



No.C-11011/8/Policy(Cluster)/2017-18-CC
Government of India
Ministry of Textiles
Office of the Development Commissioner [Handicrafts]

West Block No. 7, R. K. Puram
New Delhi-110066

Dated. 25/08/2017

CIRCULAR

INVITATION OF AHVY PROPOSAL FOR THE YEAR 2017-2018

Proposals are invited in prescribed proforma for undertaking Handicraft Cluster Development Projects under Ambedkar Hastshilp Vikas Yojana for the year 2017-2018. The eligible Organisation who can apply are Central/State Handloom and Handicrafts Development Corporations and other Govt. Corporations/agencies promoted by State Government or organization promoted by Financial Institutions/banks and NIFT, NID, University Department, DRDA, NISIET, Artisans Federation, Apex Co-operatives societies/Co-Operative Society, EDIs and other similar bodies, and those Non-Governmental Organisations(NGOs) which are empanelled with the Office of the Development Commissioner(Handicrafts).

The office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, is implementing AHVY scheme in association with partner organizations such as NGO's voluntary organization's craft development councils etc. across the country has several components which are as follows: -

1. Social Interventions
2. Technological interventions
3. Marketing interventions
4. Financial interventions
5. Cluster specific infrastructure related interventions

Incentives and well-crafted interventions under the scheme have not only empowered the artisans socio-economically but have also taken Indian handicrafts to new heights in the world context.

The basic purpose of the scheme is aimed at improving the handicraft skills of the artisans, to equip them with the latest designs, to train them to use small tools that will assist them to improve their crafts work, to equip them to face fierce competition in the market, to enable them to use raw materials and natural resources to their benefit, and to help the traditional art thrive in modern times all with the aim of helping the craftspersons and to sustain their activities economically.

The office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India during this financial year 2017-18 is targeting 120 crafts cluster to implement various cluster development projects across the Country for development of handicraft artisans under AHVY Scheme.

The following eligibility criteria for submission of the proposal may be adhered to :-

- i) **Organisation such as NGOs, Voluntary Organisations, Trusts should be Empanelled with the office of DC[Handicrafts].**
- ii) **Project Proposal(s) must be applied online through NGO Portal www.handicrafts.nic.in in case of NGOs, Voluntary Organisations, Trusts etc.**
- iii) **In case of Govt. Body/Apex Body/Co-Operative Society their proposals may be submitted to Field Office/Hd. Or. Office as per the existing practice**

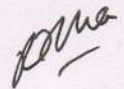
Sl. No.	Proposal are invited from
1.	Central/State Handloom and Handicrafts Development Corporations and other Govt. Corporations/agencies / Apex Co-operatives societies promoted by State Government or organization promoted by Financial Institutions/banks and NIFT, NID, University Department, DRDA, NISIET EDIs and other similar bodies.
2.	Artisans Federation (registered under Co-Op. Act.) / Co-Operative Society
3.	Non-Governmental Organisations(NGOs) empanelled with office of the DC(H)

The fresh Proposal shall be considered based on the following terms and conditions:-

1. Viable proposal from identified areas of Languishing Crafts and Uncovered Crafts & area. Respective AD(Handicrafts) of M&SECs may clearly indicated while recommending the proposals through online.
2. Preference to be given to proposals from State Handicrafts Development Corporation, State/Central Govt. Agencies and other similar bodies/Apex Co-Operative, Co-Operative Societies preferably for uncovered Crafts & Areas.
3. The proposed Cluster area should not exceed 3 K.M. radius.
4. Proposal of viable Cluster & Crafts, linking with tourism spot.
5. Proposal for 100% SC/ST, Women Artisans Cluster.
6. Preference may be given to those IAs who have their own show room on handicraft products, marketing linkages with the corporate sector or such agencies those who have dealt with handicrafts business [Authentic documents can be obtained from the IA while recommending the proposals].
7. Proposals from IAs those who have successfully implemented Old Clusters may be considered on getting the necessary Evaluation Report from the respective AD(H) alongwith measurable outcome of the cluster and past track record of the Organisation while recommending the proposal.
8. Adoption of Cluster may be considered on receipt of viability of Cluster and other details status report of Cluster such as proper functioning of SHGs, availability of marketing linkages, artisans population alongwith artisans details in cluster area etc. AD(H) should clearly indicate such details while recommending the proposal.
9. Financially sound and experienced Organisation in similar activities may be given preferences subject to fulfillment of required criteria.
10. Proposals falling under GIA Crafts and export potential may be given preferences.
11. While recommending the proposal, IA should give artisans details alongwith AADHAR Number/ VOTER ID Number/Artisans Identity Card Number etc.(Soft & Hard Copy).
12. The Interventions may be considered for the 1st year under AHVY Scheme subject to availability of related budget.

On completion of Base Line Survey and Mobilisation, the fresh Interventions may be implemented after verification of SHGs, Bank Accounts, collection of data base information for issuing of Artisans Identity Card and other related information's.

The official website shall be operative & live with effect from 25/08/2017. Proposals will be considered on the basis of time of receipt of the same maintaining a serial manner.



**[Ratnesh Kumar Jha]
Addl. Development Commissioner [Handicrafts]**

**To
All Concerned**

Region Wise Quota for the year 2017-2018

Sl. No.	Name of Region	Number of Quota allotted to the Region	Number of Quota for Hd. Qr. Office, New Delhi
1.	Western Region(WR), Mumbai	18 Nos.	2 Nos.
2.	Southern Region(SR), Chennai	18 Nos.	2 Nos.
3.	Central Region(CR), Lucknow	18 Nos.	2 Nos.
4.	Northern Region(NR), New Delhi	18 Nos.	2 Nos.
5.	Eastern Region(ER), Kolkata	18 Nos.	2 Nos.
6.	North Eastern Region(NER), Guwahati	18 Nos.	2 Nos.
TOTAL:-		108 Nos.	12 Nos.

The following quota has been finalized as per artisan population of the respective areas under the jurisdiction of the field offices.

Sl. No.	Name of the M&SEC/Service Centre	Quota allotted		
		Total quota	Quota for SC/ST category artisans	Quota for General category artisans
Regional Director(ER)				
1.	Bhubaneswar	3	1	2
2.	Burdwan	3	1	2
3.	Deoghar	1	-	1
4.	Madhubani	3	1	2
5.	Patna(SC)	3	1	2
6.	Ranchi	1	-	1
7.	Sambalpur	2	-	2
8.	Siliguri	1	-	1
9.	RD&TDC, Kolkata	1	-	1
Regional Director(NER)				
10.	Agartala	1	-	1
11.	Aizwal	1	1	-
12.	Gangtok	1	-	1
13.	Gauripur	3	1	2
14.	Imphal	3	1	2
15.	Itanagar	2	2	-
16.	Jorhat	3	1	2
17.	Kohima	2	2	-
18.	Shillong	1	1	-
19.	RD&TDC, Guwahati	1	-	1
Regional Director(CR)				
20.	Agra	2	1	1
21.	Allahabad(SC)	1	-	1
22.	Almora	2	-	2
23.	Barabanki	3	1	2
24.	Bareilly(SC)	2	-	2
25.	Dehradun(SC)	1	-	1

27.	Varanasi	2	-	2
28.	Varanasi(SC)	3	1	2
Regional Director(WR)				
29.	Aurangabad	1	-	1
30.	Bhopal(SC)	1	-	1
31.	Bhuj	3	1	2
32.	Gwalior	2	-	2
33.	Indore	2	-	2
34.	Jagdalpur	1	-	1
35.	Kolhapur	1	-	1
36.	Nagpur	2	-	2
37.	Panaji	1	-	1
38.	Ahmedabad	3	1	2
39.	RD&TDC, Mumbai	1	-	1
Regional Director(SR)				
40.	Andaman & Nicobar	1	-	1
41.	Chennai(DCMDI)	1	-	1
42.	Dharwad(FAC)	1	-	1
43.	Hyderabad	1	-	1
44.	Mangalore	1	-	1
45.	Mysore	1	-	1
46.	Nagercoil	1	-	1
47.	Pondicherry	1	-	1
48.	Salem	2	-	2
49.	Tirupati	2	-	2
50.	RD&TDC, Bangalore	1	-	1
51.	Trichur	1	-	1
52.	Trivandrum	1	-	1
54.	Vijaywada	2	-	2
55.	Warrangal(SC)	1	-	1
Regional Director(NR)				
56.	Anantnag	1	-	1
57.	Baramulla	2	-	2
58.	Hoshiarpur	2	1	1
59.	Jaipur	2	1	1
60.	Jammu	1	-	1
61.	Jodhpur	2	1	1
62.	Kullu	2	1	1
63.	Leh-Ladakh	1	-	1
64.	RD&TDC, New Delhi	1	-	1
65.	Rewari	1	-	1
66.	Srinagar	1	-	1
67.	Udaipur(SC)	1	-	1
68.	Udhampur	1	-	1
TOTAL:-		108	22	86

* The quota may be altered / enhanced/shifted to other state/Centres at the sole discretion of the Competent Authority.