

आलोक कुमार, भा.प्र.से.
विकास आयुक्त (हस्तशिल्प)

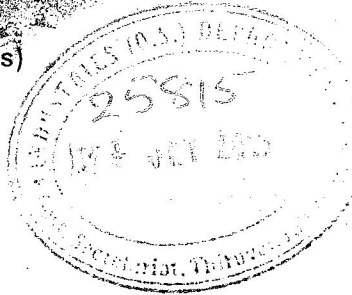
Alok Kumar, I.A.S.
Development Commissioner (Handicrafts)



सत्यमेव जयते

भारत सरकार
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Government of India
Ministry of Textiles
West Block-7, R. K. Puram,
New Delhi-110 066



D.O. No. K-12012/3/8/2015-C&P/1108

Dated: 13.10.2015

Dear Sir/Madam,

As you are aware that the Handicrafts Sector plays a significant role in the country's economy. It provides employment to a vast segment of crafts person in rural & semi urban areas and generates substantial foreign exchange for the country, while preserving its cultural heritage. Handicrafts have great potential, as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country, but also for the increasingly large number of new entrants in the crafts activity.

2. Office of the Development Commissioner [Handicrafts] implements various schemes for promotion and development of handicrafts sector. Recently, the various schemes have been reviewed and rationalized into one umbrella scheme namely "National Handicraft Development Programme [NHDP]".

3. Recognizing the need for taking a decentralized approach to development of Handicraft Sector, NHDP embodies the revised strategy based on setting up of Common Facility Centre at block level along with provision of assistance to primary producers, design and training to artisans, and marketing support.

4. Other main changes that have been made in the scheme guidelines are as follows:-

- [i] The wage compensation/stipend to artisans has been increased from Rs. 100/- to Rs. 150/-.
- [ii] T.A./D.A. to artisans in respect of marketing programmes has been increased Rs. 1,500/- to Rs. 2,000/- and in case of North East T.A. to artisans has been increased to Rs. 3,000/-. Moreover, D.A. @Rs. 100/- per day to the participants will be given and reimbursement to freight charges to artisans has been increased from Rs. 500/- to Rs. 1,000/-.
- [iii] A fresh dose of assistance upto a maximum of Rs. 1.5 crore would be provided to the existing Urban Haat and sharing ratio between GOI and implementing agency will be 80:20 for its renovation and utilization of facilities optimally by broad basing the activities. Further to avail this grant, the implementing agency will have to revisit the system of management of the Urban by setting up of Special Purpose Vehicle with active participation of the various agencies dealing with promotion of Tourism, Culture, Food, Processing Industry, etc. involving the tour operators, hotel operators in addition to those dealing with handloom and handicrafts for broad basing and ensure utilization of facilities for long duration. Such organization may also raise revenue for maintenance for payment of electricity dues, water charges, giving particular attention to sanitation of *Swaachh Bharat Abhiyan*.

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- [iv] The existing scheme for Mini Urban Haat shall be modified for provision of Wayside amenities on the road leading to major tourist destination nearer to the existing handicraft clusters for providing marketing facilities for handicraft products along with some basis amenities for the tourist. The existing limit of financial assistance would be increased from Rs. 1.4 crore to Rs. 2 crore per Mini Urban Haat/Road Side Amenities.
- [v] Under the AmbedkarHastshilpVikas Yojana, a lump sum amount of Rs. 5 lakh per annum will be given to the implementing agency for a period of three years towards Project Management Cost. This will also be including engagement of IICT, NIET, IIHT, BCDI, IRMA graduates etc. as cluster managers for handholding purposes and an ex-serviceman for day to day management of CFC, book-keeping, etc.
- [vi] Under Training through Guru Shishya Parampara Scheme, in respect of Shilp Gurus, who have national level awards/recognition Honorarium to be increased from Rs. 20,000/- to Rs. 30,000/- per month and for others to Rs. 25,000/- per month.
- [vii] Pension to master craftsmen under indigent circumstances which is provided to eligible artisans @of Rs. 2,000/- is increased to the pension to Rs. 3,000/- per month.
- [viii] For looms/furnaces, solar invertors, other accessories and equipment which are essential for crafts like carpet weaving, metal, pottery, glass, etc., the maximum financial ceiling will be Rs. 20,000/-. For other tool kits etc., the existing financial limit of Rs. 10,000/- shall continue.
- [ix] To enable to cater the need of artisans, an interest subvention has been enhance from 3% to 7% with a maximum benefit of Rs. 1,00,000/-.

National Handicraft Development Programme is a Central Sector Scheme, assistance made available to implementing agencies such as Central/State Handicraft Corporations, NGO's, etc. It is requested that a wide publicity may be given to new guidelines so that the benefit of this scheme can reach to artisans located in various parts of the country. The details of the National Handicraft Development Programme guidelines can be seen at the website: www.handicrafts.nic.in

With regards,

Yours sincerely,



[Alok Kumar]

To,

Shri P. H. Kurien, IAS
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