

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: 24.01.2022

To,

The Regional Director/Deputy Director (In-charge)
Office of Development Commissioner (Handicrafts)
(CR/NR/WR/ER/NER/SR).

Subject: Guidelines for organizing domestic marketing events-reg

Sir/Madam,

I am directed to circulate the Internal Guidelines for selection of Implementing agency and conducting the marketing events which includes Gist of Expenditure cum processing sheet, Implementation of the event and Reimbursement procedure. The Inspection Report should be submitted in the prescribed format (copy enclosed).

The guidelines for fresh sanction shall be applicable w.e.f. 01.04.2022 and for Implementation of the event and reimbursement cases including Gist of Expenditure cum Processing Sheet shall be applicable with immediate effect. All Regional Director/Assistant Directors are requested to submit all the reimbursement cases as per the guidelines attached.

This issues with the approval of Competent Authority vide diary no. 44798 dated 06.01.2022.

Yours faithfully,

Encl: As above


(Saroj Kumar Singh)
Assistant Director (MSS)

Copy to:

1. The Assistant Director (IT cell) with the request to upload on the website.


Assistant Director (MSS)

CHECK LIST PROFORMA

I.GIST OF EXPENDITURE

Name of Agency		
Sanction order No.& Date		
Event		
Period of the event		
Venue		
Project Cost		
Expenditure Incurred	Through Cash (Amount as well as %)	
	Through NEFT (Amount as well as %)	
	Through PFMS (Amount as well as %)	
	...	

* Payment through bearer cheque/cheque to be treated as cash.

** A/c payee cheques should be verified from the bank having the account of issuer.

- i. Utilization Certificate/ Audit Statements/ Statement of Expenditure have found to be genuine as cross verified from Chartered Accounts.
- ii. After examining the documents, it's found satisfactory/genuine as per Sanction order and guidelines of the scheme, the claim is being submitted.

Stamp & Sign
Assistant Director (H),
HSC,.....

II. Processing Sheet

The list/summary of bills/invoice/voucher component-wise in the prescribed format given below for kind perusal:

(Amount in Rs.)

S.No.	Particular of Bills	Bill/Invoice & Date	Amount as per statement of exp. (in Rs.)	Amount proposed to be admitted	Remarks
1. Space rent & Infrastructure including services					
Eg.1	Mohan Enterprises	52 Dt. 06.03.2021	21000/-	21,000/-	
Eg. 2	Rohan Enterprises	116 dt. 07.03.2021	45000/-	25000/-	(Reason)
...					
	Total				
2. Publicity					
Eg.1	Hindustan Times	43125 dt. 01.03.2021	2,05,120/-	1,55,000/-	(Max. ceiling)
...					
Total				1,55,000/- (Max ceiling)	
TA/DA/Freight Charges to artisans					
3.	TA to artisans		Eg. 14,193/-		
4.	DA to artisans		Eg. 2,80,800/-		
5.	Freight Charges to artisans		Eg. 41,020/-		
6. Insurance					
7. Administrative Charges					
8. Misc Expenses					
	Total				

.....			
Grand Total			

- Bills issued by any vendor for an aggregate amount of Rs. 10,000/- and more have been verified and found genuine as per the government norms.
- No of stalls erected _____
- No of Pahchan Card Holders Gen___ SC___ ST___ others___ Total_____
- Performance/sale generated of the event is satisfactory.

Keeping in view of above-mentioned parameters, head-wise funds have been proposed to be admitted.

Stamp & Sign
Assistant Director (H),
HSC,.....

Guidelines of Domestic Marketing Events

Sanction of a Fresh Event

1. Handicraft Service Centre/Regional Office will explore the possibility for organising any marketing event departmentally.
2. **National Handicrafts Fair/Gandhi Shilp Bazaars/ Thematic Exhibitions shall preferably be sanctioned to the State/Central Government Corporation/agencies.**
3. Government organisation may apply directly via NGO Portal/Email to marketinghandicrafts@gmail.com /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 Handicrafts Fair	Two GSB during previous years	Five GSB during previous years
Gandhi Shilp Bazaar	One CB during Previous years	Two CB during previous years
Craft Bazaar	Experience in handicraft field	Three Exhibitions during previous years
Thematic Exhibitions	Experience of GSB	Experience of GSB
Exhibition	Experience in Handicraft field with financially sound	Experience in Handicraft field with financially sound

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) Final selection of an agency for an event will be done by a committee at HQ level.
6. The proposal shall be complete within the physical and financial parameters of the scheme
7. In case of NGOs, Maximum 4 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 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 30 days in case of National Handicrafts Fair & Gandhi Shilp Bazaar and 15 days for any other marketing event before the commencement.
11. In Case of National Handicrafts Fair, Gandhi Shilp Bazaar and Thematic Exhibitions, Artisans for participation in the event shall be deputed by the Regional/Field offices of O/o of the DC (Handicrafts). Quota for participation of artisans for the other regional offices and field offices under the jurisdiction will be finalised by the concerned Regional Director. The list will be compiled by the concerned field office.
12. Artisans for participation in Craft Bazaar/Exhibition to be arranged by the Implementing agency. However, field offices can depute artisans to the event after enquiring the availability of the stalls.
13. In case of CB/Exh, 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.
14. In case of Short fall, the stalls can be filled with the local artisans.
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) Canteen/Arrangement of tea/coffee, lunch etc for artisans and public on payment basis.
 - n) Proving bill book to all artisans to record the sales.
 - o) Deployment of security guards.
 - p) 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.
 - q) Videography of stall, items displayed, front face photo of artisans with Pahchan Card
 - r) Other necessary arrangements if required
16. All the payments by the Implementing agency to beneficiaries and vendors must be made by PFMS only.
17. 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 National Handicraft Fair, Gandhi Shilp Bazaar and Thematic Exhibitions.
18. 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 Handicrafts Fair, 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.
19. 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.
20. There must be a gap of minimum 5 days between two successive marketing events especially National Handicrafts Fair, Gandhi Shilp Bazaar, Craft Bazaar and Exhibition at the same venue except in Urban Haats.

Reimbursement of Events

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

(Note: All the government agencies may submit their reimbursement claim directly at headquarters however, All the NGOs shall submit their claim at their concerned field 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. cash/account payee cheque/bearer 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 relax-able in case of Government agency). **Further only payment through PFMS is acceptable w.e.f. 01.04.2022.***

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

22. 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
- c) Gist of expenditure cum processing sheet in prescribed format (Relax-able in case of Government Agency).

23. The entire documents being forwarded by concerned assistant directors should be duly verified with sign and stamp.

24. The reimbursement claim will be processed on the basis of audit accounts, inspection report and recommendations of Assistant Director.

25. 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.

26. 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.
27. 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.
28. All the bills should be claimed under appropriate sub-heads otherwise shall not be admitted.
29. Gandhi Shilp Bazaars, Crafts Bazaar and Exhibitions with less than 50% participation (60% for sanctions issued before 31.10.2021) or organised for less than 7 days will not be admissible, in such case implementing agency has to refund the grant-in-received as advance.
30. 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 participation of artisans is less than 80% of the sanctioned strength
 - c) if the event is organised for a lesser number of days than sanctioned.
 - d) If an event or part of event is sanctioned exclusively for SC/ST/NER from respective heads but the participation of SC/ST/NER artisans is less than 80% the sanctioned strength.
31. All eligible artisans are entitled to travel in AC Tier-III and below classes.
32. 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.
33. Minimum of 80% of attendance is mandatory for all participating artisans otherwise he/she will not be eligible for TA/DA and Freight Charges.
34. 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.
35. The deadline for submission of reimbursement claim by an organisation to Field Office/Regional Office/Headquarter Office is 45 days. If delayed further, the Implementing agency will held responsibility for delay.
36. The Assistant Director has to examine the proposal and if found in order, the same may be forwarded to HQ office within 20 days with copy to Regional Office. If the reimbursement is delayed by the field office, The Concerned Assistant Director will held responsibility.

Hiring of stalls

37. 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
38. 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.
39. Quota for participation will be finalised by concerned Regional Director/Assistant Director.
40. Inspection should be done from any officer not below the rank of HPO/CTO from Regional Office or authorised by Regional Director.
41. The DDO/Assistant Director will not draw any advance in his name or others. He will make all the payment through PFMS only.
42. 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.
43. 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.

OFFICE OF THE DEVELOPMNT COMMISSIONER (HANDICRAFTS)

1. Name of the Region :- _____

2. Name of the Field Office :- _____

Inspection Report for Gandhi Shilp Bazar/ Craft Bazar/ Exhibition

1.	Name & full address of the organization	
2.	Name & designation of contact person of organization with Tel./Mobile number, who was in course of the Event	
3.	Name of the Event and place organized.	
4.	Sanction order No. & date	
5.	Amount Sanctioned/ Released	
6.	Full address of the Event	
7.	Period of Event	
8.	Total number of stalls Erected	
9.	Total number of Crafts persons participated (Region wise) (List enclosed duly certified)	
10.	No. of artisans allowed on the spot against dropout.	
11.	No. of artisans paid TA/DA/Freight Charges.	
12.	No. of artisans participated from the same Municipality area/ Locality.	

	<p>Details of participants –</p> <p>(a) S.C. -</p> <p>(b) S.T. -</p> <p>(c) OBC -</p> <p>(d) Minority -</p> <p>(e) General -</p> <p>(f) Women -</p> <p>(g) Handicapped -</p>	
14.	Typed list of actual artisans participated mentioned full address /I.Card No. & Craft/Award signed by authorized signatory of organization and Inspecting Officer/Asstt. Director of the area.	
15.	Name of the Inspecting Officer with Designation and full address of the Field Office.	
16.	Date of Inspection	
17.	Whether the Event Photographs/ List of artisans uploaded in the site of the Implementing Agency if not the reasons.	
18.	Publicity made through paper advertisement/ Radio Jingles/ Hoarding (Nos.) Leaflet (Nos.etc)	
19.	Actual Space Rent paid and the Name of Owner of the Venue	
20.	Whether TA/DA/Freight charges are paid in A/c payee cheque/DD/NEFT. The same is to be verified.	
21.	Total Foot. Fall (Approximate)	
22.	Infrastructure created like Public convenience & sanitation, Office Room, Drinking Water, Fire extinguishers, Security, Boundary wall, Stall size facilities provided in the Stall.	
23.	Total Sales and orders booked	
24.	Whether coverage of each stall recorded in C.D. in present of Inspecting Officer.	

25.	Name of Five artisans along with craft whose display of craft is very attractive.	1. 2. 3. 4. 5.
26.	Name of five artisans along with craft whose sale was maximum	1. 2. 3. 4. 5.
27.	Whether the Event is recommended from next year in the same venue and period or any change required with justification.	
28.	Suggestion for improvement	

Certified that Infrastructure, Publicity and other facility created by the organization is as per the terms & conditions of the Scheme.

Signature of Inspecting Officer
Name :-
Designation :-
Name of Field Office/ :-
M&SEC/CWTC.

Countersigned by Regional Director with his comments for Reimbursement.