

MOST IMMEDIATE
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No. 5/6/2017-DCH/P&E
भारत सरकार/Government of India
वस्त्र मंत्रालय/Ministry of Textiles
हथकरघा विकास आयुक्त का कार्यालय
Office of the Development Commissioner for Handlooms

उद्योग भवन, नई दिल्ली/Udyog Bhavan, New Delhi
दिनांक/Dated: January 2019

To

The Director,
Bureau of Outreach and Communication (BOC),
(DAVP),
CGO Complex,
New Delhi.

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Subject: Releasing of advertisements in Local/National Newspapers for inviting applications from the participants for participation in Dilli Haat Programme, ACASH and NHDC's Exhibitions -reg.

Sir,

I am directed to forward herewith the copy of the advertisement for releasing the same in various newspapers in English, Hindi and in vernacular languages for inviting applications from the participants for participation in various exhibitions/events to be organized by this office. The size of advertisement would be 20 x 16 SQC – B&W.

2. You are requested to send the Media Plan covering all the States for releasing the advertisement in various newspapers of English, Hindi and in vernacular languages to this office as early as possible or latest by 16th January 2019 positively. The approximate amount for the advertisement would be approximately **Rs. 14.00 lakh**.

Sl.No.	State	City	Newspapers
1.	Andhra Pradesh	Vijayawada	English, Hindi and regional language
2.	Bihar	Patna	English, Hindi and Urdu
3.	Chhatisgarh	Raipur	English, Hindi and regional language
4.	Delhi	Delhi	English, Hindi and Punjabi
5.	Gujarat	Ahmedabad	English, Hindi and regional language
6.	Haryana	Panipat	English, Hindi and Punjabi
7.	Himachal Pradesh	Shimla and Kullu	English, Hindi and Punjabi
8.	J&K	Jammu & Srinagar	English, Hindi and Urdu
9.	Jharkhand	Ranchi	English, Hindi and regional language
10.	Karnataka	Bangalore	English and regional language
11.	Kerala	Thiruvananthapuram	English and regional language
12.	Madhya Pradesh	Bhopal and Indore	English and Hindi
13.	Maharashtra	Nagpur	English, Hindi and regional language
14.	Orissa	Cuttack & Bhubaneswar	English, Hindi and regional language
15.	Punjab	Chandigarh	English, Hindi and regional language
16.	Rajasthan	Jaipur	English and Hindi

Sl.No.	State	City	Newspapers
17.	Tamilnadu	Chennai and Madurai	English, Hindi and regional language
18.	Telangana	Hyderabad	English, Hindi and regional language
19.	Uttar Pradesh	Varanasi, Lucknow and Meeruth	English, Hindi and Urdu
20.	Uttarakhand	Dehradun	English and Hindi
21.	West Bengal	Kolkata	English, Hindi and Bangla
NER STATES			
22.	Arunachal Pradesh	Itanagar	English, Hindi and regional language
23.	Assam	Guwahati	English, Hindi and regional language
24.	Meghalaya	Shilong	English and regional language
25.	Manipur	Imphal	English and regional language
26.	Mizoram	Aizwal	English and regional language
27.	Nagaland	Kohima	English and regional language
28.	Sikkim	Gangtok	English and regional language
29.	Tripura	Agartala	English and regional language

Encl: as above.

भवदीय/Yours sincerely,



(जितेन्द्र आचार्य/ Jitendra Acharya)

अतिरिक्त विकास आयुक्त (हथकरघा)/(Addl. Development Commissioner (Handlooms)

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GOVERNMENT OF INDIA, MINISTRY OF TEXTILES
OFFICE OF THE DEVELOPMENT COMMISSIONER FOR HANDLOOMS

Applications are invited from Handloom Clusters for considering their participation in the following Events during the year 2019.

- i. Dilli Haat for the period from **1st February 2019 to 30th November 2019 (two slots per month) and Master Creation Programme (1-15th December 2019).**
 - ii. ACASH's exhibitions to be organized for the period from **February 2019 to December 2019** at Handloom Haat, Janpath and Dilli Haat Programme at INA, New Delhi.
 - iii. NHDC's exhibitions to be organized for the period from **February 2019 to December 2019** at Handloom Haat, Janpath and New Delhi.
2. For participation in Dilli Haat Programme, eligibility criteria are as follows:-
- a) All Handloom Clusters which include Co-operative Societies/Producers Groups, Self-Help Group (SHG) and Federations are eligible to apply. Individual weaver is not eligible to apply.
 - b) In order to ensure adequate rotation, agency will be considered for participation **after a gap of one year from the date of previous allotment.**
3. For participation in "Master Creation Programme" at Dilli Haat, eligibility criteria are as follows:-
- a) Only Sant Kabir Awardee, National Awardee and National Merit Certificate holder are eligible to participate.
 - b) National Awardee and National Merit Certificate holder who are participated during last 1 year are not eligible. However, Sant Kabir Awardee, even though participated in 2018 is also eligible to participate.
4. For participation in various exhibitions to be organized by ACASH and NHDC **during 2019**, the eligibility criteria are as follows:-
- a) The stall will be allotted only to the handloom clusters with Handloom Mark/India Handloom Brand registration and not to individual weavers. Such clusters would include Co-operative Societies/Producers Groups, Self-Help Group (SHG) and Federations are eligible to apply. **Individual weaver is not eligible to apply.**
 - b) In order to ensure adequate rotation, agency will be considered for participation **after a gap of six months from the date of previous allotment.**
5. All eligible clusters are required to fill up only one application for the slots from **1st February 2019 to 31st December 2019** of Dilli Haat in the prescribed format.
6. As regards NHDC and ACASH, applicants are required to send their applications, according to the guidelines of the scheme to be organized by NHDC and ACASH during 2019.
7. All applicants are required to send their applications to their nearest Weavers' Service Centre (WSC) with an intimation to the Office of the Development Commissioner for Handlooms. The last date for submission of application form will be **21 days** from the date of publication of this advertisement in newspapers. For more details, the applicant may contact their nearest Weavers' Service Centre or log on to website of Office of the Development Commissioner for Handlooms (www.handlooms.nic.in) & www.nhdc.org.in and ACASH.



Office of the Development Commissioner for Handlooms
Udyog Bhawan, New Delhi