



File No.: M-12011/04/2024-25/MD

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

इंटरनेशनल क्राफ्ट कॉम्पलेक्स
प्लॉट नंबर - 08, नेल्शन मंडेला मार्ग
वसंतकुंज, नई दिल्ली- 110070

दिनांक- 09/01/2025

NOTICE

Subject: - Inviting Proposals for undertaking projects under 'Marketing Support & Services' Scheme (MSS) during FY 2025-26 – reg.

1. To execute the aim of 'Atmanirbhar Bharat', for stimulation of 'Vocal for Local', proposals are being invited from government and non-government organizations for implementing the 'Marketing Support & Services' Scheme (MSS) under National Handicrafts Development Programme (NHDP) of the office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India.
2. This office is inviting proposals/applications from eligible agencies for the following activity:
 - a) **Gandhi Shilp Bazaar** (National/State/District)
Number of participations for GSB- National (150 artisans), State (70 artisans) and District (40 artisans). Duration of GSB (National & State) to 10 days and GSB (District) to 7 days.
 - b) **Hiring of Stalls** (HoS)

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.

3. Interested eligible agencies are advised to study the scheme guidelines carefully and submit the proposals by mentioning that the agency have full understanding of the guidelines. For the 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 as available on the website www.handicrafts.nic.in.

4. **Govt. Agencies/Corporation/NGOs/other eligible agencies must submit their proposals till 30.01.2025 through MIS portal** in prescribed proforma as per the venues for GSBs mentioned in the **Domestic Annual Action Plan** for the year 2025-26 (Annexure - I) along with internal guidelines

(Annexure - II) uploaded on Official website, along with all supporting documents by 30th January 2025, for FY 2025-26.

5. Last Date for Submission of proposal for **Hiring of Stall** is **30.01.2025 through MIS portal** in prescribed proforma.

6. **All the concerned AD/Sr.AD/DD/RD shall scrutinize and forward the proposals with remarks as Recommended / Not Recommended on or before 10.02.2025. The proposals sent earlier without any invitation or received after the last date of this notice shall not be entertained.** Incomplete proposals without the mandatory enclosures and proposals that are not recommended within due date shall not be considered.

7. Criteria as mentioned in internal guideline shall be considered for selection of implementing agencies for FY 2025-26 for sanctioning Grant in Aid, along with the parameter as under:-

- Govt agencies may be given top priority (govt agencies may apply proposal directly to the Regional offices via MIS Portal/Email to mkt-dchc-textiles@gov.in that may be received in this office **on or before 30.01.2025** with intimation to our concerned HSC/Field offices).
- Unfilled column in application or filled with unjustified/wrong information may be rejected.
- The decision regarding the selection of Implementing agency may be final at the end of HQ office committee.

The proposals shall be considered as per norms and consideration of the proposal shall be entirely depends on the existing rules & guidelines of the subject. For more information, visit www.handicrafts.nic.in.


मंजुस्वामी डी० टी० 09/01/25
सहायक निदेशक (विपणन)
Email: mkt-dchc-textiles@gov.in
मंजुस्वामी. डी.टी. / Manjuswamy. D.T.
सहा. निदेशक / Asstt. Director
विकास आयुक्त (हस्तशिल्प) कार्यालय
Office of the Dev. Commissioner
नई दिल्ली-110066 / New Delhi-110066

Office of the Development Commissioner (Handicrafts)

Domestic Marketing Calender for MSS component FY 2025-26

| Region | State/U Ts | Venues | GSB (National) | GSB (State) | GSB (Distt) at UH |
|--------|------------------|-------------------------|----------------|-------------|-------------------|
| CR | Uttar Pradesh | Agra UH | | | 2 |
| | | Agra | | | 1 |
| | | Ayodhya UH | | | 2 |
| | | Bareilly UH | | | 2 |
| | | Gorakhpur | | | 1 |
| | | Jhansi UH | | | 2 |
| | | Kanpur | | 1 | |
| | | Lucknow | 1 | | |
| | | Mathura | | | 1 |
| | | Noida | | 1 | |
| | | Prayagraj | | 1 | 1 |
| | | Rampur UH | | | 2 |
| | | Varanasi | 1 | | |
| | | Varanasi UH | | | 2 |
| | Uttarakhand | Dehradun | | 1 | |
| | | Haldwani | | | 1 |
| | | Haridwar | | | 1 |
| ER | Bihar | Darbhanga | | | 1 |
| | | Gaya | | | 1 |
| | | Muzaffarpur | | | 1 |
| | | Purnia | | | 1 |
| | | Patna | 1 | 1 | |
| | Jharkhand | Bokaro | | 1 | |
| | | Deoghar | | | 1 |
| | | Dhanbad | | | 1 |
| | | Hazaribagh UH | | | 2 |
| | | Ranchi | | 1 | |
| | Odisha | Bhubaneswar/ Toshali | 1 | | |
| | | Bhubaneswar UH | | | 2 |
| | | Cuttack | | 1 | |
| | | Konark UH | | | 2 |
| | | Puri UH | | | 2 |
| | West Bengal | Nadia | | 1 | |
| | | Durgapur UH | | 1 | 2 |
| | | Howrah | | | 1 |
| | | Kolkata | 1 | | |
| | | Kolkata UH | | | 2 |
| | | Shantiniketan UH | | | 2 |
| NER | Arunchal Pradesh | Itanagar | | 1 | |
| | Assam | Guwahati | 1 | | |
| | | Kokrajhar | | | 1 |
| | | Jorhat | | | 1 |

| | | | | | |
|----|------------------|------------------------------|---|---|---|
| | Manipur | Imphal | | | 1 |
| | | Imphal UH | | | 2 |
| | Meghalaya | Cherapunji | | | 1 |
| | | Shillong | | 1 | |
| | Mizoram | Aizwal | | | 1 |
| | Nagaland | Dimapur UH | | | 2 |
| | | Kohima | | | 1 |
| | | Mon | | | 1 |
| | Sikkim | Gangtok | | | 1 |
| | Tripura | Agartala UH | | | 2 |
| NR | Chandigarh | Chandigarh | | 1 | |
| | Delhi | Dilli Haat (Master Creation) | 1 | | |
| | | Janpath (CCIC) | | | 1 |
| | Haryana | Gurugram | | 1 | |
| | | Karnal | | 1 | |
| | | Karnal UH | | | 2 |
| | Himachal Pradesh | Mandi | | | 1 |
| | | Kullu | | 1 | |
| | | Shimla | | | 1 |
| | Jammu & Kashmir | Jammu UH | | | 2 |
| | | Katra | | | 1 |
| | | Srinagar | | 1 | |
| | | Srinagar UH | | | 2 |
| | Ladakh | Leh | | | 1 |
| | Punjab | Bathinda | | | 1 |
| | | Amritsar | | 1 | |
| | | Ludhiana city | | 1 | |
| | Rajasthan | Ajmer UH | | | 2 |
| | | Jaipur | | 1 | |
| | | Jaipur UH | | | 2 |
| | | Jaisalmer | | 1 | |
| | | Jodhpur UH | | | 2 |
| | | Udaipur | | 1 | |
| SR | Andhra Pradesh | Tirupati UH | | | 2 |
| | | Guntur UH | | | 2 |
| | | Kakinada UH | | | 2 |
| | | Rajahmundry | | | 1 |
| | | Vijaywada | | | 1 |
| | | Vijaywada | | 1 | |
| | Karnataka | Bangalore (Bengaluru) | 1 | 1 | |
| | | Hubali | | | 1 |
| | | Mangaluru UH | | | 2 |
| | | Mysuru UH | 1 | | 1 |
| | Kerala | Trivendrum | | 1 | |
| | | Calicut | | | 1 |
| | | Cochin | | 1 | |
| | Puducherry | Pudducherry | | 1 | |
| | Tamil Nadu | Chennai | 1 | 1 | |
| | | Coimbatore | | | 1 |
| | | Kanyakumari UH | | | 2 |
| | | Madurai | | 1 | |
| | | Mamallapuram UH | | | 2 |
| | | Tiruvanamalai | | | 1 |

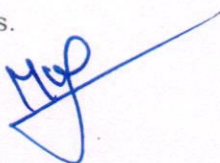
Myo

| | | | | | |
|----|---------------------|---------------------------|----|----|-----|
| | Telangana | Shilparamam (Madhapur) | 1 | | |
| | Andman & Nicobar | Port Blair | | | 1 |
| WR | Chhattisgarh | Bhilai | | 1 | |
| | | Durg | | | 1 |
| | | Jagdalpur | | | 1 |
| | Goa | Madgaon | | | 1 |
| | | Panaji | | 1 | |
| | Gujarat | Ahmedabad | 1 | | |
| | | Ahmedabad UH | | | 2 |
| | | Bhuj UH | | | 2 |
| | | Gandhinagar | | | 1 |
| | | Rajkot | | | 1 |
| | | Surat | | 1 | |
| | | Vadodara | | 1 | |
| | Madhya Pradesh | Bhopal UH | | 1 | 2 |
| | | Gwalior | | | 1 |
| | | Indore | | 1 | |
| | | Indore UH | | | 2 |
| | | Jabalpur | | 1 | |
| | | Ujjain | | 1 | |
| | Maharashtra | Aurangabad | | | 1 |
| | | Kolhapur | | | 1 |
| | | Mumbai | 1 | | |
| | | Nagpur | | 1 | |
| | | Nashik | | 1 | |
| | | Navi Mumbai UH | | | 2 |
| | | Pune | | 1 | |
| | Grand Total | | 13 | 40 | 109 |

MGP

Sanction of a Fresh Event

1. All Implementing agency who have not submitted the UCs for the FY 2023-24 shall be disqualified for the selection for conducting the event during FY 2025-26.
2. **Gandhi Shilp Bazaars shall preferably be sanctioned to the State/Central Government Corporation/agencies.**
3. Government organisation may apply directly via MIS Portal
4. The events shall be sanctioned to Implementing agencies as per Eligibility Criteria mentioned below and the previous Successful event organised will be verified on the basis of reimbursement sanction orders.
5. Those empanelled with the Office of the Development Commissioner (Handicrafts) under Category I are eligible for the District GSB, while those under Category II and III are eligible for the GSB at the State and National levels.
6. In case of NGOs:
 - a) The implementing agency shall be from the same state as the jurisdiction of the venue approved in the Annual Calendar for 2025-26.
 - b) The Implementing agency shall be empanelled with Niti Aayog & Office of DC (Handicrafts).
 - c) The Proposal should be submitted only through MIS portal.
 - d) The proposal shall be duly recommended by concerned Assistant Director/Regional Director.
 - e) Maximum eligible proposal should be recommended by Assistant Director's against each event as per guidelines.
 - f) **Reasons for recommendation and rejection to be recorded by assistant Director/Regional Director.**
 - g) Final selection of an agency for an event will be done by a committee at HQ level, as per the guidelines and budgetary restrictions.
7. The proposal shall be complete within the physical and financial parameters of the scheme
8. In case of NGOs, Maximum 2 marketing event may be sanctioned during financial year based on the turnover of the agency However, there will be no restrictions in case of government agencies.



Implementation of the event

9. Implementing agency has to organise the event at same venue and date during the same financial year for which it has been sanctioned.
10. Insurance of the event will be mandatory. If not done, 50% of the administrative charge may be restricted after pro-rate application.
11. Implementing agency has to inform concerned Regional office and field office at least 2 months in case of National/State/District marketing event before the commencement.
12. Artisans for participation in Gandhi Shilp Bazaar (National/State/District) to be invited through "online portal" on the Indian Handicraft Portal (Indian.handicrafts.gov.in).
13. The implementing agency should ensure the list of selected artisans is prepared along with the Sr.AD/AD concerned to the field office and regional office atleast 10 days before along with 25% waiting list commencement of the programme. The list may carry no of artisans upto twice the no of artisans sanctioned for the activity.
14. In case of Short fall, the stalls can be filled with the artisans from waiting list.
15. The Implementing agency shall be responsible for making appropriate arrangements which may include:
 - a) Construction of adequate no of stalls. (Recommended size of stall is 8ft*10ft).
 - b) These stalls should be well lightened.
 - c) IA will provide two tables (approx. length of 5ft each) and two chairs.
 - d) Arrangement of safe drinking water for artisans/visitors.
 - e) Arrangement of separate hygienic toilets for male and female.
 - f) Office space.
 - g) System for making announcements.
 - h) Firefighting arrangements
 - i) Parking facility for vehicle of visitors/Officials
 - j) Stall should be constructed with sufficient moving space for visitors at any point of time.
 - k) Publicity of the event should be start at least 5 days before the commencement of the event and should also be run during the event through newspaper/TV/FM radio etc. During the event publicity may be made on alternate days through leading newspapers.
 - l) Invitation Cards.



- m) Rs. 1 as token money as TA/DA to be paid to the Artisan on the first day and entire TA/DA & Freight charges must be paid to the Artisans on the last day of the event. Otherwise deduction of 25% administrative charges.
 - n) Canteen/Arrangement of tea/coffee, lunch etc for artisans and public on payment basis.
 - o) Providing bill book to all artisans to record the sales.
 - p) Deployment of security guards.
 - q) In-charge of the event from the Implementing agency should be available during the fair. His/her contact details and list of participants should be made available to concerned Assistant Director by the second day of the event.
 - r) Videography of stall, items displayed, front face photo of artisans with Pahchan Card
 - s) Other necessary arrangements if required
16. All the payments by the Implementing agency to beneficiaries and vendors must be made by PFMS only.
17. The implementing agency shall create one reel of the event, while the inspecting officer shall create two reels of the respective event. Additionally, both parties shall upload five photos of craft on MIS portal.
18. Concerned Assistant Director/HPO/CTO will be the coordinating officer to supervise allotment of stalls to the artisans and recording of sales in the events.
19. Event will not be inspected below the rank of HPO/CTO. Inspection Report should be countersigned by his/her controlling officer (c/s not desired in case of Assistant Director/Deputy Director/Regional Director). In case of handicraft service centre where no Assistant Director/HPO/CTO is available, any officer from concerned section of HQ or any officer from the concerned Regional office not below the rank of HPO/CTO may be deputed to inspect the event. In National Gandhi Shilp Bazaar, Inspection will be made by the officer not below the rank of Assistant Director or a team of officials from Head Quarter may inspect the event.
20. The inspection report, along with the authenticated list of artisans participating in the event, should be submitted on the day of inspection via the MIS portal. In case of any issues with the portal, the inspection report should be emailed to concerned Regional office copy with mkt-dchc-textiles@gov.in or marketinghandicrafts@gmail.com in the prescribed format.
21. There must be a gap of minimum 15 days between two successive marketing events at the same venue except in Urban Haats.

Reimbursement of Events

22. List of documents required to be submitted to claim reimbursement:

(Note: All government agencies and NGOs are required to submit their reimbursement claims through the proper channel, i.e., by submitting their claims to the respective field offices and Regional Offices..)

- a) Utilisation Certificate (GFR-12A)
- b) Income and Expenditure Statement/Audited Reports
- c) Statement of expenditure bill wise mentioning mode of payment i.e. account payee cheque/NEFT/RTGS/PFMS etc.

*(Documents mentioned against point a), b) and c) are requested to provide on the letter head of CA duly signed and stamped by CA along with membership Number, duly signed by authorised signatory of the concerned Implementing Agency and countersigned by concerned Assistant Director. Countersigned of concerned Assistant Director is relaxable in case of Government agency). **Further only payment through PFMS is acceptable w.e.f. 01.04.2022. The Implementing agency must use PFMS for making all the payment. Payments made through Bearer Cheque/Cash/Demand Draft/UPI is not acceptable.***

- d) Performance cum Achievement Report.
- e) Rent Receipt
- f) Artisan wise payment details of TA, DA and Freight Charges.

23. Documents to be issued by concerned assistant directors and to be forwarded with reimbursement claim.

- a) Inspection report in the prescribed format
- b) List of participants indicating their name, address, craft, Pahchan Card number, Category (Gen/OBC/SC/ST), Gender (Male/Female/Transgender) verified by the concerned Assistant Director

24. Gist of expenditure cum processing sheet in prescribed format

25. The implementing agency has to fulfil all the conditions laid by the Department of Expenditure, MoF, GOI. in respect of release of funds to them through the Central Nodal Agency.

26. The documents being forwarded through the concerned Regional Office by the respective Assistant Directors should be duly verified, signed, and stamped.

27. The reimbursement claim will be processed on the basis of audit accounts, inspection report and recommendations of Assistant Director.
28. No bills/voucher is required to be submitted at headquarters if the payment has been made **through PFMS**. However, Field offices/Government implementing agencies have to keep all bills/vouchers with them and may be asked to produce, if required.
29. While forwarding reimbursement claim of NGOs, the concerned Assistant Director has to verify all bills Rs. 10,000/- and above about its genuineness and authenticity and admissibility also.
30. Concerned Assistant Director should ensure that all the bill/voucher must be issued in proper format following the norms of government and GST should be collected as per rule.
31. All the bills should be claimed under appropriate sub-heads otherwise shall not be admitted.
32. Participation in the Gandhi Shilp Bazaar (National & State) organized for less than 7 days will not be admissible, and for the GSB District, events organized for less than 5 days will not be admissible. In such cases, the implementing agency shall refund the grant -in-aid received as an advance.
33. During processing of reimbursement claim pro-rate cut will be applicable to all sub-heads except TA, DA, Fright and Insurance in following conditions:
 - a) if stalls erected are less than sanctioned stalls
 - b) if the event is organised for a lesser number of days than sanctioned.
 - c) if an event or part of an event is sanctioned exclusively for SC/ST/NER participants from the respective budget heads, the participation of General Artisans is not permitted in place of SC/ST/NER artisans.
34. All eligible artisans are entitled to travel in AC Tier-III and below classes.
35. A minimum amount of Rs. 1000/- will be paid to all eligible artisans as TA or subject to actual on production Ticket upto the ceiling mentioned in scheme guidelines.
36. Minimum of 80% of attendance is mandatory for all participating artisans otherwise he/she will not be eligible for TA/DA and Freight Charges.
37. HQ office will examine the claim on merit and shall pass appropriate orders for reimbursement within 60 days in case of no discrepancies subject to the availability of funds.
38. The deadline for submission of reimbursement claim by an organisation to Field Office/Regional Office/Headquarter Office is 20 days. If delayed further, the Implementing agency will held responsibility for delay.

39. The Assistant Director has to examine the proposal and if found in order, the same may be forwarded to Regional offices within 10 days with copy to HQ office. If the reimbursement is delayed by the field office, The Concerned Assistant Director will held responsibility.

Hiring of stalls

40. Hiring of stall is a departmental activity, Field office/Regional Office of Office of Development Commissioner (Handicrafts), may submit the proposal with following details:
- a) A brief history of event
 - b) Details of organizer
 - c) Total number of stalls being erected by organizer
 - d) Duration of event
 - e) Number of stalls proposed to be hired
 - f) Duration of event proposed for participation
41. The event for which Hiring of stall is proposed should be a regular event. i.e. the event should have conducted before twice or thrice successfully. While recommending the proposal, Assistant Director/Regional Director should mention that the event is regular and had a great success during previous year.
42. Quota for participation will be finalised by concerned Regional Director/Assistant Director.
43. Inspection should be done from any officer not below the rank of HPO/CTO from Regional Office or authorised by Regional Director.
44. The DDO/Assistant Director will not draw any advance in his name or others. He will make all the payment through PFMS only.
45. The concerned Assistant Director will make a Performance cum Achievement report, photographs of the event and other related documents and will forward a copy to HQ office. He will keep a copy in HSC for further inspection/Audit in future.
46. The concerned Regional Director has to submit a detailed list of five events under Hiring of Stalls per year with preference in the beginning of the financial year.
