



No. M-12011/02/2021-22/MD
Government of India
Ministry of Textiles
Office of the Development Commissioner (Handicrafts)

West Block-7, R K Puram,
New Delhi-110066

Dated: 18.09.2023

To,

The Regional Director (Handicrafts)
CRO/ERO/NERO/NRO/SRO/WRO

Subject: Guidelines for allotment of stalls & participation of artisans at Dilli Haat, INA-regarding.

Madam/Sir,

I am directed to convey the approval of competent authority on the guidelines with reference to streamlining the process of allotment of stalls, participation of artisans & inspection process at Dilli Haat, INA, New Delhi. The guidelines (Annexure-1) shall be applicable with immediate effect.

This issues with the approval of DC (Handicrafts) vide diary no 44798 dated 14/09/2023.

Yours Faithfully

(Sohan Kumar Jha)
Sr. Director (Handicrafts)

Copy to:

1. **All concern Sr. Assistant Director & Assistant Director** for kind information & creating awareness among the artisans of their respective regions.
2. **AD (H), SDHS** for uploading a copy of guideline on the handicraft portal (News & Circular)
3. **Manager (Handicraft Helpline)**, for kind information.
4. Chief Manager, Dilli Haat, INA, New Delhi

Annexure-1

Dilli Haat Guidelines (For normal slots at Dilli Haat)

A. General Rules:

1. Artisans shall reach Dilli Haat One (01) day before start of the event/slot for allotment of stalls between 11:00AM to 05:00 PM.
2. Artisans shall carry only those items which he/she has declared on the Pahchan card/artisan database on the Indian Handicraft Portal (indian.handicrafts.gov.in) as craft.
3. **Stall allotment** shall be done through “**online portal**” on the Indian Handicraft Portal (indian.handicrafts.gov.in).
4. **No dropout** shall be conducted for vacant stalls until unless approved by DC (Handicrafts)
5. **The artisan shall pay the stall rent** as per norms and no refund/return shall be entertained, once paid.
6. **No TA, DA and Freight charges** will be provided to the artisan.
7. Boarding/Loading, packing of material has to be arranged by the artisan only.
8. Artisans shall insure their handicraft items from natural calamities, fire, loss, theft etc.
9. All the items are to be price tagged and the artisan have to declare the inventory brought by him/her.
10. The artisan or the custodian of items/products will solely be responsible for their belongings. No claim will be entertained by DC (H).
11. **The selected artisans must be present for all the 15/16 days of the event/slot.** The absenteeism on valid ground only, must be intimated to the Dilli Haat Authority.
12. **The stall shall remain closed in the absence of artisan.**
13. The items are to be displayed in proper manner and strict discipline may be maintained.
14. Stall will be allotted only to the original artisan and not to the helper.
15. Until further notification/memorandum/order/circular, **any artisan shall be allocated the stall only once in a Six (06) month period**, with effect from allocation of the stall.
16. **The O/o DC (H) has reserved 02 stalls** for Padmshree, Shilp Guru Awardee, National Awardee & NMC Awardee; however, the allotment to these stalls can only be made, if the awardee is present with participation letter on the day of allotment.
17. Preference shall be given to Padmshree, Shilp Guru Awardee, National Awardee & NMC Awardees in physical/offline allotment of stalls.
18. **Biometric System** may be installed at Dilli Haat, INA premise to monitor the attendance of participating artisans. The participating artisans shall punch their attendance twice a day, one before 11:00 AM and another after 6:00 PM.

B. Verification of the Documents:

19. Artisan shall carry a copy of **participation letter** (downloaded from handicraft portal) **duly verified & attested by the Sr. Assistant Director/Assistant Director** of the concern jurisdiction.
20. The artisan shall carry valid **Pahchan card (Artisan card)** & Adhaar Card, or any government issued identity card.
21. In case of Pahchan card (Artisan card)-



- a. In case the Pahchan card is lost, a copy of FIR, not older than 15 days OR a letter duly verified by the concerned Sr. Assistant Director/Assistant Director may be issued to the artisan on the letterhead. The letter will be valid only for a period of Three (03) months. Artisan must carry the letter/FIR Copy on the day of allotment of stall.
 - b. Duplicate/printout/Expired Pachaan card will be considered invalid and no stall will be allotted to the artisan.
 - c. The Pahchan ID card (Artisan card) will be deposited with Dilli Haat authorities and the same will be returned by the authority to the concern artisan, at the conclusion/end of the slot only.
22. In case of Awardee, artisan shall carry original **award certificates**. Photocopy, if presented, should be verified & attested by the concerned Sr. Assistant Director/Assistant Director.

C. Assistant/Helper:

23. Helper shall be in the **blood relation with the artisan or from the same village or municipality**. None other than these will be allowed/recommended as helper.
24. **The helper shall be attested by the concerned Sr. Assistant Director/Assistant Director.**
25. Helper is only for the assistance of the artisan. He/she is **not allowed to run/open the stall in the absence of artisan** to whom the stall has been allotted.

D. Inspection:

26. Inspection committee shall visit the venue for inspection of stalls. The committee shall check the attendance of artisans on the day of inspection, crafts as displayed in the stall, subletting of stalls, any other a, etc.
27. The committee shall **submit the inspection report within one working days** after completion of the inspection.
28. **The decision taken by committee shall only be over-ruled with the approval of DC (Handicrafts).**

E. Debarment:

29. **70% attendance** is mandatory, if found lesser, artisan concern may be debarred from participating for next **One (01) year** at Dilli Haat, INA.
30. The artisan shall be informed that, after the allotment of stalls, if they **deny or show unwillingness to participate in two slots in a financial year**, then they may be debarred for next **One (01) year** for participating at Dilli Haat, INA.
31. If some other/**unauthorized person** other than the artisan/helper found on the stall during the inspection/visit, the artisan will be debarred for participation in **any marketing event for Two (02) years** and the stall will be closed with immediate effect.
32. If artisan has displayed the **different craft** other which is mentioned on the Artisan/ Pehchan Card or in the artisan database/ he/she shall be debarred for their participation in **any marketing event for Three (03) years** and the stall will be closed with immediate effect.



33. The allottee are not allowed to **sublet the stall** to any one, if found so, the stall will be closed forth with immediate effect and the artisan will be debarred for at least **Five (05) years** to avail **any benefit of schemes of o/o the DC (Handicrafts)**.
34. If any other impersonification **observed/detected**, the artisan shall be debarred for at least **Five (05) years** from availing **any benefit of schemes of o/o the DC (Handicrafts)**.
35. In case of any **misconduct with the official/officer on duty**, then the artisan concern shall be debarred for at least **Five (05) years** to avail **any benefit of schemes of o/o the DC (Handicrafts)** and the stall of the artisan concern, if allotted any, will be closed forth with immediate effect.

A handwritten signature in black ink, consisting of a stylized 'S' shape with a horizontal line extending to the right.