

Awards Schemes for Handicrafts Artisans

1. Background and objection:

The Handicrafts Award namely Shilp Guru Award, National Award and National Merit Certificates are amongst the highest Award for the Handicrafts artisans of the Country.

The objective is to give recognition for encouragement to outstanding craftspersons to maintain excellence in craftsmanship and keeping alive our old tradition.

2. Category of Awards :

- a. Shilp Guru Award
- b. National Award
- c. National Merit Certificate

3.1 Shilp Guru :

Shilp Guru Award was instituted in the year 2002 on the occasion of Golden Jubilee year of handicrafts resurgence in India and would be given to 10 master craftspersons for body of work to promote the crafts, dissemination of the same and his/her skill level. This highest award of the handicrafts would be conferred without any segmentation at this level either crafts wise or on any other criteria.

3.2 Eligibility of Shilp Guru Award :

Any master craftsperson residing in India who is either a National Awardee or a State Awardee of exceptional standing or master craftsperson of extraordinary skills and having immense contribution to handicrafts sector and who is not below the **age of 50 years with 20 years of experience as on 31st December of previous year in the field is eligible for the Award** provided he/she has contributed significantly to promote the crafts dissemination for the same and his/her skill level.

3.3 Award Contents :

Each Award consists of cash prize of Rs.2.00 lakhs, one mounted gold coin, one shawl, a certificate and one Tamrapatra.

4.1 National Award :

National Award was instituted in the year 1965 and would be conferred on 33 craftsperson in recognition of their outstanding contribution towards development of crafts. It would also be given for body of work of the master craftsperson to promote the crafts, dissemination of the same and his/her skill level.

Out of these 33 National Awards, 05 National Awards would be conferred to women artisans, 03 National Awards would be conferred for design innovation on co-creation basis and 05 National Awards would be conferred for promotion and development of endangered crafts.

4.2 Rest 20 National Awards would be earmarked for following crafts:

Sl. No.	Craft	No. of awards
1	Metal ware including bidri work	01
2	Wood work	01
3	Cane & Bamboo and other forest based products	01
4	Stone ware	01
5	Pottery, ceramics and terracotta	01
6	Paintings	01
7	Jewellery and precious metal work	01
8	Paper mache crafts and paper craft	01
9	Leather craft	01
10	Textiles including hand block printing, tie and dye, appliqué work, quilting and patch work	01
11	Embroideries and zari/zardozi work	01
12	Lace work, crocheted goods and braiding	01
13	Handmade carpets/floor coverings	01
14	Rugs and durries	01
15	Glass work	01
16	Toys and dolls, puppet, games and kites	01
17	Bone, conch and shell	01
18	Musical instruments	01
19	Miscellaneous crafts	02
	Total	20

4.2.1 Eligibility of National Award for crafts :

A Master craftperson residing in India and who is above the age of 30 years and is having 10 years' experience in the field of handicrafts as on 31st December, of previous year.

4.2.2 Award Contents :

Each Award consists of cash prize of Rs.1.00 lakh, one shawl, a certificate and an Tamrapatra.

4.3 Design Innovation Award

This award would be given on co-creation basis to both the designer and artisan. The age criteria and experience of the artisan would remain the same as for National Award i.e. 30 years and above, having 10 years' experience.

4.3.1 Award contents

The Design innovation award will be of Rs.10.00 lakhs, Rs.8.00 lakhs and Rs.6.00 lakhs for 1st, 2nd and 03rd category to be shared equally between the designer and the artisan respectively.

5.1 **National Merit Certificate :**

National Merit Certificate award was instituted in the year 1967 and would be conferred on 40 Master craftspersons in recognition of their body of work, work undertaken to promote the crafts, dissemination of the same and his/her skill level.

5.2 **Eligibility of National Merit Certificate Award :**

Master Craftperson residing in India and who is above the age of 30 years and is having 10 years experience in the field of handicrafts as on 31st December, of previous year.

5.3 **Award Contents :**

Each award consists of cash prize of Rs.75,000/- and a Certificate.

Note: A Craftsperson shall be eligible for a National Award or National Merit Certificate in a given craft only once in his/her life time. However, a National Merit Certificate holder will be eligible for the National Award.

6. **Selection Procedure:**

The selection procedure will be through a 3 tier Committee system.

6.1 At first stage, selection would be at the Regional Level Selection Committee. The composition of the Committee is as under:

1.	Director Handicrafts / Cottage Industries of the state of Concerned Region-	Chairman
2.	Regional Director, O/o. DC(H)	- Convener
3.	Eminent craft Experts from NIFT	- Member
4.	Eminent craft Expert from NID	- Member

6.2 The second stage of the selection would be at Head Quarter Level Selection Committee. The composition of the Committee is as under:

1.	Development Commissioner (Handicrafts)	- Chairman
2.	ADC(HC)/Director/Sr. Director(Handicrafts) or equivalent	- Convener
3.	Representative from NID	- Member
4.	Representative from NIFT	- Member
5.	Sr. Director, NHHM	- Member

6.3 The third and final level selection committee would be Central Level Selection Committee. The composition of the Committee is as under:

1.	Secretary (Textiles)	- Chairman
2.	Development Commissioner (Handicrafts)	- Convener
3.	Development Commissioner (Handlooms)	- Member
4.	Managing Director, CCIC, New Delhi	- Member
5.	Managing Director, HHEC, New Delhi	- Member
6.	Director General, NIFT, New Delhi	- Member
7.	Six non-officials experts from Handicrafts sector	- Member

7. Procedure for submission of entries:

7.1 An advertisement in the vernacular Newspapers of Craft concentrated area shall be published by giving two months' time to submit entries by the Crafts Persons/reputed organization. The craftsperson may submit their entries in their respective State in the office of the Directorate of Industries/ concerned Regional Offices/ HM&SECs of Office of the Development Commissioner (Handicrafts).

7.2 All entries within this period will be submitted by the Master craftsperson along with the duly filled in Application in the prescribed Performa along with an affidavit stating the item being submitted has been prepared by him/ her together with another affidavit undertaking that he/she is submitting the entry at his/ her own risk and in case of damage, etc. during transportation of the entry due to unforeseen circumstances, the Central Government will not be liable to pay any compensation.

7.3 It has also been represented that the crafts persons are not able to afford the cost involved in creating the artefacts for the Awards because of getting their investment blocked for a long time. As a result, the best creations of craftsman are not coming for selection for the Award. It has, therefore, been decided that the selection at all the levels will permit marketing organizations, Public or Private (Corporations/Cooperatives/Private traders, exporters, boutiques, etc.) to sponsor entries. The Award shall be given to the craftsmen who have made the items.

- A. All sponsored entries by the Central/State Corporation/Voluntary organizations working in the field will be sent to the respective Regional Level Selection Committee within stipulated time.
- B. Reputed organizations viz. NHHM, CCIC, NCDPD, EPCH, CEPC, NIFT, NID, HHEC , Crafts Council of India and Central/State Handicrafts Corporations working in the field may also recommend the applicants for the selection of National Award and their recommendation will go to Regional Level Selection Committee but within the stipulated time.

8. Mode of Selection :

8.1 The offices namely HM&SECs, DICs, RD&TDCs and Regional Offices who are the first recipients of the applications and entries from the artisans contesting for the award, shall be responsible for thorough scrutiny of all documents submitted by the contestants for the award and will also exercise due diligence to physically verify the bonafides of the applicants.

8.2 The particulars of the applicants who are existing State Awardees or National Merit Certificate holders or who belong to the family of existing awardees need to be thoroughly checked, particularly for verifying whether the applicant possesses the required craft skill needed for producing the item he/she has submitted for award. This verification process shall be undertaken and completed well before the convening of the meetings of the respective Regional Level Selection Committee.

8.3 The respective Convener of Regional Level Selection Committees shall undertake and complete the short listing process within 15 days from the closing date of submission of entries and shall convene the Regional Level Selection Committee immediately so that their recommendation gets completed within 30 days.

8.4 The Regional Directors shall complete the work of documentation of all the entries electronically before sending to the Head Quarter Level Selection Committee.

8.5 The Regional Level Selection Committee will adopt a transparent and objective criteria to award the marks to each applicant. Reasons of recommendation and rejection must be mentioned against each applicant and to be made available in the public domain.

8.6 Immediately after the conclusion of short listing process by the respective Regional level Selection Committees, the Convener of these Committees namely the Regional Director of the Office of DC (Handicrafts) shall undertake another verification process in respect of only those applications/entries of the artisans which have been recommended by the respective Regional Level Selection Committee.

8.7 In case , any discrepancy comes to notice or a dispute arises during this verification process, the same shall be brought to the notice of the respective Regional level Selection Committee for appropriate decision in the matter/resolution of the dispute.

8.8 The Head quarter Level Section Committee meeting will be held within a period of one month from the date of receiving the recommendation of the Regional level Section Committee and will further short list the entries for the consideration of Central level Selection Committee.

8.9 The final selection of entries shall be made by the Central Level Selection Committee, constituted at the Central Level by holding a meeting within a period of fifteen days from the date of receiving the recommendation of the Head Quarter Level Selection Committee.

Schedules Selection Calendar are as under :-

1.	Advertisement in Newspapers	By 8 th November, 2019
2.	Issuing of circular to Central/State/Field Offices	After Publishing of Advertisement
3.	Last date for submission of entries at Regional Level	By Tuesday the 31 st December, 2019
4.	Selection Meeting at Regional Level Selection Committee	By Wednesday 15 th January, 2020
5.	Submission of selected entries along with affidavit and duly filled in application and recommendation to respective Head Quarters Level Selection Committee at New Delhi	By Friday 31 st January, 2020
6.	Selection at Head Quarters Level by the Head Qtrs Level Selection Committees	By Friday 14 th February, 2020
7.	Selection by the Central Level Selection Committee	By Friday 28 th February, 2020
8.	Award Ceremony	During April-May,2020