

No.5/2/2009-DCH/P&E
Government of India
Ministry of Textiles
Office of the Development Commissioner for Handlooms

Udyog Bhavan, New Delhi
Dated August, 2009.

To

- 1) The Commissioner/Director Incharge of Handlooms of all States
- 2) The Zonal Director of W.S.Cs
- 3) The Officer Incharge of all Weavers Service Centres

Subject: - Guidelines for Nomination of Handloom Weavers for participation in the Craft Melas during 2009-10.

Sir/Madam,

As you are aware that this office has been extending financial assistance for organising Craft Melas in various parts of the country. The craft melas at Shilparamam- Hyderabad, Shilpgram- Udaipur, Surajkund - Haryana, Patiala Heritage - Punjab and Taj Mahotsav - Agra have become very popular annual events for marketing of handlooms products. The handloom weavers are nominated by this office for participation in these craft melas based on the recommendation of the State Directors of Handlooms and the Weavers Service Centres. Obtaining applications from weavers, verifying them and selecting weavers for the various craft melas will be done as per the time schedule & targets indicated in the statement enclosed.

While nominating the weavers for each craft mela, due care may be taken to keep the following points:

- i) The time schedule indicated by the Office of DC (HL) should be strictly observed.
- ii) Up to 60% of the weavers recommended for nomination should be National Awardees, State Awardees or National Merit certificate holders and rest 40% may be recommended from among other weavers.
- iii) In case of Surajkund Mela about 80% Handloom weavers should be National Awardees and State Awardees/National Merit Certificate holders.
- vi) Representation should be given to majority of handloom clusters of the States especially those in remote areas, rather than nominating several weavers from a single cluster or a few clusters.
- v) Efforts should be made by the field offices of the State Director of Handlooms/WSCs to motivate genuine handloom weavers to apply for

selection by giving wide publicity. The names of weavers may be sent to the concerned W.S.C. for selection.

vi) The list of Handloom weavers for Theme State, as and when decided, will be sent to this office for approval & onward transmission to the Mela Authorities in case of Surajkund Mela

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vii) The National/State Awardees, Merit Certificate holders/Weavers would be eligible to be selected after a gap of one year.

viii) The **list** of selected handloom weavers with their complete details (for each craft mela) should be **forwarded by W.S.C. to this office alongwith floppy and also through e-mail at dchl@nic.in.**

A copy of the guidelines for nomination of weavers is enclosed for information. The publicity of the Mela may also be taken up in the regular review meetings of the field officers being held by your office.

All Zonal Directors of Weavers Service Centres are requested to furnish the final list of selected handloom weavers as per quota fixed **along with floppy** for each craft mela within the time prescribed. **Kindly ensure** that while forwarding the list of handloom weavers, it may also be sent through e.mail (dchl@nic.in.).

Yours faithfully

(Dinesh Singh)
Addl. Development Commissioner for Handlooms

Encl.: -Guidelines
 -Time deadline
 -Quotas

No.5/2/2009-DCH/P&E

Government of India

Ministry of Textiles

OFFICE OF THE DEVELOPMENT COMMISSIONER FOR HANDLOOMS

Guidelines for nominating Handloom Weavers to Participate in the forthcoming Craft Melas during 2009-10

The office of the Development Commissioner for Handlooms has been nominating handloom weavers recommended by various State Governments and Weavers Service Centres every year for participating in the following Craft Melas:

- | | | |
|-------|---|----------------------------|
| i) | Shilparamam in Hyderabad (Andhra Pradesh) | : 12.12.2009 to 31.12.2009 |
| ii) | Shilpgram in Udaipur (Rajasthan) | : 21.12.2009 to 30.12.2009 |
| iii) | Surajkund in Faridabad (Haryana) | : 01.02.2010 to 15.02.2010 |
| iv) | Patiala Heritage in Patiala (Punjab) | : 06.02.2010 to 20.02.2010 |
| v) | Taj Mahotsav in Agra (Uttar Pradesh) | : 18.02.2010 to 27.02.2010 |
| vi) | Shilpgram, Gwalior (M.P.) (Zonal Level C.Mela) | : 24.10.09 to 31.10.2009 |
| vii) | Shilpotsav, Aurangabad (Maharashtra-Zonal L.C.M.) | : 21.11.2009 to 30.11.2009 |
| viii) | Toshali (Zonal Level) National Craft Mela, Bhubaneswar (Orissa) | : 15.12.2009 to 27.12.2009 |

The objective of these melas is to enable the craftsperson/weavers to have an opportunity to directly interact with the market.

In order to give equal weightage to all the states, quota for all the craft melas has been fixed and allocated to the Zonal Director (East/West/North/South) of Weavers Service Centres. The following criteria will be adopted while recommending names of handloom weavers/Master Weavers for participation in the respective craft melas

1. Zonal Directors (East/West/North/South) of Weavers Service Centres will further allocate the target to each Weavers Service Centre/Director In charge of Handlooms of the States which comes under their respective zone in accordance with the quota fixed for each craft mela from their respective zone. In addition, 20% names should be kept as wait-listed over and above the quota fixed for each zone/each mela to avoid last minute drop out. Zonal Directors will also direct all the Weavers Service Centres/Director of Handlooms of all States that the following points may be taken into consideration while recommending the names of weaver
2. the time limit indicated for each craft mela should be strictly adhered to.

3. Up to **60%** of the weavers recommended for nomination **should be National/State awardees or National Merit certificate holders** and rest **40%** will be recommended from **among other** weavers. It may be noted that the nature of award should clearly be mentioned against the name of the selected award holder weaver.
4. Names of weavers alongwith their **complete address and craft should be listed** State-wise on separate sheets for each craft mela on separate sheet for each craft Mela. Whether Handloom Weavers Selected are National Awardee/National Merit Certificate/State Awardee should also invariably be mentioned in the list.
5. The **list** of selected handloom weavers with complete details for each craft mela **should be forwarded to this office alongwith floppy or through e.mail.e.mail.I.D., dchl@nic.in.**
6. The Weavers Service Centres, under each zone, will contact the handloom weavers/Master Weavers and obtain their bio-data in the prescribed proforma and send the same to the concerned Zonal Director for nomination duly signed by the Officer Incharge,. The Weavers Service Centres will also write to the Director, Handlooms of the States under their jurisdiction to make special efforts through their field offices to motivate genuine handloom weavers to apply for nomination and send the names of handloom weavers to the respective Zonal Director of Weavers Service Centre.
7. While recommending names of handloom weavers to the concerned Zonal Director of Weavers Service Centre, the Officer Incharge of the concerned Weavers Service Centre will ensure adequate representation of all the handloom clusters in the area.
8. The Zonal Directors (East/West/North/South) will, after receiving the names from the WSCs / States under their jurisdiction, prepare a consolidate list keeping in view the zone/state-wise quota fixed for each craft mela plus 20% waiting list for each craft mela and the lists so prepared for each craft mela will then be forwarded to the Office of the Development Commissioner for Handlooms **along with its floppy** for onward transmission to the concerned mela authorities.
9. The Zonal Directors(East/West/North/South) of Weavers Service Centre will ensure that the list of the craft persons finally short listed by them from among the names received from the WSCs/ Director, Handlooms of the states under their jurisdiction, for each craft mela, is as per quota fixed for each zone plus 20% waiting list. The list should cover weavers of all the possible crafts of each state. The Zonal Directors may constitute a joint selection committee for this purpose.
10. A detailed statement showing the quota fixed for each zone for each mela and the name, address, telephone numbers and FAX number of the concerned Zonal Directors, Weavers Service Centres is enclosed at Annexure-1.
11. The format prescribed for filling up of the bio-data of the individual weaver, the undertaking from individual weaver and the certificate to be given by the concerned weavers Service Centre is enclosed with the guidelines. It should be ensured by the concerned WSC that the bio-data and the undertaking are signed by the individual weaver and the certificate is duly signed by the recommending authority.
12. The weavers selected for the craft melas should be advised to bring/take sufficient stocks for presentation and sales etc. in the craft melas. It may also please be ensured that weaver(s) selected for a craft mela is not repeated in other craft mela.
13. No TA/DA/Transportation charges will be paid to any of the participating handloom weaver in any of the craft mela.

14. Theme State will not send separate list of handloom weavers to any of the craft mela authority. The names from theme state will also be selected/ finalised by the respective Zonal Director of the Weavers Service Centre.

Schedule for forwarding the list of selected weavers for different craft melas-2009-10

S.No.	Name of the Mela	Date by which the bio-data to be submitted to the Zonal Directors, WSC / State Govt.	Date by which the list of selected weavers are to be submitted to O/O DC(HL)	Date by which the list of selected weavers proposed to be submitted to the Mela Authority.
01.	Shilparamam, Hyderabad (from 12.12.09 to 31.12.09)	28 th August, 2009	25 th Sept., 2009	10 th October, 2009
02.	Shilpgram, Udaipur (from 21.12.09 to 31.12.09)	28 th August, 2009	25 th Sept., 2009	10 th October, 2008
03.	Surajkund, Haryana (from 01.02.09 to 15.02.09)	28 th August, 2009	30 th Sept, 2009	10 th October, 2009
04.	Patiala Heritage, Punjab (from 06.02.09 to 20.02.09)	28 th August, 2009	30 th Sept., 2009	10 th October, 2009

05.	Taj Mahotsav, Agra (from 18.02.09 to 27.02.09)	28 th August, 2009	30 th Sept., 2009	10 th October, 2009
06.	Shilpotsav, Aurangabad (MS)from 21.11.09 to 30.11.09	28 th August, 2009	30 th Sept., 2009	10 th October, 2009
07.	Toshali National Craft Mela at Bhubaneswar from 15.12.09 to 27.12.09.	28 th August, 2009	30 th Sept., 2009	10 th October, 2008
08.	Shilpgram, Gwalior (M.P.) from 15.10.09 to 25.10.09	28 th August, 2009	15 th Sept. , 2008	20th Sept., 2009

Annexure - I

Statement showing zone-wise quota fixed for each craft mela

S l . N o	Name of the Craft Mela	Dates of the Craft Mela	Total No. of Wvrs to be invite d in each mela	Zone - wise quota fixed for Each mela			
				Ea st	W es t	No rth	So ut h
01.	Shilparamam, Hyderabad (A.P.)	12.12.200 9 to 31.12.200 9	150	40	35	35	40
02.	Shilpagram, Udaipur (Rajasthan)	21.12.200 9 to 30.12.200 9	75	20	20	20	15
03.	Surajkund, Faridabad (Haryana)	01.02.201 0 to 15.02.201 0	90	20	25	25	20
04.	Taj Mahotsav,	18.02.201	150	45	35	45	25

4.	Agra (U.P.)	0 to 27.02.201 0					
05.	Patiala Heritage, Patiala (Punjab)	06.02.201 0 to 20.03.201 0	60	15	15	20	10
06.	Shilpotsav, Aurangabad, Mumbai	21.11.09 to 30.11.09	60	12	20	12	06
07.	Toshali National Craft Mela, Bhubaneswar	15.12.09 to 27.12.09	50	20	12	15	03
08.	Shilpgram Gwalior (M.P.) (Zonal Level)	24.10.09 to 31.10.09	50	12	20	12	06

Name and Address of Zonal Directors, Weavers Service Centres

01.	Shri S.P. Singh, Director (East Zone) Weavers Service Centre IIHT Campus, Jawahar Nagar (National High No.37) Khanpara, Guwahati-7981022	Telephone Number 0361-2302599 & 2303586 FAX Number 0361-2302599
02.	Shri K.K.Baviskar Director (West Zone) Weavers Service Centre 15-A, Mama Permanand Marg, Mumbai - 400004	Telephone Number 022 - 23610923 & 23691238 FAX Number 022 - 23625626
03.	Shri R.Kumar Director (North Zone) Weavers Service Centre Weavers Colony, Bharat Nagar, Delhi-110052	Telephone Number 011 - 27303793 & 27302999 FAX Number 011 - 27307560 & 27304012

04.	Shri B.B.Paul Director (South Zone) Weavers Service centre C-1-B, Rajaji Bhavan, Besant Nagar, Chennai-600090	<p style="text-align: center;">Telephone Number 044 – 24918655 & 24917964</p> <p style="text-align: center;">FAX Number 044- 24465015 & 24916707</p>
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BIO DATA OF WEAVERS FOR THE CRAFT MELAS

Photo duly
attested by the
recommending
Officer

Name of the Craft _____
 Identity Card No. _____

Name of weaver in Capital Letters
& Address

Father's Name/Name of Spouse

Date of Birth

Whether SC/ST/OBC/
Physically Handicapped

Whether National/State Awardee/
Merit Certificate Holder

No. of persons in family engaged

in weaving, _____

Details of Items produced _____

<u>Items</u>	<u>Price Range</u>
_____	_____
_____	_____

Name & Signature of the Weaver _____

Signature of the recommending authority
Name & Designation with Office Seal

UNDERTAKING BY WEAVER

I _____
S/o, _____ D/o, _____ W/o _____

_____ am producing (particulars of the weave at my house at (full address) _____

_____ I will participate only from Handloom side. I will display/sell only those products for which my participation has been allowed. I undertake to abide by the terms and conditions mentioned in the guidelines.

(Name & Signature of the Weaver
with complete address)

CERTIFICATE BY THE SPONSORING AUTHORITY

This is to certify that Shri/Smt./Ms. _____
r/o _____ is a
genuine weaver and practicing the weave _____. It is further
certified that Shri/Smt./Ms. _____ has not
participated in Dilli Haat/Craft Melas from _____ to _____ in
the previous year.

It is also certified that:-

(i) the name, address & disciplines noted in the bio data by the Weaver is genuine; and

(ii) that the nominations made are those of actual weavers and not that of traders/middlemen.

Signature of the recommending authority
Name & Designation with Office Seal