



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

पश्चिमी खंड संख्या-VII, आर .के. पुरम,
नई दिल्ली 110066
दिनांक- 18/01/2024

NOTICE

Subject: - Inviting Proposals for undertaking projects under 'Marketing Support & Services' Scheme (MSS) during FY 2024-25 – 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. In this regard, 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 (75 artisans) and District (50 artisans). Duration of GSB (National & State) to 10 days and GSB (District) to 7 days.

b) **Hiring of Stalls** (HoS)

c) **Fashion Show**

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 08.02.2024 through online portal mode** in prescribed proforma attached at **Annexure - I** as per the venues for GSBs mentioned in the **Domestic Annual Action Plan** for the year 2024-25 (**Annexure - II**) along with internal guidelines (**Annexure - III**) uploaded on Official website, along with all supporting documents within the above-mentioned period for **FY 2024-25**.

5. Last Date for Submission of proposal for **HoS & Fashion Show** is **08.02.2024 through online portal mode** in prescribed proforma.

6. **All the concerned RD/DD/Sr. AD/AD shall scrutinize and forward the proposals with remarks as Recommended / Not Recommended on or before 14.02.2024. 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 2024-25 for sanctioning Grant in Aid, along with the parameter as under:-

- a) Govt agencies may be given top priority (govt agencies may apply proposal as per annexure-II directly to the HQ office via NGO Portal/Email to mkt-dchc-textiles@gov.in that may be received in this office **on or before 08.02.2023** with intimation to our concerned HSC/Field offices).
- b) Unfilled column in application or filled with unjustified/wrong information may be rejected.
- c) The decision regarding the selection of Implementing agency may be final and unobjectionable 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
सहायक निदेशक (विपणन)
Phone: 011-26178675
Email: mkt-dchc-textiles@gov.in

PROFORMA FOR SUBMISSION OF PROPOSAL FOR

GANDHI SHILP BAZAAR (National/State/District)

Organizations profile: -

1	Name of the Organization	
2	Type of Organization (Government or Non-Government)	
3	Organization address and communication details including official email.	
4	Registration number, date of registration, validity status of Registration.	
5	Unique IDs (NITI, PFMS and DCH Empanelment Number)	
6	Name & Designation of Chief functionary with Tel No. /Mobile No.	
7	Name of Nodal officer/Contact No/ e-mail	
8	Experience in Undertaking Developmental Intervention in the Handicraft Sectors (Chronological Order)	
9.	Last three (03) events done with assistance of O/o the DC (H) with sanction no & date. Status of UCs with date.	

Project/Scheme Details: -

10	Name of the scheme Component:																																					
11	Venue of the Project																																					
12	Period with Proposed Date (Duration of the event 7-10 days)																																					
13	Proposed No. of Participating Craft-persons: (National 150; State 75; District 50)																																					
14	Amount of Financial assistance required for: -	<div>Class A City- Population with 30 lakh & more (2011 census) Class B City- Population with less than 30 lakhs (2011 census)</div> <table><tr><th>Sl</th><th>Expense head</th><th>Class A City</th><th>Class B City</th></tr><tr><td>1</td><td>Space rental & Infrastructure including services per day per stall</td><td>₹ 1500/-</td><td>₹ 1200/-</td></tr><tr><td>2</td><td>Publicity per day per stall</td><td>₹ 300/-</td><td>₹ 300/-</td></tr><tr><td>3</td><td>TA including per participant</td><td>₹ 4000/-</td><td>₹ 4000/-</td></tr><tr><td>4</td><td>Freight Charges per participant</td><td>₹ 2000/-</td><td>₹ 2000/-</td></tr><tr><td>5</td><td>DA per day-per artisan</td><td>₹ 800/-</td><td>₹ 500/-</td></tr><tr><td>6</td><td>Insurance per day per stall</td><td>₹ 50/-</td><td>₹ 30/-</td></tr><tr><td>7</td><td>Misc. Expenses</td><td colspan="2">5% of total of above sub-heads (S.No. 1-2)</td></tr><tr><td>8</td><td>Administrative charges</td><td colspan="2">3% of total of above sub-heads (S.No. 1-6)</td></tr></table>	Sl	Expense head	Class A City	Class B City	1	Space rental & Infrastructure including services per day per stall	₹ 1500/-	₹ 1200/-	2	Publicity per day per stall	₹ 300/-	₹ 300/-	3	TA including per participant	₹ 4000/-	₹ 4000/-	4	Freight Charges per participant	₹ 2000/-	₹ 2000/-	5	DA per day-per artisan	₹ 800/-	₹ 500/-	6	Insurance per day per stall	₹ 50/-	₹ 30/-	7	Misc. Expenses	5% of total of above sub-heads (S.No. 1-2)		8	Administrative charges	3% of total of above sub-heads (S.No. 1-6)	
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Documents to be attached (self-Attested copies): Page No. of attachment to be indicated

15	Copy of valid registration certificate under proper statute. [Self-attested]	
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Office of the Development Commissioner (Handicrafts)

16	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [Self-attested]	
17	Copy of audited balance sheet (by chartered accountant) for last 3 years. [Self-attested]	
18	Copy of Annual report of last three year. [Self-attested]	
19	List of current office bearers (Min. 05) of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
20	Name and address of Bank where organization has its C.N.A. account and Account Number.	
21	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered anywhere in India. c. That Organization is not involved in any corrupt practices and has not been black - listed by any central/state agencies. d. That organization is a non-profit making organization. e. That organization shall submit the performance cum achievement report within a week of completion of the event.	

Certificate to the effect that:

1. No financial assistance has been received from any other source for the same purpose.
2. Provisions of the scheme have been fully understood and we take the responsibility for successful completion of the project within the 12 months from the date of release of funds.
3. All infrastructure & human resources are available with the organisation to conduct the programs as per scheme.
4. There is no duplication of efforts within existing schemes of the Ministries.
5. The Organisation is registered with Public finance management System (PFMS) and will adhere to the provisions of the Department of Expenditure in this regard.

Date:

Signature

Name of Authorized signatory
Designation with Rubber stamp
Mobile No-
Email Id-

Recommendation of the field Office:

I have scrutinized all the particulars provided by implementing agency within 7 days of application and I am satisfied/Not satisfied with facts. (Observations if not satisfied). The Project is being Recommended/Not recommended by field office with justification as detailed below:

Date:

Signature with rubber stamp
Name, Designation and address

PROFORMA FOR SUBMISSION OF PROPOSAL FOR
FASHION SHOW

Organizations profile: -

1	Name of the Organization	
2	Type of Organization (Government or Non-Government)	
3	Organization address and communication details including official email.	
4	Registration number, date of registration, validity status of Registration.	
5	Unique IDs (NITI, PFMS and DCH Empanelment Number)	
6	Name & Designation of Chief functionary with Tel No. /Mobile No.	
7	Name of Nodal officer/Contact No/ e-mail	
8	Experience in Undertaking Developmental Intervention in the Handicraft Sectors (Chronological Order)	
9	Last three (03) events done with assistance of O/o the DC (H) with sanction no & date. Status of UCs with date.	

Project/Scheme Details: -

10	Name of the scheme Component:	
11	Venue of the Project	
12	Period with Proposed Date (Duration of the event- 01 day)	

The products of awardee and cluster artisans of handicrafts only to be used in the Fashion Show.

13	Amount of Financial assistance required for: -																												
	<table border="1"> <thead> <tr> <th>Sl.</th> <th>Expense Head</th> <th>Max permissible assistance</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Space rental and Infrastructure</td> <td>₹ 10,00,000/-</td> </tr> <tr> <td>2</td> <td>Publicity Cost</td> <td>₹ 5,00,000/-</td> </tr> <tr> <td>3</td> <td>Honorarium for Models/Choreographer max for 20 models including TA/DA</td> <td>₹ 2,00,000/-</td> </tr> <tr> <td>4</td> <td>Product to be sourced from handicrafts awardee artisans only.</td> <td>₹ 2,50,000/-</td> </tr> <tr> <td>5</td> <td>Boarding and Lodging</td> <td>₹ 3,00,000/-</td> </tr> <tr> <td>6</td> <td>Misc. Expenses (5% of total of above sub- head S.No. 1-5)</td> <td>₹ 1,12,500/-</td> </tr> <tr> <td>7</td> <td>Administrative Expense (3% of total of above sub-heads S.No. 1-6)</td> <td>₹ 70,875/-</td> </tr> <tr> <td></td> <td>Total</td> <td>₹ 24,33,375/-</td> </tr> </tbody> </table>	Sl.	Expense Head	Max permissible assistance	1	Space rental and Infrastructure	₹ 10,00,000/-	2	Publicity Cost	₹ 5,00,000/-	3	Honorarium for Models/Choreographer max for 20 models including TA/DA	₹ 2,00,000/-	4	Product to be sourced from handicrafts awardee artisans only.	₹ 2,50,000/-	5	Boarding and Lodging	₹ 3,00,000/-	6	Misc. Expenses (5% of total of above sub- head S.No. 1-5)	₹ 1,12,500/-	7	Administrative Expense (3% of total of above sub-heads S.No. 1-6)	₹ 70,875/-		Total	₹ 24,33,375/-	
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Office of the Development Commissioner (Handicrafts)

15	Copy of Memorandum of Association & bye-laws certified by appropriate authority. [Self-attested]	
16	Copy of audited balance sheet (by chartered accountant) for last 3 years. [Self attested]	
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18	List of current office bearers of the organization with their full Name, complete postal address with PIN, phone/ mobile no. and E-mail.	
19	Name and address of Bank where organization has its C.N.A. account and Account Number.	
20	Affidavit regarding: a. Majority of members of governing body do not belong to the same family. b. Details of the members having membership in any other society registered anywhere in India. c. That Organization is not involved in any corrupt practices and has not been black - listed by any central/state agencies. d. That organization is a non-profit making organization. e. That organization shall submit the performance cum achievement report within a week of completion of the event.	

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Signature

Date:

Name of Authorized signatory
Designation with Rubber stamp
Mobile No-
Email Id-

Recommendation of the field Office:

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PROFORMA FOR SUBMISSION OF PROPOSAL FOR

HIRING OF STALLS IN EVENTS ORGANIZED BY OTHER ORGANIZATIONS*(WILL BE ORGANIZED DEPARTMENTALLY)***Organizations profile: -**

1	Name of the Event (Where the stall will be hired)	
2	Name of the Organizer of the Event	
3.	Type of Organization (Government or Non-Government)	
4.	Organization address and communication details including official email.	
5	Registration number, date of registration, validity status of Registration.	
6	Unique IDs (NITI, PFMS and DCH Empanelment Number)	
7	Name & Designation of Chief functionary with Tel No. /Mobile No.	
8	Name of Nodal officer/Contact No/ e-mail	
9	Experience in Undertaking Developmental Intervention in the Handicraft Sectors (Chronological Order)	
10	Last three (03) events done with assistance of O/o the DC (H) with sanction no & date. Status of UCs with date.	

Project/Scheme Details: -

11	Name of the scheme Component:	
12	Venue of the Project & Total number of Stalls	
13	Proposed number of Stalls to be Hired: <i>(The number of stalls hired will not exceed 25% of the total stalls erected in the fair subject to maximum of 100 stalls)</i>	
14	Period with Proposed Date <i>(Duration of the event 1-15 days or may be extended up to the period of the event.)</i>	

15 Amount for financial assistant required for:

Sl	Expense head	Maximum permissible assistance (INR)
1.	Rent of Hiring of stalls per stall per day	₹ 2500/-
2.	TA including Freight Charges per participant	₹ 6000/-
3.	DA per day per artisan	₹ 800/- for Class A and ₹ 500/- for Class B
4.	Misc. Expenses including publicity etc.	5% of sub-heads No 1.

Class A City- Population with **30 lakh & more** (2011 census)
Class B City- Population with **less than 30 lakhs** (2011 census)

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Signature with rubber stamp
Name, Designation and address

Office of the Development Commissioner (Handicrafts)
Domestic Marketing Calender for MSS component FY 2024-25

Annexure-II

Region	State/U Ts	Venues	GSB (National)	GSB (State)	GSB (Distt) at UH
CR	Uttar Pradesh	Agra UH			2
		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	1	
		Varanasi UH			2
	Uttarakhand	Dehradun		1	1
ER	Bihar	Darbhanga			1
		Gaya			1
		Muzaffarpur			1
		Patna	1		
	Jharkhand	Bokaro		1	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	Durgapur UH		1	2
		Howrah			1
		Kolkata	1		
		Kolkata UH			2
		Shantiniketan UH			2
NER	Arunchal Pradesh	Itanagar		1	
	Assam	Guwahati	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	Delhi	1		
		Pitampura UH			2
	Haryana	Faridabad/Surajkund	1		
		Gurugram		1	
		Kurukshetra		1	
		Karnal UH			2
	Himachal Pradesh	Mandi			1
		Shimla		1	
	Jammu & Kashmir	Jammu		1	
		Jammu UH			2
		Srinagar		1	

Map

Region	State/U Ts	Venues	GSB (National)	GSB (State)	GSB (Distt) at UH
	Ladakh	Srinagar UH			2
		Leh			1
	Punjab	Bathinda			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	
	Karnataka	Bangalore (Bengaluru)	1	1	
		Mangaluru UH			2
		Mysuru			1
	Kerala	Trivendrum		2	1
	Puducherry	Puducherry		1	
	Tamil Nadu	Chennai	1	2	
		Coimbatore			1
		Kanyakumari UH			2
		Madurai		1	
		Mamallapuram UH			2
		Salem			1
	Telangana	Hyderabad	1	2	
		Shilparamam (Madhapur)			1
WR	Chhattisgarh	Bhilai		1	
		Durg			1
		Jagdalpur			1
		Raipur UH			2
	Goa	Madgaon			1
		Panaji		1	
	Gujarat	Ahmedabad	1	1	
		Ahmedabad UH			2
		Bhuj		1	
		Bhuj UH			2
		Gandhinagar			1
		Rajkot			1
		Surat	1	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		2	
		Grand Total	15	44	105

Total Gandhi Shilp Bazaar 164

Hiring of Stalls -

Fashion Show -

Mug

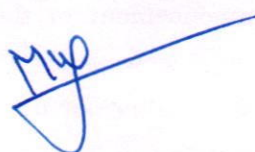
Guidelines of Domestic Marketing Events

Sanction of a Fresh Event

1. All Implementing agency who have not submitted the UCs for the FY 2022-23 shall be disqualified for the selection for conducting the event during FY 2024-25.
2. **Gandhi Shilp Bazaars shall preferably be sanctioned to the State/Central Government Corporation/agencies.**
3. Government organisation may apply directly via NGO Portal/Email to mkt-dchc-textiles@gov.in.
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.

Event	Govt agencies	NGOs
National Gandhi Shilp Bazaar	Two GSB during previous years	Five GSB during previous years
State Gandhi Shilp Bazaar	One GSB/CB during Previous years	Two GSB/CB during previous years
District Gandhi Shilp Bazaar	Experience in handicraft field	One GSB or Three Exhibitions during previous years

5. In case of NGOs:
 - a) The Implementing agency shall be empanelled with Niti Aayog & Office of DC (Handicrafts).
 - b) The Proposal should be submitted only through NGO portal.
 - c) The proposal shall be duly recommended by concerned Assistant Director/Regional Director.
 - d) Maximum eligible proposal should be recommended by Assistant Director's against each event as per guidelines.
 - e) Reasons for recommendation and rejection to be recorded by assistant Director/Regional Director.
 - f) Final selection of an agency for an event will be done by a committee at HQ level, as per the guidelines and budgetary restrictions.
6. The proposal shall be complete within the physical and financial parameters of the scheme
7. In case of NGOs, Maximum 2 marketing event may be sanctioned during financial year. However, there will be no restrictions in case of government agencies.



Implementation of the event

8. Implementing agency has to organise the event at same venue and date during the same financial year for which it has been sanctioned.
9. Insurance of the event will be mandatory. If not done, 50% of the administrative charge may be restricted after pro-rate application.
10. 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.
11. 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).
12. The implementing agency should make available the list of selected artisans to the field office and regional office atleast 10 days before commencement of the programme. The list may carry no of artisans upto twice the no of artisans sanctioned for the activity.
13. In case of Short fall, the stalls can be filled with the artisans from waiting list.
14. 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.
 - 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
15. All the payments by the Implementing agency to beneficiaries and vendors must be made by PFMS only.
16. 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.
17. 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.
18. Inspection report with authenticated list of artisans of the event should be submitted within 3 working days after completion of the event at mkt-dhc-textiles@gov.in or marketinghandicrafts@gmail.com in proper format.
19. There must be a gap of minimum 5 days between two successive marketing events at the same venue except in Urban Haats.

