]	
23	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
24	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
25	Name and address of Bank where organization has its account and Account Number with IFS Code.	
26	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	



27	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
28	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
29	DPR/ feasibility report, prepared by PMC Infrastructura	
30	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b.. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.	

Certificate:

1. Certificate that the financial assistance has not been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility of successful completion of the project in a time bound manner.
3. Certified that there is no duplication of efforts takes place with existing schemes of other Ministries.
4. That Organization is not involved in any corrupt practices and has not been black -listed by any central/state agencies.

Signature of the authorized person with Rubber Seal

Name/Designation/Address

Date:

Recommendation of the Office of DC(HC) Regional Director / Asstt. Director of the Concerned HM&SEC/ CWTSC with full justification includes cost components of the project along with grading Score..

Signature with rubber stamp

Date :

Name/Designation/Address

## B. MEGA CLUSTER

Mega cluster approach is a Drive to scale up the infrastructural and production chain at Handicrafts clusters which have remained unorganized and have not kept pace with the modernization and development that have been taking place so far. Consequently, there has not been any addition of fresh impetus of development and optimum realization of output in the handicrafts sector, which is not only the backbone of long traditional heritage and cultural linkages.

The prospect of this sector lies in infrastructural improvement, modernization of the tools, machinery, process and product diversification and creating strong brands. Innovative designs as well as technical know-how, furthered by brand building of the native products hold the key to creating a niche market for the products manufactured by the clusters. The proposed programme is expected to support the Up gradation of infrastructural facilities coupled with market linkages and product development & diversification.

Handicrafts clusters are located in clearly identifiable geographical locations (clusters) that specialize in specific products, with close linkages and inter dependence amongst the key players in the cluster.

Further, during implementation of the Mega Cluster projects it has been observed that in certain cases interventions are required to be implemented at various places throughout the country in a particular craft for generating employment through skill up-gradation and also for increasing the market base of the craft within the country as well

as in the International market. In such cases the mega Cluster Scheme would be flexible to reach all corners of the country wherever the selected craft exists. The activities may vary from soft to hard interventions. In short, Mega Clusters can be implemented in a fixed geographical area as well as different places throughout the country in a particular craft or in a state where crafts are identified on block/cluster level.

The Mega Clusters will be taken up for development through Handicrafts Mega Cluster Mission (HMCM) or through Central/State Corporations as and when announced in Union Budget or as per requirement and as per the DPR prepared for the purpose.

### 1. OBJECTIVES AND STRATEGY

The objective is to develop these clusters with world-class infrastructure. The guiding principle behind the design of clusters would be to create world-class infrastructure that caters to the business needs of the local artisans & SMEs to boost production and export. In brief, the main objective of setting up these clusters is to assist the artisans & entrepreneurs to set up world-class units with modern infrastructure, latest technology, and adequate training and HRD inputs, coupled with market linkages and production diversification. SPV is designed in such a way, which will have Standard Models of units of SSI and SME with infrastructure that is customized to give a competitive edge and these centres have greater potential to become globally competitive.

The broad objectives of the proposed program are as follows:

- i. To enhance the competitiveness of selected clusters in terms of increased market share and ensuring increased productivity by higher unit value realization of the products.
- ii. To ensure effective integration of scattered artisans, building their grass roots enterprises and linking them to SMEs in the sector to build critical mass for customized interventions and ensure economies of scale in operations. This will build a supply system that is geared to responding to large-scale orders, adhering to quality and product standardization, which are pre-requisites of global markets.
- iii. To generate additional livelihood opportunities to the people through specific intervention in segmental sub sector industry and increase the incomes to the artisans/craftsmen already engaged in this sector.
- iv. To provide requisite support/ linkages in terms of adequate infrastructure, technology, product diversification, design development, raw material banks, marketing & promotion, social security and other components that are vital for sustainability of artisans/craftsmen engaged in the Handicrafts sector.
- v. The core elements of the strategy for the proposed program are given below:
- vi. Proactive and strong technical and program management assistance for capacity building, designing of the interventions and their implementation, through a competent professional agency.

## 2. Funding pattern

Funds to the tune of 3% (max.) of project cost shall

be earmarked for establishing baseline data / DPR against which performance can be compared at the end of the project. The total fund requirement will be as per the DPR. The maximum duration of the project will be four years. 50% of the approved project cost will be released as advance. Second Installment @ 40% of the approved project cost will be released on utilization of 70% of 1st installment. The last 10% amount will be released as reimbursement on completion of project and submission of utilization report etc.

## 3. Implementation Methodology & Framework

A project of this nature, which is need based, multi stakeholder driven, holistic and outcome oriented, would require institutional structure and processes that are capable and conducive to achieving the objectives of the program. The following will be the methodology and process through which the project would be implemented: -

- i. Undertaking a detailed diagnostic study of the cluster in order to identify the needs, gaps and also developing base line reference data.
- ii. Preparation of a Detailed Project Report (DPR) covering technical, financial, institutional and implementation aspects, based on the diagnostic study. This DPR would clearly establish the expected outcomes of each of the interventions, which are measurable.
- iii. Validation of the findings of the diagnostic study and the DPR by the key stakeholders of the cluster including representative associations, federations of the artisans, support institutions, service providers, State Government and Central Government agencies.

- iv. Approval of the DPR by PAMC under Ministry of Textiles.
- v. Procurement of land, wherever needed for any of the interventions of the DPR, by the SPV
- vi. Implementation of the interventions as per the phasing mentioned in the DPR.
- vii. Monitoring and evaluation of the implementation of the interventions against the outcomes defined in the DPR.

#### 4. Project Approval and Monitoring Committee (PAMC)

The Detailed Project Report (DPR) shall be considered and approved by the Project Approval and Monitoring Committee (PAMC). The PAMC shall accord further approvals only after the comprehensive DPRs are in place. The implementation of the various projects should also be reviewed periodically by the PAMC. The composition of the PAMC would be:

Secretary (Textiles)	Chairman
Development Commissioner (Handicrafts)	Member
Secretary of the Dept. dealing with Handicrafts in the state	Member
Representative of IFW	Member
District magistrate of the District	Member
Additional Development Commissioner/Director (Handicrafts)	Member Secretary

#### 5. Deliverables/Advantages of the proposed Clusters

##### Social:

- i. Employment Generation;
- ii. Better living standards for the existing artisans.

##### Economic:

- i. Foreign Exchange earnings by export;
- ii. Substantial Increase in quality and value added Production;
- iii. Increase in the business of small entrepreneurs;
- iv. Savings in cost by manufacturers in the cluster due to better infrastructure and Government induced benefits;
- v. Revenue generation to local bodies and State & Central Governments;
- vi. Growth of industry in an organized form.





**Marketing Support &  
Services**



**Scheme of Office of the  
Development Commissioner (Handicrafts)**





## 4 MARKETING SUPPORT & SERVICES

The following interventions will be provided under marketing support:

### (i) Domestic Marketing events

#### (i)(a) Assistance for organizing/participation in marketing events in India

In order to promote and Market Handicrafts financial assistance will be provided to different eligible organizations to organize Craft Exhibitions in metropolitan cities/state capitals / places of tourist or commercial interest/ other places. This will provide direct marketing platform to the handicrafts artisans/SHGs/entrepreneurs from various parts of the country.

#### (i)(a) (1) Gandhi Shilp Bazaar/Craft Bazars

In order to promote and Market Handicrafts financial assistance will be provided to different eligible organizations to organize Gandhi Shilp Bazars (GSB)/Crafts Bazar in metropolitan cities/state capitals / places of tourist or commercial interest/ other places. This will provide direct marketing platform to the handicrafts artisans/SHGs/entrepreneurs from various parts of the country.

Gandhi Shilp Bazars will be organized based on roster to be prepared considering important fairs/festivals/prominent cities/historical places/places of tourist interest etc. These bazars will be organized at-least once a year on the same location at a fixed

time. This will enable people of that area to source their requirement through these Bazaar organized and at the same time will create a brand for such events in line with Surajkund Mela.

Further Shilp bazars will also be organized at other locations, which will be occasion specific/ theme specific Craft Bazars even if not featuring in the roster if a situation so arises like in case of major National/ international events or other events which are important but not held annually.

The opportunities to organize the Gandhi Shilp Bazar will not be adequate to cater to the marketing needs of the sector therefore the financial assistance for organizing crafts bazaar will also be considered for eligible organizations in order to provide maximum marketing opportunities to the handicrafts artisans and their product.

#### Duration and participation:

- Duration of 7-10 days and shall accommodate 60-100 stalls.

#### Eligibility:

- The eligible organization includes Central and State Handicrafts Corporations, other institutions and organizations under central and state governments, COHANDS/EPCH/CEPC/IICT/MHSC /NCDPD, Apex cooperative Societies and National level Apex Societies

(registered under society act/ trust act, etc.) and National level Apex Societies (registered under society act/ trust act, etc.) Societies and NGOs (registered under society act/ trust act, etc.)

**Financial assistance and funding pattern**

- The financial ceiling for GSB and Craft bazars is based on classification of towns:
  - o Class I (cities with population above 5,000,000): INR 20 Lakh
  - o Class II (cities with population between 5,000,000 and 1,000,000): INR 18 Lakh
  - o Class III (cities with population less than 1000000): INR 16.00 Lakh
- The breakup of the available funds is as follows:

Expense head (for an event of 100 stalls for period of 10 days )	Maximum permissible assistance (INR)		
	class I	class II	class III
Space rental & Infrastructure including services	12,25,000	10,65,000	8,85,000
Publicity	200,000	170,000	1,55,000
TA (@ 2000 per participant) *	200,000	200,000	2,00,000
DA @ Rs. 100/-	1,00,000	1,00,000	1,00,000
Insurance	25,000	25,000	25,000
Service charges	<b>50,000</b>	<b>40,000</b>	<b>35,000</b>
Freight (@ 1000/- per person)	<b>1,00,000</b>	<b>1,00,000</b>	<b>1,00,000</b>

Misc including stationery, telephone, refreshments, videography, documentation charges biometric machine, etc	<b>1,00,000</b>	<b>1,00,000</b>	<b>1,00,000</b>
<b>TOTAL</b>	<b>20,00,000</b>	<b>18,00,000</b>	<b>16,00,000</b>

**\* In case of artisans from North East TA is proposed to be increased to Rs. 3,000/- per artisans.**

- In case of GSB, 100% funds shall be in the form of grant-in-aid and will be sanctioned by the Office of the Development Commissioner (Handicrafts) to the eligible organizations.
- In case of Craft Bazaars
  - o The financial assistance to the extent of 75% of the approved cost (subject to a ceiling specified in table above) will be considered and balance 25% will have to be borne by the eligible organization. The same will apply to Craft Bazaars being organized in North-East.
  - o In case of Craft Bazaars being organized outside NER, 90% of approved cost shall be provided as assistance and 10% shall be contributed by the organization subject to condition of 100% participation of artisans of NER with a provision of relaxation upto 20% in deserving cases by DC (H) only if sufficient number of artisans from the North-East are not available. .
- Bazaars with less than 60 participants or if organized for less than 7 days will not be admissible
- The stalls will be provided free of charge to the artisans and organizations are free to

raise their contribution through gate money/ publicity/food stalls etc.

- The maximum permissible assistance will not exceed Rs 1800/- per participant per day in class-I city, Rs 1600/- per participant per day for class-II city, and Rs 1400/- per participant per day in class-III city.
- In case of craft bazars the permissible assistance will be reduce to 75% of the limit indicated above depending on the class of cities.

**Mode of payment**

- First installment of 50% of the sanctioned amount will be released as advance and balance as reimbursement on submission of audited statement of accounts of expenditure and performance report of the event and its acceptance by the competent authority.

**(i)(a) (2)Exhibitions**

Organizing large events with 100 artisans in a cities requires lot of capacity both financially and logistically on the part of an organization and in the handicrafts sector which is fragmented and rural in nature finding agency with such large reach among the artisans is not so easy. Therefore it is proposed to provide financial assistance for smaller marketing events at local level to provide marketing opportunity to group of artisans from the area. This will enable continuous availability of marketing platform to the artisans/entrepreneurs/ SHGs without the limitation of logistics and increase the penetration of the crafts to all parts of the country.

**Duration and participation:**

- The exhibitions shall be organized for a period

of 7 -10 days with participation from minimum of 10 and maximum of 50 artisans

**Eligibility**

- The eligible organization includes Central and State Handicrafts Corporations, other institutions and organizations under central and state governments, COHANDS, EPCH,CEPC, NCDPD, Apex cooperative Societies and National level Apex Societies (registered under society act/ trust act, etc.) and National level Apex Societies (registered under society act/ trust act, etc.) Societies and NGOs (registered under society act/ trust act, etc.)

**Financial assistance and funding pattern**

- The financial ceiling for exhibitions will be based on classification of towns:
  - o Class I (cities with population above 5,000,000): INR 9 Lakh
  - o Class II (cities with population between 5,000,000 and 1,000,000): INR 8 Lakh
  - o Class III (cities with population less than 1,000,000): INR 7 Lakh
- The breakup of financial assistance is as follows:

Expense head (50 stalls for a period of 7-10 days)	Maximum permissible assistance (INR)		
	class I	class II	class III
Space rental & Infrastructure including services	5,25,000	4,40,000	3,65,000
Publicity	1,30,000	120,000	100,000
TA (@ 2000 per participant) *	1,00,000	1,00,000	1,00,000

## MARKETING SUPPORT & SERVICES

DA @ Rs. 100/-	50,000	50,000	50,000
Insurance	10,000	10,000	10,000
Service charges	<b>25,000</b>	<b>20,000</b>	<b>15,000</b>
Freight (@ 1000/- per person)	<b>50,000</b>	<b>50,000</b>	<b>50,000</b>
Misc including stationery, telephone, refreshments, videography, documentation charges, biometric machine, etc	<b>10,000</b>	<b>10,000</b>	<b>10,000</b>
<b>TOTAL</b>	<b>9,00,000</b>	<b>8,00,000</b>	<b>7,00,000</b>

\* In case of artisans from North East TA is proposed to be increased to Rs. 3,000/- per artisans.

- o The financial assistance to the extent of 75% of the approved cost (subject to a ceiling specified in table above) will be considered and balance 25% will have to be borne by the eligible organization. The same will apply to Exhibitions being organized in North-East.
- o In case of Exhibitions being organized outside NER, 90% of approved cost shall be provided as assistance and 10% shall be contributed by the organization subject to condition of 100% participation of artisans of NER with a provision of relaxation upto 20% in deserving cases by DC (H) only if sufficient number of artisans from the North-East are not available. .
- The stalls will be provided free of charge to the artisans
- Exhibitions with less than 10 participants or

if organized for less than 7 days will not be admissible

- The maximum permissible assistance will not exceed Rs 2300/- per participant per day in class-I city, Rs 2000/- per participant per day for class-II city, and Rs 1700/- per participant per day in class-III city.

### Mode of payment

- First installment of 50% of the sanctioned amount will be released as advance and balance as reimbursement on submission of audited statement of accounts of expenditure and performance report of the event and its acceptance by the competent authority.

### (i)(a) (3) Hiring of built up space in events organized by other organizations

To enable the artisans to display and sell their products in established fair organized by Department of Tourism or State and Central Governments and other organizations ., an enabling provision is made for acquiring stalls in fairs for allotment to the artisans.

### Duration and participation:

- The participation in an event will be for a minimum of 2 days or the duration of the event whichever is higher.
- The number of stalls hired will not exceed 25% of the total stalls erected in the fair subject to maximum of 100 stalls.

### Eligibility:

- Departmental activity

### Financial assistance and funding pattern

- The admissible limits for participation are as follows:

Expense head (for 100 stalls)	Maximum permissible assistance (INR)
Hiring of stalls (@ 2,000 per stall per day)	500,000
Publicity	150,000
TA (@ 2000 per participant) *	2,00,000
DA @ Rs. 100/-	50,000
Freight (@ 1000/- per person)	1,00,000
Misc. including stationery, telephone, refreshments, videography, documentation charges, biometric machine, etc	50,000
<b>TOTAL</b>	<b>10,50,000</b>
* In case of artisans from North East TA is proposed to be increased to Rs. 3,000/- per artisans.	

**Note: In case the space is being hired from Government organizations, actual expenditure may be considered.**

#### Mode of payment:

- 100% advance to be placed with the field office.
- The space rent will be paid by the field office directly to the organizer of the event.

#### (i)(a) (4) National Handicrafts Fair

The event will showcase the best of the Indian handicrafts in quality, design and versatility from across the country. The objective of this new programme is to organize an exclusive fair for handicraft products in India at a grand scale to increase visibility of the products in domestic market. The program will also benefit entrepreneurs who are unable to participate in the International fairs due to the high cost.

#### Duration and participation

- 100-300 including artisans/ exporters/ merchandiser/manufacturer may participate in the event, for a period of 10-15 days.

#### Eligibility:

- The eligible organizations include Central and State Handicrafts Corporations, COHANDS, EPCH, CEPC, NCDPD, TPOs, other institutions and organizations under central and state governments, Apex cooperative Societies and National level Apex Societies (registered under society act/ trust act, etc.) and National level Apex Societies (registered under society act/ trust act, etc.) Societies.

#### Financial assistance and funding pattern

- The funding shall be provided to the extent of INR 1.00 Crore maximum for organizing the event.
- The break-up of financial assistance is as follows:

Expense head (for 100 stalls)	Maximum permissible assistance (INR)
Space rental and Infrastructure including services like water, electricity, etc	50,50,000
Publicity and event management	24,00,000
TA (@ 2000 per participant) *	6,00,000
DA @ Rs. 100/-	4,50,000
Freight (@ 1000/- per person)	3,00,000
Misc including stationery, telephone, refreshments, videography, documentation charges, biometric machine, cultural activities etc	10,00,000
Insurance	2,00,000
<b>Total</b>	<b>1,00,00,000</b>
* In case of artisans from North East TA is proposed to be increased to Rs. 3,000/- per artisans.	

#### Mode of payment:

In case of handicraft fair the first installment of 50% of the sanctioned amount will be released with the sanction and balance as reimbursement on

submission of actual bills and performance report of the event and its acceptance by the competent authority.

#### (i) (b) Craft Awareness Programme

The component aims to support local level awareness programs that target general public and spread awareness about our crafts. Such programs may be taken up at schools or other places where reach to wider audience can be ensured.

#### Duration and participation

- Program duration should be maximum of 3 days

#### Financial assistance and funding pattern

- The funding shall be provided to the extent of INR 2.00 lakh which includes expenditure towards space rent, infrastructure and services (water, electricity etc.), Boarding and Lodging, TA, Freight, Insurance and miscellaneous etc.

#### (i) (c) Demonstration programme

The objective is to provide to organize small scale interaction programs to promote handicrafts with the general public.

#### Duration and participation:

- The event will be organized for maximum of 7 days with participation of artisans as per requirement.

#### Financial assistance and funding pattern:

- The funding for the component may be availed in isolation or in combination with another promotional activity.
- The funding shall be provided to the extent of INR 4.5 lakh which includes expenditure

towards space rent, infrastructure and services (water, electricity etc), Boarding and Lodging, TA, Freight, Insurance and miscellaneous etc

#### (ii) Assistance for organizing/ participation in marketing events abroad

#### (ii)(a) Participation in international fairs and exhibition abroad

With a view to promote exports of handicrafts and carpets the financial assistance will be provided to eligible organizations for participation in international fairs and exhibitions held in India and abroad.

#### Duration and participation:

- Participation will be for the duration of the event.

#### Financial assistance and funding pattern

- The financial capping for the component shall be INR 50 lakhs.
- TA/DA of one officers as per Rules, boarding and lodging, to & fro air fare and air freight of exhibits only for participants as indicated below, space rent, infrastructure, publicity/ directory entry/interpreters and other administrative expenditure for participation in international fairs.
- The admissible components vary for different eligible participants as follows:
  - 1 Shilp Guru/National Awardee/National Merit Certificate Holders – TA/DA, Hotel accommodation, space rent for two times participation during the 12th Plan Period (2012-13 – 2016-17). After two times, only space rent will be provided to the interested participants in this category.



2 One representative from SHGs Federation/ Entrepreneur is allowed to participate for which only space will be provided.

- To monitor the impact assessment of such participations, one officer of office of DC (H) can also be deputed to the program.

### (ii)(b) Folk Craft Festival of India/ Stand Alone Shows/ road shows

The folk craft festival of India/road shows / catalogue shows/thematic exhibitions/stand alone shows/ special events/ programmes shall be organized in India and abroad to create promote the products and create a brand image for Indian handicrafts in international markets.

#### Duration and participation:

- Maximum of 20 participants for the duration of the event.
- The participants include artisans, SHG, entrepreneurs and exporters.

#### Financial assistance and funding pattern

- The funding shall be on actual subject to a maximum of INR 60 lakhs per event
- The funding will be in the form of 100% grant-in-aid from O/o DC(H)
- The eligible agency shall receive assistance towards Space rent & infrastructure for participants, Publicity Airfare for artisans, TA of coordinating officer, TA/DA and expenditure on boarding and lodging, freight, Local conveyance, Misc including expenditure for buyer seller meet
- The financial assistance in respect of Shilp Gurus/National Awardees/NMC Holders/SHG

Federations/Entrepreneurs/Exporters shall be as in component 1.2.1.

- In case of SHG Federations/ exporter/ entrepreneurs only space rent will be provided.
- To monitor the impact assessment of such participations, one officer of office of DC (H) can also be deputed to the program.

### (ii) (c) Market studies abroad

The market is a dynamic in nature and changes frequently in terms of potentiality, taste, fashion and consumer preference. In order to remain competitive, it is necessary to gather above marketing intelligence through market surveys/ studies regularly. This helps in capturing business in virgin & emerging markets besides strengthening our hold in the existing markets through better knowledge of market demand trends and product preferences besides knowledge about techniques, processes and materials/other inputs being used by the competing countries.

#### Funding pattern

- The financial assistance is considered for TA/ DA (upto 5 persons), their boarding/ lodging, local conveyance, desk research/ collection of sample in India & abroad, procurement of product catalogue, tools and implements, technology, documentation/ report writing, Misc etc
- The assistance will be in the form of 100% grant-in-aid from O/o DC(H) subject to a ceiling of INR 20 lakh per study

### (ii) (d) International craft exposure programme

This component has three sub-components, with details as follows:



- Long and short term trainings cum exposure programs of Artisans/Mastercraftspersons/designers/ technologists abroad on subject of designs, product innovations, techniques, technology, processing, finishing etc.
- Financial assistance for Craftpersons/designers/technologist from abroad to visit India & Vice-a-Versa for (a) studying designs and products and for creating awareness on design and product requirements of international market, and (b) for dissemination of information on latest production techniques, tools, equipments and technology being adopted by different countries

#### Duration and participation:

Maximum of 10 participants for a period up to maximum of 1 month

#### Funding pattern & mode of payment

- Financial assistance will be permissible towards airfare in economy class, DA as per Rules, local hospitality, boarding and lodging, local conveyance, space rent, related infrastructure and services, institutional/consultant fee, development of prototype, documentation charges, TA and wage compensation for trainees in India, raw material compensation and Misc, etc as per need on actual basis.
- The eligible agencies shall receive 100% grant-in-aid from O/o DC(H) subject to a maximum of 30 Lakhs

#### (ii) (e) Cultural Exchange Programme

Under this activity, of master craftpersons will be deputed under a Cultural Exchange Programme for live demonstrations of the craft he/she practices. The participation in Cultural Exchange Programme is arranged as per agreed terms

& conditions between Govt. of India and other countries. In addition, participation of master craftpersons are also arranged for programmes being organized by Indian Embassies or in any festival of significance abroad to promote Indian handicrafts. Master Crafts persons, Shilp Gurus and National Awardees etc. To monitor the impact assessment of such participations, one Officer of the Office of DC (Handicrafts) can also be deputed to the programme.

#### Financial assistance and funding pattern:

- The funding shall be on actual basis
- The funds will be released as per the actual expenditure plus 15% service charge in case of non-departmental activity or through Indian Missions abroad.

#### (ii)(f) Compliance, social and other welfare measures

This sub component covers assistance for

- Compilation of product specific common compliance code for use in International market and assist them in attaining standardized certification
- To create awareness about compliance among exporters/artisans/Manufacturers and assist them to meet the compliance request
- Legal fees for contesting cases and to take safeguards against issues like countervailing duties, which will also include hiring of lobbyist, journey of officials of Export Promotion Councils.
- Any initiatives including labeling initiative to counter problems arising out of national and international laws and regulations and standard in the areas of environmental and

social factors in exports including hiring of experts and consultants

- Any other measures including welfare measures as well as deputing delegations of members and officers to resolve labour related or other social problems being faced in export of Handicrafts.

### Financial assistance and funding pattern

- Maximum provision of Rs. 1.00 cr per organization/per activity.
- Assistance is based on actual need and requirement and is considered on merit of the proposal.
- Grant-in-Aid will be 100% in case of Export Promotion Councils. In case of individuals, the expenditure will be shared between GOI and individuals in the ratio of 70:30.

### (iii)(a) Buyer seller meet in India

The objective of this event is to provide linkages to local artisans to showcase their products to the major buyers of India ensuring integrated and inclusive development of the Indian handicrafts.

### Duration and participation:

- The meet will be organized for up to 3 days with participation upto 50 buyers and 50 artisans

### Eligibility:

- Central and State Handicrafts Corporations, COHANDS, EPCH, CEPC, NCDPD, TPOs, other institutions and organizations under central and state governments, and Apex cooperative Societies
- NGOs (registered under society act/ trust act, etc.) and federation of SHG's

### Financial assistance and funding pattern

- Financial assistance to the tune of INR 15 Lakh will be permissible towards buyer seller meet. The financial break-up is as follows:
- The financial assistance to the extent of 80% of the approved cost (subject to a ceiling specified in table above) will be contributed by O/o DC(H) and balance 20% will borne by the eligible organization.
- In case of NER, 90% of approved cost shall

Expense head (for 3 days with participation from 50 buyers and 50 artisans)	Cost (INR)
Space rental and Infrastructure including services like water, electricity, etc.	2,50,000
TA @ 10,000 per buyer (subject to actual)	5,00,000
Stay for buyers (@ 3000 per day per buyer)	4,50,000
TA for artisan (@ 1500 per artisan )	75,000
Freight for artisan (@ 500 per artisan )	25,000
Publicity	1,20,000
Insurance	20,000
Misc	60,000
<b>TOTAL</b>	<b>15,00,000</b>

be provided as assistance and 10% shall be contributed by the organization.

- In case of Departmental Activity, 100% funding by Government.

### Mode of payment

- The first installment of 50% of the sanctioned amount will be released as advance and the balance as reimbursement on submission of bills and the event report containing the pictures of the event.

**(iii)(b) Buyers sellers meet abroad and reverse buyer seller meet in India**

Since small exporting units cannot afford to participate in International Fairs organized in India & abroad on their own, it is proposed to fund the umbrella organizations mentioned in the eligibility clause for organizing International Handicrafts Trade Fair/buyers sellers-meets in India and abroad. To monitor the impact assessment of such participations, one Officer of the Office of DC (Handicrafts) can also be deputed to the programme.

**Duration of event:**

- The meet will be organized for up to 3-5 days

**Financial Assistance and funding pattern**

- The funding shall on actual subject to a maximum INR 50.00 Lakh
- The financial assistance will be permissible towards space rent, interiors, TA, Publicity, Boarding and Lodging, Documentation and miscellaneous.
- The financial assistance to the extent of 100% of the approved cost (subject to a ceiling specified above) will be considered.

**(iv) Marketing workshops**

Marketing workshops will be organized at National/State/Local level departmentally to discuss various problems faced in handicrafts sector with artisans and experts in relevant fields like designer, technologist, exporters, buyers and financial institution etc.

**Duration and participation:**

- The workshops will be held for a minimum of 2 days.

**Eligibility:**

- Departmental Activity

**Financial assistance and funding pattern:**

- The financial parameters for such workshop will be as under:

Event Minimum Number. of participants maximum permissible assistance (INR)

Event	Minimum Number of participants	maximum permissible assistance (INR)
National level marketing Workshop	200	20,00,000
Regional Level Workshop	100	8,00,000
State level marketing workshop	80	5,00,000
Local level marketing workshop	40	2,00,000

**(v) Workshops/ seminars/ symposiums/ programmes organized abroad**

This component with the following objectives:

- Awareness creation among foreign designers/ technologists, buyers, media persons, opinion makers as well as general public
- Interaction with Govt. officials, trade representatives and buyers for topics like improvements in the products, policies and designs

**Financial assistance and funding pattern**

- The financial assistance will be permissible for resource person fee, to and fro Air-fare/ DA for one coordinator, Venue charges, Local conveyance TA/DA for local resource person , publicity, invitation, sound system,

refreshment, lunch, to and fro freighting and packing/unpacking of goods, tools, insurance, etc.

- The financial assistance will be on actual basis subject to max of INR 50 lakhs.

### (vi) Rental for warehousing

This component aims are providing financial support for renting warehouses abroad.

#### Financial assistance and funding pattern

- 80% of the rental cost towards hiring of warehouses abroad to store handicraft products shall be reimbursed subject to the maximum of Rs.25.00 lakh per unit.

### (vii) Publicity and Brand Promotion

#### (vii)(a) Publicity via print and electronic media

Publicity and Brand promotion shall help highlight Indian handicraft products as quality products and thus boost sales in India and abroad.

Further brand promotion shall also be targeted through the same component. Under this programme comprehensive designing of large scale media campaign will be carried out to promote the brand. The campaign shall involve both digital (television, online and audio) and physical (press, billboard, in-store and street) advertising. It shall be floated across various locations within and outside India; Advertising of the brand at international and national fairs and events shall be carried out adopting a brand centric approach and build on the same to increase sales of handicrafts by increasing brand recall.

Financial assistance will be considered to the eligible organizations for publicity for the following activities:

- Large scale campaign to promote Handicrafts and the brand in lines of 'Incredible India'
- production of video films on various theme
- general advertisement and publicity in print and electronic media
- Special supplements in print and electronic media in connection with events like National Award etc.
- bringing out posters/hoardings/ other advertisement panels on handicrafts
- official newsletters/ directory/souvenirs/ calendars for publicity
- printing of hand book of scheme/procedures of the Office of DC (Handicrafts)
- Printing of yearly reports required under GFR to be placed before the Ministry/ Parliament etc.
- purchase of books/ periodicals/ journals for the departmental library
- Subscription for news papers/Magazines etc.
- hoarding at strategic locations in the cities
- blow-ups banners
- bus back panels
- kiosks/Railway/State transport advt panels and other such methods
- publicity through IT related medium like dedicated web sites
- catalogues shows on the internet and fashion show
- publicity banners on the home pages of web sites
- making of CD-ROMs for various marketing events and launching of the same on Internet for enlightening/ awareness of the customers about the venue, name of artisans and their artifacts for direct sales
- printing of books/manuals/crafts directories/

### languishing crafts

- audio visual publicity by screening of films on handicrafts at places like airport lounges, Doordarshan/other private channels and screening of these films in various departmental Crafts Bazaars/ Melas like Dilli Haat, Surajkund etc.
- printing of publicity and propaganda material for incoming/ outgoing exhibitions to be mounted as per Cultural Exchange Programmes and other events on recommendation of Indian Embassies
- printing/publication of brochures/catalogues/ folders/ state maps on handicrafts as part of the marketing mix and to supplement the marketing efforts of Central/State Corporations and Apex Bodies as per the prescribed guidelines
- creating a brand image through hiring brand ambassadors
- Organising cultural events through hiring off/ tie-up with reputed designers and organizing shows for the products
- Design of Logo to represent 'Handicraft brand'
- Any other activity considered relevant for the purpose.

### Financial assistance and funding pattern

- The financial assistance of maximum INR 2.00 crore per activity shall be provided under this component will be 100% Grant-in-Aid for eligible organization. In case that the office of DC (H) undertake the activity departmentally there will be no limit on the expenditure.

### (vii) (b) Web Marketing

The objective of the sub-component is to support advertisements and other publicity activities on the web media and also creation of e-marketing platform.

### Financial assistance and funding pattern:

- The funding for the component may be availed in isolation or in combination with another promotional activity.

### Notes on Marketing Support

- The maximum admissible financial assistance has been provided under each scheme component. However, the sanction shall be based on the duration and participants indicated in the proposal submitted. Accordingly the budget will be reduced on pro-rata basis if the event is held for lesser number of days or if there is lesser participation.
- All the participating artisans will be paid TA on actual with limit of INR 2,000 per artisan or fare of sleeper class whichever is less subject to attendance in a maximum of two events in a year. No TA will be paid to artisans residing within the same municipality limit in which the venue lies.
- Freight of INR 1000/- per person shall be paid to all participants irrespective of distance covered and goods transported.
- Where-ever special provision is made for Northeastern region (NER), it shall include hosting event in other part of the country with 100% participation of artisans of NER with a provision of relaxation upto 20% in deserving cases by DC (H) only if sufficient number of artisans from the North-East are not available.
- The word 'Artisans' will also include carpet weavers.

## PROFORMA FOR SUBMISSION OF PROPOSALS FOR GANDHI SHILP BAZAAR

### Organizations profile:-

1	Name of the Organization with complete postal address, Mob/telephone no., email.	
2	Registration number, date of registration, validity of registration, act under which registered.	
3	Name & designation of Chief functionary with Tel No. /Mobile No.	
4	Name of other Key functionaries & their Contact No. & address	
5	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
6	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
7	Brief Note on the activities undertaken	
8	Area of operation	
9	Experience in organizing such bazaar.	
<b>Scheme/Project Profile</b>		
10	Venue	
11	Period with date	
12	No. of Participating Craft-persons	
13	Amount of Financial assistance required for:- a. Venue charges b. Cost of infrastructure including electricity & water c. Publicity d. TA to participants e. Freight charges of goods f. Service charges g. Insurance h. Misc. including stationery, telephone, refreshment, Videography /Documentation charges, Inauguration expenses i. Total	
<b>Documents to be attached Page No. at which attached</b>		
13	Copy of valid registration certificate under proper statute. [ Self attested]	
14	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	



MARKETING SUPPORT & SERVICES

15	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested]	
16	Copy of Annual report of last one year.[ Self attested]	
17	Copy of the minutes of last AGM.[ Self attested]	
18	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
19	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
20	Name and address of Bank where organization has its account and Account Number.	
21	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
22	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
23	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
24	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

Date \_\_\_\_\_ Signature \_\_\_\_\_  
Name of Authorized signatory \_\_\_\_\_  
Designation (with Rubber stamp \_\_\_\_\_)

**Recommendation of the Office of DC(HC) Regional Director/ Asstt. Director of the Concerned M&HSC/CWTC with full justification alongwith the points scored in grading.**

Date: \_\_\_\_\_ Signature with rubber stamp \_\_\_\_\_  
Name, Designation and address \_\_\_\_\_



## PROFORMA FOR SUBMISSION OF PROPOSALS FOR CRAFT BAZAAR

### Organizations profile:-

1	Name of the Organization with complete postal address, Mob/telephone no., email.	
2	Registration number, date of registration, validity of registration, act under which registered.	
3	Name & designation of Chief functionary with Tel No./Mobile No.	
4	Name of other Key functionaries & their contact No. & address	
5	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
6	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
7	Brief Note on the activities undertaken	
8	If organization has organized any exhibition in the past.	
9	Experience in organizing such bazaar.	
<b>Scheme/Project Profile</b>		
10	Venue	
11	Period with date	
12	No. of Participating Craft-persons	
13	Amount of Financial assistance required for:- a. Venue charges b. Cost of infrastructure including electricity & water c. Publicity d. TA to participants e. Freight charges of goods f. Service charges g. Insurance h. Misc. including stationery, telephone, refreshment, Videography /Documentation charges, Inauguration expenses i. Total	
14	Source of 25% funds to be arranged by implementing agency	
<b>Documents to be attached Page No. at which attached</b>		
15	Copy of valid registration certificate under proper statute. [ Self attested]	
16	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	

MARKETING SUPPORT & SERVICES

17	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested	
18	Copy of Annual report of last one year.[ Self attested	
19	Copy of the minutes of last AGM.[ Self attested	
20	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
21	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
22	Name and address of Bank where organization has its account and Account Number.	
23	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
24	Details of grants received from other central/state govt. depts. Or agencies during last 3 years and its status of utilization.	
25	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
26	List of Participants with their Name ,Address, I card No. and Adhar card No.	
27	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

Date \_\_\_\_\_ Signature \_\_\_\_\_  
Name of Authorized signatory \_\_\_\_\_  
Designation (with Rubber stamp) \_\_\_\_\_

**Recommendation of the Office of DC(HC) Regional Director/ Asstt. Director of the Concerned M&HSC/CWTC with full justification alongwith the points scored in grading.**

Date: \_\_\_\_\_ Signature with rubber stamp \_\_\_\_\_  
Name, Designation and address \_\_\_\_\_

## PROFORMA FOR SUBMISSION OF PROPOSAL FOR HOLDING EXHIBITION

### Organization profile:-

1	Name of the Organization with complete postal address, Mob/telephone no., email.	
2	Registration number, date of registration, validity of registration, act under which registered.	
3	Name & designation of Chief functionary with Tel No./Mobile No	
4	Name of other Key functionaries & their Contact No. & address	
5	If the organization is engaged in development ,promotion and Marketing of Handicrafts and if it has been reflected in MOA	
6	Brief Note on the activities undertaken	
7	Area of operation	
8	Experience in organizing exhibition	
<b>Scheme/Project Profile</b>		
9	Venue	
10	Period with date	
11	No. of Participating Craft-persons a. For Sales b. For demonstration	
12	Crafts to be projected	
13	Amount of stock to be carried.	
14	Expected sales.	
15	Amount of Financial assistance required for:- j. Venue charges k. Cost of infrastructure including electricity & water l. Publicity m. TA to participants n. Freight charges of goods o. Service charges p. Insurance q. Misc. including stationery, telephone, refreshment, Videography /Documentation charges, Inauguration expenses Total	
<b>Documents to be attached</b>		
16	Copy of valid registration certificate under proper statute.[ Self attested]	

**MARKETING SUPPORT & SERVICES**

17	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested	
18	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested	
19	Copy of Annual report of last one year. [ Self attested	
20	Copy of the minutes of last AGM.[ Self attested	
21	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
22	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
23	Name and address of Bank where organization has its account and Account Number.	
24	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
25	Details of grants received from other central/state govt. depts. Or agencies during last 3 years and its status of utilization.	
26	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

Full Name & Signature of Authorized Signatory with Seal of the organization

**Recommendation of the Office of DC(HC) Regional Director/ Asstt. Director of the Concerned M&HSC/CWTC with full justification along with the points scored in grading.**

Date:

Signature with rubber stamp  
Name, Designation and address

## PROFORMA FOR SUBMISSION OF PROPOSAL FOR CRAFT AWARENESS PROGRAMME

### Organization profile:-

1.	Name of the organization, complete postal address with PIN, Mobile /telephone no., e-mail.	
2.	Registration number, date of registration, validity of registration. ,Act under which registered	
3	Name & designation of Chief functionary with Tel No. /Mobile No	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts.	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
6	Brief Note on the activities undertaken	
7.	Experience in organizing such program.	
8	Experience in undertaking developmental interventions in the Handicraft sectors	
Project/Scheme Detail:-		
9	Purpose/Objective of the program.	
10	Name of the crafts and venue of the program proposed to be organized	
11	Estimated total number of participants.	
12.	Bio-Data of master craft persons /expert, etc. proposed to be invited for live demonstration of production process, tools and equipments used.	
13.	Period of the workshop/ program and Date of commencement.	:
14	Financial implication proposed (Head wise breakup of each activity may be mentioned.) 1. TA and wage compensation / stipend for participants. 2. Honorarium for master craft persons/ experts/faculty etc. 3. Transport charges for visiting experts/ faculty etc. 4. Raw material cost 5. Freight charges 6. Misc. expenditure including videography and documentation.	

MARKETING SUPPORT & SERVICES

15.	Expected outcome.	
	List of documents to be attached :-	Page No. at which attached
16	Copy of valid registration certificate under proper statute.[ Self attested]	
17.	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	
18.	Copy of audited balance sheet(by Chartered accountant) for the last three years {Self attested}	
19	Copy of Annual report of last one year{Self attested}	
20	Copy of minutes of the last AGM{Self attested}	
21	Copy of the current Office bearers of the Organization with their Full name Complete Postal address, Ph, /Mob No. and E-mail.	
22	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
23	Name and address of Bank where organization has its account and Account Number. along with photocopy of the bank pass book of last one year	
24	Details of grants received from office of DC(H) scheme wise during last three years and its utilization status	
25	Details of grants received from other central/state department /organization, during last three years indicating purpose of grant and its utilization status	
26	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
27	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

**Certificate :**

1. Certificate that no financial assistance has been received from any other source for the same purpose.
2. Certified that the provision of the scheme has been fully understood and we take the responsibility for successful completion of the project within the same financial year.
3. Certified that all infrastructures are available with the organization to conduct the programmes as per scheme.
4. Certified that there is no duplication of efforts takes place with existing schemes of the Ministries.

Signature of the authorized person with Rubber Seal

Name

Designation

Date :

Recommendation of the Office of DC(HC) Regional Director/ Asstt. Director of the Concerned HM&SEC/ CWTC with full justification includes cost component of the proposal along with grading Score.

Signature with Rubber Stamp

Name, Designation and address

Date :



## PROFORMA FOR SUBMISSION OF PROPOSALS FOR HIRING OF STALLS IN EVENTS OF OTHER ORGANIZATION

### Organizations profile:-

1	Name of the Organization with complete postal address, Mob/telephone no., email.	
2	Registration number, date of registration, validity of registration, act under which registered.	
3	Name & designation of Chief functionary with Tel No./Mobile No.	
4	Name of other Key functionaries & their contact No. & address	
5	If the organization is engaged in development ,promotion and Marketing of Handicrafts	
6	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
7	Brief Note on the activities undertaken	
8	Area of operation	
9	Experience in organizing such events.	
<b>Scheme/Project Profile</b>		
10	Name of fair /exhibition proposed for participation	
11	Period with date	
12	History of fair /event and footfalls/business generated.	
13	How this event will help in marketing of Handicrafts and expected outcome.	
14	No. of Participating Craft-persons /stalls	
15	Amount of Financial assistance required for:- a. Stall charges b. Publicity c. TA to participants d. Freight charges of goods e. Misc. including stationery, telephone, refreshment, Videography /Documentation charges, Inauguration expenses f. Total	
<b>Documents to be attached</b>		<b>Page No. at which attached</b>
16	Copy of valid registration certificate under proper statute.[ Self attested]	
17	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	

MARKETING SUPPORT & SERVICES

18	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested]	
19	Copy of Annual report of last one year. [ Self attested]	
20	Copy of the minutes of last AGM. [ Self attested]	
21	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
22	Copy of resolution for seeking financial assistance under a particular scheme from office of DC (Handicrafts).	
23	Name and address of Bank where organization has its account and Account Number.	
24	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
25	Details of grants received from other central/state govt. depts. Or agencies during last 3 years and its status of utilization.	
26	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
27	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

Signature  
Name of Authorized signatory  
Date:-Designation(with Rubber stamp)

Recommendation of the Office of DC(HC) Regional Director/Asstt. Director of the Concerned M&HSC/ CWTC with full justification along with the points scored in grading.

Date: Signature with rubber stamp  
Name, Designation and address

**PROFORMA FOR PARTICIPATION ABROAD IN INTERNATIONAL EVENTS/ BUYER SELLER MEETS ABROAD BY EXPORT PROMOTION COUNCILS, CENTRAL/STATE HANDICRAFT CORPORATIONS AND TRADE PROMOTION ORGANISATIONS PROMOTING EXPORT OF HANDICRAFTS.**

**Organization profile:-**

	Name of the Organization with complete postal address, Mob/telephone no., email.	
	Registration number, date of registration, validity of registration, act under which registered.	
	Whether registered with EPCH/CEPC,	
	if yes Registration number.	
	I. E. Code number	
	Whether organization is involved in Exports. a. If yes, give exports turn over of last 3 years. b. Name of countries to whom exported and country wise exports. c. Handicrafts items wise export in last 3 years	
<b>Scheme/Project Profile</b>		
	Name of event/fair proposed for participation and duration	
	Name of organizer of above event with complete address and details	
	A brief history of the event/fair with details of footfalls, and business transacted.	
	No. of countries participating and detail of products displayed/sold .	
	Result of our participation in the event in the past if any.	
	Items proposed to be taken for display/ exports	
	Expected sales/orders	
<b>Financial implication:-</b>		
	Space required in sq.ft or sq. meters	
	Rent per sq.ft /meters	
	Total rent.	
	Other Administrative Expenses	
	Cost of interior decoration and display	

MARKETING SUPPORT & SERVICES

Facilities being provided by organizer a. Publicity b. Display Aids c. Others	
Directory entry charges	
Publicity	
TA/DA for one officer	
Boarding and lodging charges	
To and fro air fare	
Total	
Documents to be attached	
Detail profile of the fair/exhibition	
View of the Indian embassy	
Copy of valid registration certificate under proper statute.[ Self attested]	
Copy of Memorandum of Association & bye- laws certified by appropriate authority. [ Self attested ]	
Copy of audited balance sheet ( by chartered accountant ) for last 3 years. [ Self attested ]	
Copy of Annual report of last one year. [ Self Attested ]	
Copy of resolution for seeking financial assistance under a particular scheme from Office of DC(Handicrafts).	
Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
Details of grants received from other central/state govt. depts. Or agencies during last 3 years and its status of utilization.	
A copy of report about last participation if any	

(Signature of authorized officer)

PROFORMA FOR PARTICIPATION FOLK CRAFT FESTIVAL OF INDIA / STAND ALONE SHOWS /ROAD SHOWS/ CATALOGUE SHOWS ABROAD

Organization profile:-

1	Name of the Organization with complete postal address, Mob/telephone no., email.	
2	Registration number, date of registration , validity of registration ,act under which registered.	
3	Whether registered with EPCH/CEPC, if yes Registration number	
4	I. E. Code number	
5	Whether organization is involved in Exports. a. If yes, give exports turn over of last 3 years. b. Name of countries to whom exported and country wise exports. c. Handicrafts items wise export in last 3 years	
Scheme/Project Details		
6	Name of event/fair proposed for participation and duration	
7	Name of organizer of above event with complete address and details	
9	A brief history of the event/fair with details of footfalls, and business transacted.	
10	No. of countries participating and detail of products displayed/sold .	
11	Result of our participation in the event in the past if any	
12	Items proposed to be taken for display/ exports	
13	Area /stalls booked(in sq.m) with facilities if any	
14	Why this participation is necessary/ view of Indian embassy	
15	No. of participants/Expected sales/orders	
16	No. of National Awardees/ Shilp Guru for demonstration	
Financial implication:-		
17	Space required in sq.ft or sq. meters	
18	Rent per sq,ft /meters	
19	Total rent.	
20	Other Administrative Expenses	
21	Cost of interior decoration and display	
22	Facilities being provided by organizer a.Publicity b.Display Aids c. Others	

**MARKETING SUPPORT & SERVICES**

23	Directory entry charges	
24	Publicity	
25	TA/DA for one officer and NA/SG	
26	Boarding and lodging charges for above	
27	To and fro air fare for above	
28	Total	
Documents to be attached Page No. at which attached		
29	Detail profile of the fair/exh.	
30	View of the Indian embassy	
31	Copy of valid registration certificate proper stature.(self attested )	
32	Copy of audited balance sheet( by chartered accounted) for last 3 years {self attested)	
33	Copy of Annual report of last one year (self attested)	
34	Copy of minutes of last AGM(self attested)	
35	Copy of resolution for seeking assistance under a particular office of DC(Handicrafts)	
36	List of current office bearers of the organization with their full name, complete postal address with PIN, Phone/Mob. no.&E-mail.	
37	Name and address of Bank where organization has its account and Account Number.	
38	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
39	Details of grants received from other central/state govt. depts. Or agencies during last 3 years and its status of utilization.	
40	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
41	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered anywhere in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

(Signature of authorized officer)

PROFORMA FOR SUBMISSION OF PROPOSALS UNDER MARKET STUDIES ABROAD.

Organization profile:-

1	Name of the Organization with complete postal address, Mob/telephone no., email.	
2	Registration number, date of registration, validity of registration, act under which registered.	
3	Whether registered with EPCH/CEPC, if yes Registration number.	
4	I. E. Code number	
5	Whether organization is involved in promotion of Exports. a. If yes, give exports turn over of last 3 years. b. Name of countries to whom exported and country wise exports. c. Handicrafts export, items wise in last 3 yrs d. Action taken report if any and the benefits derived there from.	
6	If the Organization has been associated in conducting foreign market studies. If yes details their of	
7	Details of studies taken up for craft sector and how these studies have helped in achieving the objectives	
Scheme/Project Profile		
8	Title of studies	
9	Need and Purpose of study with detailed justification	
10	Countries proposed to be visited	
11	If any view/opinion of Indian Embassy in above countries have been taken. If yes, what are their comments.	
12	If the Persons /agencies/ importers associations /chamber of commerce / Govt. departments/ retail/bulk chain stores/ opinion makers to be contacted during visits have been identified.	



13	If the assistance of Indian Embassy is being availed in fixing appointment for business discussion with Govt./other agencies.	
14	Expected outcome from the study	
15	Status of our current exports with these countries, item wise and their imports in India	
16	Any other relevant details which needs to highlighted.	
Financial implication:-		
17	Composition of study team(Maximum 5 Persons)	
18	Duration of visit to each country	
19	Return Air fare –Economy class	
20	Boarding and lodging charges as per entitlements.	
21	DA for the team members as per rules.	
22	Local transportation charges	
23	Cost of desk research in India	
24	Cost of samples/ product catalogue etc to be taken by the team .	
25	Cost of procurement of catalogues/ samples/tools and implements /technology from the countries visited.	
26	Documentation and report writing exp	
27	Misc. Exp.	
28	Total	
Documents to be attached		
29		
	Brief note on business prospects with countries proposed to be visited	
30	Current status of our Exports to these countries with emphasis on Handicrafts	
31	Bio-data of team members with their specialization.	
32	Copy of valid registration certificate under proper statute.[ Self attested]	
33	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	

34	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested]	
35	Copy of Annual report of last one year. [ Self attested]	
36	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
37	Name and address of Bank where organization has its account and Account Number.	
38	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
39	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
40	The copy of last market study report, conducted by the Organization	

Full Name & Signature of Authorized Signatory with Seal of the organization

## PROFORMA FOR SUBMISSION OF PROPOSALS FOR CRAFT EXPOSURE / EXCHANGE PROGRAM

### Organization profile:-

1	Name of the Organization with complete postal address, Mob/telephone no., email	
2	Registration number, date of registration, validity of registration ,act under which registered.	
3	Whether registered with EPCH/CEPC if yes Registration number	
4	I. E. Code number	
5	Whether organization is involved in promotion of Exports. a. If yes, give exports turn over of last 3 years. b. Name of countries to whom exported and country wise exports. c. Handicrafts items wise export in last 3 years d. Action taken report if any and the benefits derived there from.	
6	If the Organization has any collaboration / MOU with the foreign organization for such exchange/ visits/ trainings in craft activities .If so the details there of.	
7	Brief note on exchange program organized if any, in the past, indicating benefits.	
Scheme/Project Profile		
8	Purpose of exchange program.	
9	The Venue of program and countries proposed to be covered	
10	No. of participants and their background	
11	The details of arrangements made and the details of partner organizations and its role.	
12	Training module, duration (technology/ process/design innovations to be covered.)	

MARKETING SUPPORT & SERVICES

13	Name of Technologist, designers etc identified to visit India with his /her experience and specialization.	
14	Duration of visit and area/craft to be covered.	
15	Nature of information (on production techniques/tools/equipments/technology/process and design etc.)to be shared by the specialist with Indian artisans/entrepreneurs.	
Financial implication:-		
16	No. of Participants (Max.-10)	
17	Duration (Max.-1Month)	
18	Air fare (To & Fro in economy class)	
19	Boarding & Lodging charges as per entitlements.	
20	DA for the team members as per rules	
21	Local transportation charges	
22	Institutional charges/fee	
23	Space rent /Infrastructural Services	
24	Cost of development of prototype	
25	Documentation charges	
26	Wage compensation for trainees in India	
27	Raw material compensation in India	
28	Misc.	
29	Total	
Documents to be attached		
30	Bio-data of team members(visiting abroad) with their specialization.	
31	Bio-data of visiting team members with their specialization.	
32	Copy of valid registration certificate under proper statute.[ Self attested]	
33	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]	
34	Copy of audited balance sheet (by chartered accountant) for last 3 years. [ Self attested]	
35	Copy of Annual report of last one year. [ Self attested]	

MARKETING SUPPORT & SERVICES

36	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
37	Name and address of Bank where organization has its account and Account Number.	
38	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
39	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	

Full Name & Signature of Authorized Signatory with Seal of the organization

PROFORMA FOR PARTICIPATION IN BUYER SELLER MEETS IN INDIA TO BE ORGANIZED BY EXPORT PROMOTION COUNCILS, CENTRAL/STATE HANDICRAFT CORPORATIONS AND TRADE PROMOTION ORGANISATIONS PROMOTING EXPORT OF HANDICRAFTS.

Organization profile:-

1	Name of the Organization with complete postal address, Mob/telephone no., e-mail.	
2	Registration number, date of registration , validity of registration ,act under which registered.	
3	Name of Nodal officer with address and contact no.	
4	Experience in organizing such events	
5	Whether organization is involved in Exports./Marketing of Handicrafts. a. If yes, give turn over of last 3 years.	
Scheme/Project Profile		
6	Name of event proposed to be organized	
7	Duration and Venue.	
8	No. of participants and their crafts	
9	No. of buyers to be invited with their details	
10	A brief history of the event if organized in the past with details of footfalls, and business transacted.	
11	Expected sales/orders	
Financial implication:-		
12	Venue cost(Rental, infrastructure, water, electricity and other services	
13	TA per buyers ( @ rupee 10,000/- subject to actual )	
14	TA per Artisan ( @ rupee 1500/- subject to actual )	
15	Freight charges for artisans @ 500/- Per artisans	
16	Publicity	
17	Insurance	

18	Misc.	
19	Total	
Documents to be attached		
20	Layout plan of the event with details of stalls and other facilities being created.	
21	Copy of valid registration certificate under proper statute.[ Self attested]	
22	Copy of Memorandum of Association & bye- laws certified by appropriate authority. [ Self attested}	
23	Copy of audited balance sheet (by chartered accountant ) for last 3 years. [ Self attested]	
24	Copy of Annual report of last one year. [ Self Attested]	
25	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
26	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
27	Details of grants received from other Central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
28	A copy of report about last participation if any	

(Signature of authorized officer)



**PROFORMA FOR PARTICIPATION IN BUYER SELLER MEETS ABROAD TO BE ORGANIZED BY EXPORT PROMOTION COUNCILS, CENTRAL/STATE HANDICRAFT CORPORATIONS AND TRADE PROMOTION ORGANISATIONS PROMOTING EXPORT OF HANDICRAFTS.**

**Organization profile:-**

1	Name of the Organization with complete postal address, Mob/telephone no., e-mail.	
2	Registration number, date of registration, validity of registration, act under which registered.	
3	Name of Nodal officer with address and contact no.	
4	Experience in organizing such events	
5	Whether organization is involved in Exports of Handicrafts. If yes, give export of handicrafts during last 3 years, product wise /country wise	
<b>Scheme/Project Profile</b>		
6	Name of event proposed to be organized	
7	Duration and Venue.	
8	No. of participants and their crafts	
9	No. of buyers/importers to be invited with their details	
10	A brief history of the event if organized in the past with details of footfalls, and business transacted or views of the Indian Embassy.	
11	Details of collaborating agency if any	
12	Expected sales/orders	
<b>Financial implication:-</b>		
13	Venue cost	
14	TA/DA of coordinating officers (as per MEA guidelines )	
15	Boarding / Lodging of coordinating officers.	
16	Interior/ display arrangements	
17	Publicity	

18	Documentation	
19	Misc.	
20	Total	
Documents to be attached:-		
21	Layout plan of the event with details of stalls and other facilities being created/ provided.	
22	Copy of valid registration certificate under proper statute.[ Self attested]	
23	Copy of Memorandum of Association & bye- Laws certified by appropriate authority. {attested}	
24	Copy of audited balance sheet ( by chartered Accountant) for last 3 years. [ Self attested]	
25	Copy of Annual report of last one year. [ Self attested]	
26	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
27	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
28	Details of grants received from other Central/state govt. deptt. Or agencies during Last 3 years and its status of utilization.	
29	Copy of the letter of Indian Embassy offering views	
29	A copy of report about last participation if any	

(Signature of authorized officer)

## PROFORMA FOR SUBMISSION OF PROPOSALS FOR ORGANIZING SEMINARS/ WORKSHOPS/SYMPOSIUM ABROAD

### Organization profile:-

1	Name of the Organization with complete postal address, Mob/telephone no., email.	
2	Registration number, date of registration, validity of registration, act under which registered.	
3	Whether registered with EPCH/CEPC, if yes Registration number.	
4	I. E. Code number	
5	Whether organization is involved in Exports. a. If yes, give exports turn over of last 3 years. b. Name of countries to whom exported and country wise exports. c. Handicrafts items wise export in last 3 years	
6	Experience of organizing such programs in foreign countries.	
Scheme/Project Profile		
7	Name of event proposed ,venue and duration.	
8	Name of Partner organization, if any with complete address and details	
9	Purpose of organizing the program with full justification	
10	No. of participants and their background	
11	Details of invitees /consultants/ technologists/designers/opinion makers/ buyers /media /others	
12	No. of speakers with their bio-data and subjects.	
13	Likely benefits/achievements	
Financial implication:-		
14	Fee of resource persons	
15	To and fro air fare for one coordinator	
16	DA for one coordinator	

MARKETING SUPPORT & SERVICES

17	Venue charges	
18	Local conveyance	
19	TA/DA for local resource persons.	
20	Publicity/ invitation	
21	Refreshment /Lunch etc.	
22	To and Fro Freight and packing /unpacking charges of goods.	
23	Insurance	
24	Other Administrative Expenses	
25	Total	
Documents to be attached		
26	View of the Indian embassy	
27	Copy of valid registration certificate under proper statute.[ Self attested]	
28	Copy of Memorandum of Association & bye- Laws certified by appropriate authority. [ Self attested]	
29	Copy of audited balance sheet( by chartered Accountant) for last 3 years. [ Self attested]	
30	Copy of Annual report of last one year.[ Self Attested]	
31	Copy of resolution for seeking financial assistance under a particular scheme from Office of DC(Handicrafts).	
32	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
33	Details of grants received from other Central/state govt. deptt. Or agencies during last 3 years and its status of utilization.	
34	A copy of report about last participation if any	

(Signature of authorized officer)

## PROFORMA FOR SUBMISSION PROPOSAL OF PUBLICITY THROUGH PRINT & ELECTRONIC MEDIA

### Organizations profile:-

1	Name of the Organization with complete postal address, Mob/telephone no., email.	
2	Registration number, date of registration , validity of registration ,act under which registered.	
3	Name & designation of Chief functionary with Tel No./Mobile No.	
4	Name of other Key functionaries & their Contact No. & address	
5	If the organization is engaged in development ,promotion and Marketing of Handicrafts	
6	Brief Note on the activities undertaken	
7	Experience in Publicity related work	
8	Registration with EPCH/CEPC etc gives detail.	
9	Details of exports /Marketing during last 3 years-product wise	
10	Whether any Self Help Group/cluster is attached with organization, give details.	
11	Source of procurement of product	
Scheme/Project Profile		
12	Proposal submitted for printing of Catalogue/ Brochure/Folder	
13	Size	
14	Whether proper dummy submitted with commercial look	
15	Number of copies to be printed.	
16	Specimen of imported art paper to be used a. Gms. Inside paper b. Gms. Cover paper	
17	Number of Transparencies/photographs to be used with publication	
18	Number of colour to be used.	
19	Total number of pages( inside & cover )	

	<p>Estimated cost</p> <p>a. Cost of paper</p> <p>b. Cost of Scanning, Planning &amp; proofing.</p> <p>c. Cost of photography (outdoor)/Material, No. of TPs</p> <p>d. Cost of printing</p> <p>e. Cost of Designing/copy writing and Art work</p> <p>f. Cost of Binding/cutting and folding</p> <p>g. Plates</p> <p>h. Total</p>	
	<p>Proposal for publicity through Website/ Internet</p> <p>a. Internet/Website to be opened.</p> <p>b. Name of domain, its Registration. No.</p> <p>c. Name of server/Home page, if any</p> <p>d. Expected coverage of above</p> <p>e. Duration</p> <p>f. Estimated cost (Sub-head wise)</p>	
	<p>Proposal for video films/CD-ROM</p> <p>a) Format of Video films, if proposed</p> <p>b) Duration of video films proposed</p> <p>c) Subject of the films</p> <p>d) Name of the producer (enclosed profile)</p> <p>e) Script of the video film</p> <p>f) Estimated cost (Detailed Sub-Head wise)</p>	
23	Likely benefit from the Website/Internet/CD-ROM	
24	Details of financial assistance for printing of catalogue/Folder/Brochure etc., making of video films/CD-Rom, Website/Internet received earlier from this office,if yes, furnish details.	
25	How many copies printed earlier? Have the copies been utilized or still in stock. If yes, then give number of copies, in stock	
26	Enumerate benefit/assistance received from copies printed and the video film/ CD-ROM produced earlier	
Documents to be attached		
27	Copy of valid registration certificate under proper statute.[ Self attested]	
28	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested	
29	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested	

30	Copy of Annual report of last one year.[ Self attested	
31	Copy of the minutes of last AGM.[ Self attested	
32	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
33	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).	
34	Name and address of Bank where organization has its account and Account Number.	
35	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization	
36	Details of grants received from other central/ state govt. deptt. Or agencies during last 3 years and its status of utilization.	
37	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

Date : Signature  
Name of Authorized signatory  
Designation (with Rubber stamp)

Recommendation of the Office of DC(HC) Regional Director/ Asstt. Director of the Concerned M&HSC/ CWTC with full justification along with the points scored in grading.

Signature with rubber stamp  
Name, Designation and address

Date

National Handicrafts fair and marketing workshops are departmental activity and will be organized accordingly by the office of DC(H). AD HMSEC/ CWTSC may submit their fund requirement with justification to RDs/ Hqrs for consideration and sanction.





**Research and  
Development**

**Scheme of Office of the  
Development Commissioner (Handicrafts)**



## 5 RESEARCH AND DEVELOPMENT

### PREAMBLE

The office of the Development Commissioner (Handicrafts) an attached office of Ministry of Textiles, Government of India which formulates & Implements various schemes for the development of Handicrafts in the country. The schemes formulated/modified/-deleted for continuation from one plan to another, are based on the evaluation/ Research Studies conducted from time to time & for this, we have an in house scheme called 'Research & Development' in force since a long time. Research & Development Scheme was introduced in 1956-57 as Central Sector Scheme. This scheme was introduced to generate feedback on economic, social, aesthetic and promotional aspects of various crafts and artisans in the sector. This office has been implementing the scheme called Research & Development on all India basis since the time it was introduced to conduct surveys and studies of important crafts and make in-depth analysis of specific aspects and problems of Handicrafts in order to generate useful inputs to aid policy, planning and fine tune the ongoing initiatives; and to have independent evaluation of the schemes implemented by this office. The scheme has been continued for implementation during the Twelfth five year plan, enlarging its scope to include some more components & their salient features without making any major modification in its parameters, are as under:

The following interventions will be carried out under this component:

- (i) Surveys & Studies on different topics
  - a. Surveys/ Studies of specific crafts for which adequate information is not available.
  - b. Problem relating to availability of raw material, technology, design, common facilities, etc.
  - c. Living and working conditions of artisans in specific areas of crafts.
  - d. Market evaluation studies of specific crafts for either domestic or overseas markets.
  - e. Techno-economic feasibility studies and post evaluation of the various promotional projects programmes under taken in the handicrafts sector.
  - f. Areas requiring special study for uplift of the weaker sections viz. scheduled Castes and Scheduled Tribes.
- (ii) Financial Assistance for preparation of legal, para legal, standards, audits and other documentation leading to labeling/ certification.
- (iii) Financial Assistance to organizations for evolving, developing a mechanism for protecting crafts including languishing



crafts, design, heritage, historical knowledge base, research and implementation of the same enabling the sector/segment to face challenges.

- (iv) Conducting Census of Handicraft artisans of the country.
- (v) Registration of Crafts under Geographical Indication Act & necessary follow up on implementation.
- (vi) Assisting handicrafts exporters in adoption of global standards and for bar coding, including handicrafts mark for generic products.
- (vii) Financial Assistance for taking up problems/ issues relating to brand building and promotion of Indian handicrafts.
- (viii) Conducting of workshops/seminars on issues of specific nature relating to handicrafts sector

### I. Eligibility

Assistance under the scheme will be extendable to an organization registered under any of the statutory Acts (Companies Act 1965, Societies Registration Act 1860, Co operative Act. Etc.) or universities and recognized research institutions. Generally such assistance would not be extendable to an particular individual unless he/she is an eminent scholar or a person associated with promotion of handicrafts for a long time.

### II. Guidelines for Sanction:-

A committee under the chairmanship of Development Commissioner (Handicrafts) will be formed for consideration of proposals. The proposal having financial/funding implication above Rs. 50.00 Lakhs will be brought before the Project Approval and Monitoring Committee, Chaired by Secretary

(Textiles), including a representative from IFW, Ministry of Textiles.

### III. Financial Parameters

- a) Eligible financial assistance for (i). [a to f]

S. No.	Head	Maximum No.	Maximum permissible amount
(i)	Project Leader	1	@Rs. 40,000/- p.m.
(ii)	Senior Research Expert	2	@Rs. 25,000/- p.m.
(iii)	Junior Research Fellow	2	@Rs. 15,000/- p.m.
(iv)	Investigator [Graduate]	3	@Rs. 12,000/- p.m.
(v)	Computer Operator	2	@Rs. 10,000/- p.m.
(vi)	Documentation & Videography	--	Rs. 1,00,000/-
(vii)	T.A./D.A.	--	@Rs. 18,000/- p.m.
(viii)	Miscellaneous	--	10% of the total cost

Maximum period 12 months.

- b) **Eligible financial assistance for (ii) to (viii)**

Need base and will be decided on case to case basis.

c) **For Seminar & Workshops for (viii) -**

Maximum permissible duration – 3 Days.

Financial assistance will be as under:-

S. No.	Head	Maximum permissible limit amount
(i)	Halls & Infrastructure	Rs. 1,80,000/- for 3 days
(ii)	Boarding & Lodging for Resource Persons	@Rs. 9,000 per day, per head
(iii)	a) T.A. to Resource Persons b) For International Experts	@Rs. 12,000/- per persons or AC-I/Air fare economy class whichever is less  @Rs. 70,000/- per person or economy class
(iv)	Honorarium to Resource Persons	@Rs. 4,000/- per person
(v)	T.A. to participants including journey period *	@Rs. 2000/ per participant or AC-III tier fare whichever is less
(vi)	DA to the participants	@Rs. 100/- per participant per day
(vii)	Documentation & Videography	Rs. 1,00,000/-
(viii)	Hire of Conveyance	Rs. 2,00,000/- for 3 days
(ix)	Refreshments & Tea, Lunch etc.	@Rs. 400/- per participants per day
(x)	Publicity including banners, backdrops, pamphlet, booklet, biometric machine, etc.	Rs. 2,00,000/-
	Miscellaneous	@10% of (i) to (x)
* Rs. 3000/- for participants from NER.		

In special cases limit can be increased with special approval of IFW.

## PROFORMA FOR SUBMISSION OF THE PROPOSAL FOR SURVEY AND STUDIES UNDER THE SCHEME OF RESEARCH & DEVELOPMENT

### Organization profile:-

1	Name of the Organization with complete postal address, Mob/telephone no., email.	
2	Registration number, date of registration, validity of registration, act under which registered.	
3	Name & designation of Chief functionary with Tel No./Mobile No	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
6	Has the agency undertaken any study related to Handicrafts if yes, details thereof.	
7	Other studies pertaining to informal sector undertaken by agency.	
8	Brief Note on the activities undertaken	
9	Experience in organizing such Activities	
Scheme/Project Profile		
10	Name of the Project	
11	Craft to be covered	
12	Area to be covered	
13	Duration of the Project along with break-up of all the activities to be taken	
14	Scope of the study	
15	a. Need/Justification for taking of this Project b. Methodology	
16	How it will benefit to artisans/Handicraft sector	
17	Whether the survey/study on this subject has been conducted earlier by any agency if yes, the details thereof	
18	Curriculum vitae/Resume of team involved in conducting the study.	
19	Implementation module	

**RESEARCH AND DEVELOPMENT**

Financial implication		S. No.	Head	Number	Amount
20	Total financial implication along with head wise break-up	(i)	Project Leader		
		(ii)	Senior Research Expert		
		(iii)	Junior Research Fellow		
		(iv)	Investigator [Graduate]		
		(v)	Computer Operator		
		(vi)	Documentation & Videography		
		(vii)	T.A./D.A.		
		(viii)	Miscellaneous		
			TOTAL		
Documents to be attached					
21	Copy of valid registration certificate under proper statute.[ Self attested]				
22	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]				
23	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [Self attested]				
24	Copy of Annual report of last one year.[Self attested]				
25	Copy of the minutes of last AGM.[ Self attested]				
26	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.				
27	Copy of resolution for seeking financial assistance under a particular scheme from office of DC (Handicrafts).				
28	Name and address of Bank where organization has its account and Account Number.				
29	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization				



30	Details of grants received from other central/state govt. depts. Or agencies during last 3 years and its status of utilization.	
31	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.	
32	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered any where in India. c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies. d. That organization is a non profit making organization.	

**Certificate :**

1. Certificate that no financial assistance has been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of the project within the same financial year.
3. Certified that all infrastructure are available with the organization to conduct the programmes as per scheme.
4. Certified that there is no duplication of efforts takes place with existing schemes of the Ministries.

Signature of the authorized person with Rubber Seal

Name

Designation

Date:

## PROFORMA FOR SUBMISSION OF THE PROPOSAL FOR WORKSHOP AND SEMINAR UNDER THE SCHEME OF RESEARCH & DEVELOPMENT

### Organization profile:-

1	Name of the Organization with complete postal address, Mob/telephone no., e-mail.	
2	Registration number, date of registration, validity of registration, act under which registered.	
3	Name & designation of Chief functionary with Tel No/.Mobile No.	
4	Whether the organization is engaged in the development, promotion, & marketing of handicrafts	
5	If yes, whether it is incorporated as one of the objectives in the Memorandum and Article of Association of the Organization	
6	Has the agency conducted any seminar or workshop if yes, details thereof?	
7	Other studies pertaining to informal sector undertaken by agency.	
8	Brief Note on the activities undertaken	
9	Experience in organizing such Activities	
<b>Scheme/Project Profile</b>		
10	Title of the Seminar /workshop	
11	Objective	
12	Need and Justification	
13	Duration	
14	Background note on the issues to be debated	
15	Methodology	
16	Details of Resource persons with their Profile	
17	<b>Budget estimate</b>	
	S.N	Amount
	1	Cost of venue and infrastructure
	2	Boarding and lodging for resource persons
	3	T.A .to resource persons
	4	Air fair for foreign experts(For international Workshop)
	5	Honorarium to resource persons
	6	T.A./D.A. to Participants
	7	Refreshment (Two tea breaks and Lunch)
	8	Hire of conveyance

RESEARCH AND DEVELOPMENT

	9	Documentation and videography	
	10	Publicity including banners, backdrops, Booklets/materials etc.	
	11	Misc.(Max. 10 % of Serial No.1 to 10)	
	Total		
18	Expected outcome		
Documents to be attached			
19	Copy of valid registration certificate under proper statute.[ Self attested]		
20	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [ Self attested]		
21	Copy of audited balance sheet( by chartered accountant ) for last 3 years. [ Self attested]		
22	Copy of Annual report of last one year. [ Self attested]		
23	Copy of the minutes of last AGM. [ Self attested]		
24	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.		
25	Copy of resolution for seeking financial assistance under a particular scheme from office of DC(Handicrafts).		
26	Name and address of Bank where organization has its account and Account Number.		
27	Details of grants received from the office of DC(Handicrafts) during last 3 years and its status of utilization		
28	Details of grants received from other central/state govt. deptt. Or agencies during last 3 years and its status of utilization.		
29	Name of Nodal officer /project head/ authorized contact person with his complete address, phone/mobile number and E-mail etc.		

30	<p>Affidavit regarding:</p> <p>a. Majority of members of governing body do not belong to the same family.</p> <p>b. Details of the members having membership in any other society registered any where in India.</p> <p>c. That Organization is not involved in any corrupt practices and has not been black-listed by any central/state agencies.</p> <p>d. That organization is a non profit making organization.</p>	
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**Certificate :**

1. Certificate that no financial assistance has been received from any other source for the same purpose.
2. Certified that the provision of the scheme have been fully understood and we take the responsibility for successful completion of the project within the same financial year.
3. Certified that all infrastructure are available with the organization to conduct the programmes as per scheme.
4. Certified that there is no duplication of efforts takes place with existing schemes of the Ministries.

Signature of the authorized person with Rubber Seal

Name

Designation

Date:







**Office Of the Development Commissioner (Handicrafts)**

Ministry of Textiles, Government of India

West Block No. VII, R.K.Puram, New Delhi-110066

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