

Guidelines for Selection of Entries for Handicraft Awards-2019

The Office of Development Commissioner (Handicrafts) confers Handicraft Awards, the highest in the Handicraft Sector, to outstanding master craftspersons in recognition of their contribution towards the growth & development of handicraft sector. The award, conferred once in a lifetime, encourages them to preserve our old craft-traditions and excellence in craftsmanship. The awards are to be granted in the following two categories:

1. Shilp Guru Award: Maximum 10 awards.
2. National Award: (including National Award for Design Innovation): Maximum 33 awards.

Shilp Guru Award: The Shilp Guru Award was instituted in the year 2002 on occasion of the Golden Jubilee year of handicraft resurgence in India. The award is given to a master craftsperson for an exceptional piece of craftwork to promote the handicraft and impart their skills to the next generation of artisans. This is the highest honor awarded in the handicraft sector in India, conferred without any segmentation on basis of craft category or other criteria.

Any master craftsperson who is either a National Awardee or a State Awardee of exceptional repute or possesses extraordinary skills having made an immense contribution to the handicrafts sector is eligible for this Award. The applicant must be a citizen of India residing in the country, not below 50 years of age & possessing at least 20 years of experience in the craft. Each Award consists of a cash prize of Rs. 2.00 lakhs, a mounted gold coin, a shawl, a certificate and a Tamrapatra.

National Award: The National Award was instituted in 1965 and is conferred on a maximum of 33 craftspersons in recognition of their outstanding contribution to the development of handicrafts. It is awarded for an excellent piece of craftwork made by the craftsperson to promote & encourage the craft. A craftsperson who is a citizen of India residing in the country, above 30 years of age & has at least 10 years' experience in their craft can apply for the National Award. Each Award consists of a cash prize of Rs.1.00 lakh, a shawl, a certificate and a Tamrapatra.

National Award for Design Innovation is a subcategory of National Awards and is given to a group of designers & artisans on a co-creation basis. A group of designers and registered crafts persons (citizens & residents of India) not below 30 years of age, is eligible to submit their entries. The Design Innovation Award consists of cash prizes of Rs.10.00 lakhs, Rs.8.00 lakhs and Rs.6.00 lakhs for the 1st, 2nd and 3rd place, respectively to be shared equally between the concerned designer and the artisan.

Out of the maximum of 33 National Awards, 20 awards are conferred to artisans in 19 craft categories; 05 National Awards are conferred to female artisans, 05 National Awards are conferred for promotion, development & preservation of endangered crafts (over & above the 20 National Awards under 19 craft categories) and 3 National Awards are given for Design Innovation. The list of 19 craft categories and respective number of awards is as under:

S.No	Craft Categories for National Award	Awards
1	Metal ware including Bidri work	1
2	Wood work	1
3	Cane & Bamboo and other forest-based products	1



4	Stoneware	1
5	Pottery, Ceramics and Terracotta	1
6	Paintings	1
7	Jewellery & Precious Metalwork	1
8	Paper Mache Crafts and Paper craft	1
9	Leather Craft	1
10	Textiles including Hand Block printing, Tie & Dye, Applique work, Quilting and Patch work	1
11	Embroideries and Zari/Zardozi work	1
12	Lace work, Crocheted Goods and Braiding	1
13	Handmade Carpets/Floor Coverings	1
14	Rugs and Durries	1
15	Glass work	1
16	Toys and Dolls, Puppet, Games and Kites	1
17	Bone, Conch and Shell	1
18	Musical Instruments	1
19	Miscellaneous Crafts	2
Total		20

How to Apply: The artisans/designers may apply on the online portal available on the website of the Office of The Development Commissioner (Handicrafts) i.e. www.handicrafts.nic.in.

Selection Procedure: The selection procedure consists of a 3-tier Committee system at three different levels.

Level-1: At first stage, selection is done through the Regional Level Selection Committee. The composition of the Committee is as under:

S.No	Committee Member	Role
1.	Director Handicrafts / Cottage Industries	Chairman
2.	Regional Director, O/o. DC(H)	Convener
3.	Eminent Craft Experts from NIFT	Member
4.	Eminent Craft Experts from NID	Member

Level-2: The second stage of the selection is done through the Hqrs. Level Selection Committee. The composition of the Committee is as under:

S.No	Committee Member	Role
1.	Development Commissioner (Handicrafts)	Chairman
2.	ADC(HC)/Director/Sr. Director (Handicrafts) or equivalent	Convener
3.	Representative from NIFT	Member
4.	Representative from NID	Member
5.	Sr. Director, NHHM	Member

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Level 3: The third and final level selection committee is the Central Level Selection Committee consisting of 12 members (6 official & 6 non-official) as detailed below:

S.No	Committee Member	Role
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

The official members are permanent members representing different stakeholders of handicraft sector. The non-official members are nominated every year by the Honorable Minister of Textiles from amongst eminent persons like Padamshree Awardees, Shilp Guru Awardees, Eminent Designers and Experts in the field of handicrafts. The entire process for selection is summarized as under:

- Applications are invited from individual artisans by publishing an advertisement in major national newspapers. The applications along with supporting documents are submitted online by artisans on the official website of the Office of Development Commissioner (Handicrafts) i.e. www.handicrafts.nic.in and an acknowledgement receipt is generated.
- The artisans then submit their award entries along with supporting documents & copy of acknowledgement receipt to their nearest Handicraft Service Centre.
- All entries received at Handicraft Service Centers are sent to the concerned Regional Office where the Regional Level Selection Committee evaluates the entries by giving marks. Based on merit, the committee recommends entries to HQ level selection committee.
- The HQ level Committee scrutinizes & evaluates the entries recommended by Regional level and based on merit recommends them for next level.
- The Central level selection committee is the apex committee which evaluates the received entries and selects them for the awards. The selection is based on category wise merit as well as common merit.
- The award is conferred on selected candidates in a formal ceremony by the Hon'ble President of India/ Hon'ble Union Minister of Textiles.

