

S-12012/1/SDHS (Design)/Proposals/2023-24

भारत सरकार
वस्त्र मंत्रालय
कार्यालय विकास आयुक्त (हस्तशिल्प)
(हस्तशिल्प कौशल विकास अनुभाग)

पश्चिमी खंड संख्या-VII, आर .के. पुरम,
नई दिल्ली 110066
दिनांक- 26/05/2023

Subject: - Inviting Proposals for undertaking projects under 'Skill Development in Handicrafts Sector' Scheme (Design) during FY 2023-24 – reg.

The office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India is implementing the 'Skill Development in Handicrafts Sector' Scheme (Design) under National Handicrafts Development Programme (NHDP).

In this regard, this office is inviting proposals/applications from eligible agencies for the following activity:

1. Design and Technology Development Workshop (DDW)
2. Improved Toolkit Distribution Program (ITDP)

Interested eligible agencies are advised to study the scheme guidelines carefully and submission of the proposals shall be deemed to have been done with full understanding of the assignment.

For complete details of the above initiative, including details on financial parameters, funding pattern, eligibility criteria and other terms and conditions of the proposals, please refer to the scheme guidelines attached at **Annexure-I** and available on the website www.handicrafts.nic.in.

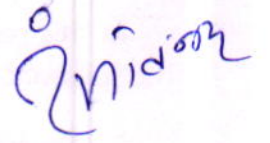
Govt. Agencies/Corporation/NGOs/PCs/other eligible agencies must submit their proposals from 10/06/2023 to 22/06/2023 through online portal mode in prescribed proforma attached at **Annexure - II** along with all supporting documents within the above-mentioned period. **All the Assistant Directors concerned must forward the proposals with remarks as Recommended / Not Recommended on or before 26/06/2023. The proposals sent earlier without**

any invitation or received after the last date of this notice will not be entertained. Incomplete proposals without the mandatory enclosures and proposals that are not recommended within due date will also not be considered.

The following check points may be ensured by the Assistant Directors concerned;

1. All the Assistant Directors concerned may recommend keeping in view the Scheme Guidelines and ensure all submitted documents are correct & complete in all respects in recommended proposals.
2. Not more than one proposal per implementing agency per program should be recommended.
3. Empanelment in case of NGOs must be valid as on date of applying the proposal.

All clarifications or corrigendum/updates, if any, will be published on the official website. All concerned should regularly check for updates.



(रंजीत कुमार)
सहायक निदेशक (डिज़ाइन अनुभाग)

DESIGN & SKILL DEVELOPMENT IN HANDICRAFT SECTOR**INTRODUCTION**

Handicrafts are known for their aesthetics, associated traditional values, uniqueness, quality and craftsmanship. The traditional knowledge and craft practices are commonly passed down from one generation to another through natural learning. However, with the advent of new tools & technology, the process of craft learning has changed dramatically. Standardized production processes, skilled manpower, design database for handicraft products, quick & efficient prototyping, communication skills and other soft skills have become indispensable requirements for the ever-changing handicraft sector. The sub-scheme "Skill Development in Handicraft Sector" has been conceptualized to fulfil these requirements and has the following two major sub heads:

A) DESIGN

- 1) Design and Technology Development Workshop (DDW)
- 2) Improved Toolkit Distribution Program (ITDP)

1. DESIGN AND TECHNOLOGY DEVELOPMENT WORKSHOP (DDW)

This component is focused on fulfilling the current design needs of the market and aims to develop new designs/prototypes as per present requirements of the handicraft sector using existing skills of artisans.

1.1 Duration and Participation

Each workshop will have a batch of 20-30 artisans and will be for a minimum duration of 25 days (@ 5 hours per day) to a maximum duration of 65 days. The workshop will include market survey and intelligence gathering & submission of survey report to field office.

1.2 Financial Assistance

The expenditure heads for sanctioning the grant in aid are as under:

S. No.	Expense Head	Maximum Permissible Assistance
a)	One Empanelled designer expenses	@ Rs. 55,000/- per month of workshop (25 day)
b)	One empanelled Master Craftsperson expenses	@ Rs. 30,000 per month and an additional amount of Rs. 4000/- as TA for outstation* MCP at a time.
c)	Market survey and intelligence gathering (1-month duration)	Rs. 35,000/-
d)	Compensation for the cost of raw materials for development of prototypes (1 set of 10 prototypes)	@Rs. 3000 per prototype per month
e)	Cost of documentation report, biometric machine, videography etc.	Rs. 20,000/-
f)	Wage compensation to the artisans	@Rs. 300 per day per artisan

g)	Miscellaneous expenditure (stationery, telephone, refreshments, publicity, repair of machinery etc.)	@5% of (a to f)
h)	Administrative charges	@3% of project cost (a to g)

* Here outstation may refer as the place outside the district where programme will be conducted.

1.3 Development of Prototypes:

The prototypes will be developed as per suggestions made in market survey & intelligence report and designs/sketches developed by the appointed designer. The designer will have to provide all technical specifications, sketches, original soft data of prototypes in same software file format which is used for creating the design of prototypes (if used) & a designer report giving details of innovations done by them. All intellectual property rights for the prototypes/designs/sketches etc. developed under the Design Development Workshop will lie with Government of India.

2. TOOLKIT DISTRIBUTION PROGRAM (TDP):

Tools and skilled hands are the two jewels of handicraft sector that are critical for productivity enhancement. They assist the handicraft artisans in production of uniform quality products at larger scale. Scale-up of production and uniformity of quality are key ingredients for survival in the highly competitive international handicrafts market. The provision of toolkit distribution, has been introduced to fulfill above requirements. Maximum financial assistance per toolkit Rs.10,000/- and furnaces/looms is Rs. 20,000/- or actuals whichever is less.