

**NATIONAL HANDICRAFT DEVELOPMENT PROGRAMME**

**OFFICE OF DEVELOPMENT COMMISSIONER (HANDICRAFTS)  
MINISTRY OF TEXTILES,  
GOVERNMENT OF INDIA**

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### **List of Abbreviations**

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

## **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 inaccessible 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

**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

## **A. Ambedkar Hastshilp Vikas Yojna**

### **(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. \_\_\_
  - (iii) 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.

## **(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, videography, etc.)	25,000
	<b>Total</b>	<b>3,37,500</b>
	<i>* 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 would finalize the name by constituting a committee of AD(H) HM&amp;SEC concerned.</i>	
	<i>**In special cases, if the cost 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.</i>	

## **(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:

<b>S. No.</b>	<b>Expense Head (for a duration of 5 months for 40 artisans)</b>	<b>Maximum permissible assistance (INR)</b>
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, telephone, refreshments, publicity, repair of machinery, videography, etc.)	50,000
	<b>Total</b>	<b>9,95,000/-</b>
	<i>* 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 would finalize the name by constituting a committee of AD(H) HM&amp;SEC concerned.</i>	
	<i>** In special cases, if the cost 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.</i>	

✚ 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 12<sup>th</sup> 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 1<sup>st</sup> Installment as Advance

#### Note on design support interventions:

- 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 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

### **(A) (iii) Human Resource Development**

#### **(i) 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. The Handicrafts Sector Skill Council and its affiliated bodies will also be eligible to receive grants under HRD Schemes. 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 of 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/Handicrafts Sector Skill Council 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 yrs 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, wherever applicable, as well as practical

**Financial assistance and funding pattern:**

- ✚ The assistance shall be in the form of capital grant and training grant. Total cost for 5 year 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. 60/- 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:

Sl. No.	Expense Head	Maximum Assistance	Permissible
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 handholding 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, 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 installments.
- ✚ A maximum of 50% will be released as 1<sup>st</sup> Installment as Advance

**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 XI Plan Period will be funded for remaining period of the project on old pattern (i.e. pattern approved for XI Plan) during XII Plan Period.

## **(ii) 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

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

### **Duration and participation**

- ✚ Trainings 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:

<b>S.No.</b>	<b>Expense Head</b>	<b>Maximum Permissible Assistance</b>
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. 25,000/- 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, 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 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-19 A format, final report on the training programme and other required documents, etc.

**(ii) (b) Soft skill trainings:** 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).
- ✚ 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 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:

No.	Expense Head	Maximum Assistance	Permissible
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 (for 2 trainers)	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, videography, etc.)	10% of [total (a) to (f)] excluding the items not admitted from (a) to (f) above	

### **(iii) 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 master crafts 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 of 6 months.
- ✚ Under training through Guru Shishya Parampara Scheme in respect of Shilp gurus, who have National Level Awards/recognition, Honorarium to be increased from Rs.20,000/- to Rs. 30,000/- per month and for others to Rs.25,000/- per month.
- ✚ 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)
- ✚ Financial assistance is directly given to Master crafts persons through field offices under the following heads:

<b>S.No.</b>	<b>Expense Head</b>	<b>Maximum Permissible Assistance</b>
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 craftsperson	Rs. 25,000/- per month. For Shilp gurus the honorarium will be Rs. 30,000/- 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, 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.

#### **(iv) 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).

#### **Financial assistance and funding pattern:**

- ✚ Maximum assistance of Rs. 100 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:

<b>S.No</b>	<b>Expense Head</b>	<b>Maximum Permissible Assistance</b>
a	Space rent and infrastructure including services	Rs. 10,000/-
b	Fees of master craftsperson	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 , 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

### **(v) 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

**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:

<b>S.No.</b>	<b>Expense Head</b>	<b>Maximum Permissible Assistance</b>
a	Designer Fee	
	2 International designer	Rs. 60,000/- per designer per month
	4 Domestic designer	Rs. 30,000/- 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, videography, etc.)	Rs. 5000/- per participant
e	Travel and logistics	Rs. 5000/- per designer per month
	Institutional charges	Rs. 4000/- per participant

### **(A) (iv) Direct *Benefit to Artisans***

Under the Direct Benefit to the Artisans, the following interventions 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 in RSBY Scheme.

### **Benefits**

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

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.

### 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 Promotion Councils will also be eligible for grants under this component. In addition grants will also be sanctioned for specialized welfare projects 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 newly merged 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.

It is estimated to cover 8 lakhs artisans under the insurance coverage during the 12<sup>th</sup> 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. The scheme is based on a co-contribution model and provides pension in the old age and social security.

Eligibility

- ▶ Mastercraftmen 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 Three Thousand only) per month.

### Fund Disbursement

The monthly pension is disbursed through Assistant Directors in the field formation of the O/o DC (H). Funds are placed with the respective field officers on yearly basis and are disbursed on monthly basis to the eligible applicants.

### **(iv) Credit Guarantee Scheme.**

During the 11<sup>th</sup> 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 12<sup>th</sup> Plan. Accordingly, this component has been deleted from the Ambedkar Hastshilp Vikas Yojana proposed for 12<sup>th</sup> Plan.

The component is envisaged to alleviate the problem of collateral security or 3<sup>rd</sup> 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 CGTSME.
- ▶ To avail this facility CGTSME is paid following guarantee money:
  - A onetime guarantee fee at specified rate of CGTSME (currently 1.5 per cent for credit up to INR 2.00 Lakh) of the credit facility sanctioned, (comprising term loan and/or working capital facility) to be paid upfront to the Trust by Office of the Development Commissioner (Handicrafts).
  - The annual service fee at specified rate of CGTSME (currently 0.75% per annum) shall be paid by the O/o DC (H) within 60 days. This shall be calculated on the outstanding amount to the debit of the borrower's accounts covered under the scheme as on March 31 of each year.
  - 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 CGTSI is available for eligible collateral free credits 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 CGTSME.
  - The coverage will be for three years.
  - A provision for payment of service charge @ 5% of the total amount of guarantee fee/ annual service charges 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 to SIDBI's CGTSMI 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. It is proposed that a maximum of 7% interest subvention, subject to actual, shall be available for artisans for loans taken from scheduled banks. Admissible amount is upto INR 1,00,000/- for a period of 3 years.

#### 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 provided for artisans.

Funding pattern:

The amount will be reimbursed to banks

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

During the 11<sup>th</sup> 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 12<sup>th</sup> Plan. Accordingly, this component has been deleted from the Ambedkar Hastshilp Vikas Yojana proposed for 12<sup>th</sup> 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, software and hardware 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 12<sup>th</sup> 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 12<sup>th</sup> 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.**

### **(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.

**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.

**(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.

**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.

**Financial assistance and funding pattern**

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

<b>Component</b>	<b>Proposed per unit cost (INR lakh)</b>
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.

##### **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.

##### **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.

#### **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.

#### **Financial assistance and funding pattern**

- ✚ The funding shall 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.

#### **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

#### **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.

#### **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 and Commissioning	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.

#### **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.
- ✚ 1<sup>st</sup> installment of maximum 50 lakh will be released for setting up of godown.
- ✚ 2<sup>nd</sup> installment of subject to a maximum of INR 50 lakh shall be released once the agency has constructed the godown.

- ✚ 3<sup>rd</sup> installment of INR 50 lakh will be released when the actual rotation of capital has been 100% of the 2<sup>nd</sup> installment and at least a 5% increase in the raw material corpus in terms of quantity has been achieved.
- ✚ 4<sup>th</sup> installment of INR 50 lakh will be released once the total capital rotation of 100% of the total grant sanctioned (2<sup>nd</sup> & 3<sup>rd</sup> 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 4<sup>th</sup> 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**

Under this scheme, 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

##### **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 craftsman 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.

**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

**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.

**Financial assistance and funding pattern**

**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.

## ***A (vi) 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 two 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 two 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 three 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.

## **B. 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:

- Class I (cities with population above 5,000,000): INR 20 Lakh
- Class II (cities with population between 5,000,000 and 1,000,000): INR 18 Lakh
- 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	50,000	40,000	35,000
Freight (@ 1000/- per person)	1,00,000	1,00,000	1,00,000
Misc including stationery, telephone, refreshments, videography, documentation charges etc	1,00,000	1,00,000	1,00,000
<b>TOTAL</b>	<b>20,00,000</b>	<b>18,00,000</b>	<b>16,00,000</b>
<b>* In case of artisans from North East TA is proposed to be increased to Rs. 3,000/- per artisans.</b>			

- 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
  - 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.
  - 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 5 -7 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:
  - Class I (cities with population above 5,000,000): INR 8 Lakh
  - Class II (cities with population between 5,000,000 and 1,000,000): INR 7 Lakh
  - Class III (cities with population less than 1,000,000): INR 6 Lakh
- ✚ The breakup of financial assistance is as follows:

<b>Expense head (50 stalls for a period of 7 days)</b>	<b>Maximum permissible assistance (INR)</b>		
	<b>Class I</b>	<b>Class II</b>	<b>Class III</b>
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
DA @ Rs. 100/-	50,000	50,000	50,000
Insurance	10,000	10,000	10,000
Service charges	25,000	20,000	15,000
Freight (@ 1000/- per person)	50,000	50,000	50,000
Misc including stationery, telephone, refreshments, videography, documentation charges etc	10,000	10,000	10,000
<b>TOTAL</b>	<b>9,00,000</b>	<b>8,00,000</b>	<b>7,00,000</b>
<b>* In case of artisans from North East TA is proposed to be increased to Rs. 3,000/- per artisans.</b>			

- 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.
- 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 5 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:

<b>Expense head (for 100 stalls)</b>	<b>Maximum permissible assistance (INR)</b>
Hiring of stalls (@ 2,000 per stall per day)	<b>500,000</b>
Publicity	<b>150,000</b>
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 etc	50,000
<b>TOTAL</b>	<b>10,50,000</b>
<b>* In case of artisans from North East TA is proposed to be increased to Rs. 3,000/- per artisans.</b>	

*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.

**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:

<b>Expense head (for 300 participants)</b>	<b>Maximum permissible assistance (INR)</b>
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, cultural activities etc	10,00,000
Insurance	2,00,000
<b>Total</b>	<b>1,00,00,000</b>
<b>* In case of artisans from North East TA is proposed to be increased to Rs. 3,000/- per artisans.</b>	

**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.

**Duration and participation:**

- ✚ Duration of 07-15 days and shall accommodate 10-300 stalls.

### **(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 12<sup>th</sup> 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 Shilp Gurus/National Awardees/National Merit Certificate Holders, representative of SHG Federation, entrepreneurs and exporters.

### **Financial assistance and funding pattern**

- ✚ The funding shall be on actual subject to a maximum of INR 10 lakhs as fixed cost and INR 10 lakhs per day maximum for the duration of the 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 acidity.
- ✚ 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:

<b>Expense head (for 3 days with participation from 50 buyers and 50 artisans)</b>	<b>Cost (INR)</b>
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>

- ✚ 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 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:

<b>Event</b>	<b>Minimum Number. of participants</b>	<b>maximum permissible assistance (INR)</b>
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 2,500 per artisan or fare of sleeper class whichever is less subject to attendance in a maximum of two events<sup>1</sup> 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.

## **(C) Research and Development.**

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. 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.

## II. 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.

### a) Eligible financial assistance for (ii) to (vii)

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)	b) T.A. to Resource Persons c) 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, etc.	Rs. 2,00,000/-
	Miscellaneous	@10% of (i) to (ix)
* Rs. 3000/- for participants from NER.		

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

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