

M-11014/2(45)/2016-17-MSS(IM) / 2008 2014

Government of India

Ministry of Textiles

Office of Development Commissioner (Handicrafts)

Block No.7, R.K.Puram

New Delhi-110066

Dated: - 24.05.2017

To

The Regional Director

Office of DC(Handicrafts)

Mumbai/Lucknow/Chennai/Kolkata/Guwahati/N.Delhi

Subject: - Guidelines for allotment of stalls by O/o the DC(HL)/ DC(HC) in  
Surajkund Mela.

Sir/Madam,

Kindly find enclosed herewith a copy of Office Memorandum M-11014/2(45)/2016-17-MSS(IM) dated 19.01.2017 issued by Office of Development Commissioner(Handlooms), Udyog Bhawan, New Delhi on the above mentioned subject for compliance.

It is requested to re-allocate the quote where there is more than one Marketing Centre/Service Centre etc. in the State, keeping in view the number of Awardees in the jurisdiction of concerned Marketing & Service Extn.Centre/Service Centre. The same may be brought to the notice all Field Units under your jurisdiction.

Yours faithfully,

Encl:-As above.

  
94/5/17  
(A.K. Mohanty)

Assistant Director(Marketing)

Copy to:-

Shri S.Khurana, NIC, Office of DC(Handicrafts) with the request to upload the same in the web side of O/o DC(Handicrafts), Ministry of Textiles.

  
24/5/17  
(A.K. Mohanty)

Assistant Director(Marketing)



**OFFICE MEMORANDUM**

Subject: Guidelines for allotment of stalls by O/o the DC (HL)/DC (HC) in Surajkund Craft Mela.

Sir/Madam,

The undersigned is directed to refer the guidelines for allotment of stalls in Surajkund Craft Mela in respect of stalls allotted to O/o the DC (HL) & DC (HC). As you are aware that Office of DC (HL) & DC (HC) has been extending financial assistance for organising Craft Melas in various parts of the country for marketing of handloom/handicraft products. For the Surajkund Craft Mela, handloom weavers/artisans are nominated by these offices for participation based on the recommendation of the State Commissioner/Director i/c (Handlooms & Textiles) and Weavers Service Centres/Regional Directors.

It has been decided by the Ministry of Textiles that herein after Office of DC(HL) & DC(HC) should take due care on the following points while nominating the weavers/artisans for participation in Surajkund Craft Mela:

- i) 1<sup>st</sup> preference will be given to Sant Kabir /Ship Guru Awardees and after that to National Awardees/National Merit Certificate holder respectively.
- ii) "India Handloom" Brand which was launched in August, 2015, has made good progress, so it has been decided that the stalls may be allotted to them after allotting the stalls to the above awardees.
- iii) After allotting the stalls mentioned at S. No. i & ii above, and if some of the stalls are left out, the same will be allotted to State Awardees. No stall will be allotted to individual artisans/weavers who are non-awardee.
- iv) All the allotment will be made on rotation of two years except Sant Kabir/Shilp Guru Awardee, who will be allotted every year.
- v) The quota for allotment is to be fixed state-wise and not zone-wise in order to ensure variety of products. Quota in respect of O/o the DC (HL) & DC (HC) is attached. In case of DC (Handicrafts) not more than two artisans from the same craft of the state will be considered.

(M.C. Gupta)

Addl. Development Commissioner for Handlooms

To

1. The Development Commissioner for Handicrafts – for information & n/a.
2. The Commissioner/Director Incharge of Handlooms & Textiles of all States.
3. The Zonal Director of WSCs.
4. The Officer Incharge of all Weavers Service Centres.
5. PS to Secretary (Textiles).
6. PS to DCHL.
7. Sr. Tech. Director, NIC, Ministry of Textiles, Udyog Bhawan, New Delhi upload the guidelines on the website of O/o DC (Handlooms), Ministry of Textiles.
8. All Officers of DC (Handlooms).

**Annexure**

**Office of the Development Commissioner (Handicrafts)**

**State-wise Quota proposed for the stalls allocated at  
Suraj Kund Mela**

SN	State	No. of Shilp Guru	National Awardee	NMC	Total	State wise stall proposed
1	Andhra Pradesh	7	65	42	114	12
2	Arunachal Pradesh	-	3	02	05	01
3	Assam	2	18	10	30	05
4	Bihar	3	20	10	33	03
5	Chhattisgarh	3	10	07	20	12
6	Delhi	8	63	28	99	01
7	Goa	-	03	-	03	20
8	Gujarat	8	98	56	162	02
9	Haryana	2	7	04	13	02
10	Himachal Pradesh	2	11	04	17	01
11	Jharkhand	-	01	02	03	06
12	J & K	9	46	15	70	12
13	Karnataka	9	51	36	96	03
14	Kerala	-	20	08	28	06
15	Madhya Pradesh	2	33	26	61	06
16	Maharashtra	3	31	27	61	03
17	Manipur	2	22	05	29	01
18	Meghalaya	-	01	-	01	01
19	Mizoram	-	02	-	02	02
20	Nagaland	-	12	03	15	20
21	Orissa	14	111	51	176	02
22	Punjab	-	07	03	10	20
23	Rajasthan	20	116	71	207	02
24	Telangana	1	07	04	12	12
25	Tamilnadu & Pondicherry	5	73	42	120	04
26	Tripura	3	24	08	35	20
27	Uttar Pradesh	19	148	89	256	01
28	Uttrakhand	-	-	-	-	14
29	West Bengal	5	84	60	149	-
30	Daman & Diu(UT)	-	-	-	-	01
31	Sikkim	-	-	-	-	200
	Total :-	127	1094	613	1707	