

GUIDELINES FOR SELECTION OF SHILP GURU AWARD-2015

1. Background & Objective:

The Shilp Guru Award for master craftpersons was introduced during the year 2002 on the occasion of "Golden Jubilee Year of Handicrafts Resurgence in India" Shilp Guru Awards are being conferred to legendary master craftpersons of handicrafts whose work and dedication have contributed not only to the preservation of rich and diverse craft heritage of the country but also to the resurgence of handicrafts sector as a whole.

2. Eligibility:

Any Indian master craftpersons who is either a National Awardees or a State Awardees of exceptional standing or master craftpersons of extraordinary skills and having immense contribution to handicrafts sector and who is not below the age of 55 years with 20 years of experience as on 31st December of previous year in the field is eligible for the Award provided he/she has contributed significantly to the welfare and development of the craft and craft community. A maximum of 10 Shilp Guru Awards will be given in a year.

3. Award Contents:

Each award shall consist cash prize of Rs.2.00 lakhs, one mounted gold coin, one shawl , and a one Tamrapatra. In addition, appropriate financial assistance will be given to each selected Shilp Guru to innovate and create new products of high level of excellence, high aesthetic value and high quality befitting the stature of the Guru. This assistance will be give as per parameters contained in Design & Technology Up-gradation scheme of Office of the Development Commissioner (Handicrafts).

In addition to above.

- Shilp Gurus shall actively be associated with activities of RD&TDCs.
- Shilp Gurus will be assisted for participating the International Seminar/ Exhibitions in India/abroad for exchange of ideas between Indian Shilp Gurus and internationally reputed craft designers.
- Monographs shall be published on Shilp Gurus who have exceptionally contributed in the field of development, promotion and process of India Art & Craft.

- Shilp Gurus shall be included in the Advisory Committees of the concerned RD&TDC.
- Reputed institutions like NID, NIFT, IICT, IICD etc. will be requested to associate Shilp Gurus in their crafts activities.
- Shilp Gurus shall be included in State Level Committee for selection of National Award.
- EPCH & CEPC shall be requested to bring about a strong linkage of Shilp Gurus with the exporters.

4. Involvement of Shilp Gurus with other exclusive events:

Over the years the level of excellence and master craftsmanship in traditional handicrafts items have deteriorated owing to inadequate return on investment made by the craftpersons, mechanization & stiff price competition, inability to keep pace with market related design and product demand, lack of correct appreciation by consumer of the aesthetic aspects, quality and master craftsmanship of the product and lack of sustained patronage in this specific traditional sector. This has led to demoralization of the community of craftpersons in different regions of the country and lack of confidence in their own creative expression & spirit which at one point of time was the major driving force for creating brand image of Indian heritage in crafts sector.

It has therefore been decided to give sustained patronage to craft persons to enable them to produce high quality traditional handicrafts products of high national culture & heritage value with high aesthetic sensibility.

5. Procedure for submission of entries:

The Mastercraftspersons may submit their entries in their respective State in the office of the DIC/Directorate of Industries/ concerned Regional Offices/ HM&SECs of Office of the Development Commissioner (Handicrafts)

The transportation charges for carrying the entries from the above field offices upto the venue of the State Level Selection Committee would be borne by the Office of the Development Commissioner (Handicrafts) in case of Handicrafts items

6. The selection of entries for Shilp Guru will be as follows:

- 6.1 The offices namely HM&SECs, DICs, RD&TDCs, Regional Offices who are the first recipients of the applications and entries from the artisans contesting for the award, shall be responsible for thorough scrutiny of all documents submitted by the contestants for the award and will also exercise due diligence to physically verify the bonafides of the applicants.

6.2 The particulars of the applicants who are existing State Awardees or National Merit Certificate holders or who belong to the family of existing awardees need to be thoroughly checked, particularly for verifying whether the applicant possesses the required craft skill needed for producing the item he/she has submitted for award. This verification process shall be undertaken and completed well before the convening of the meetings of the respective State level Selection Committees.

6.3 The respective State level Selection Committees shall undertake and complete the short listing process at the earliest .

6.4 Immediately after the conclusion of short listing process by the respective State level Selection Committees, the Convener of these Committees namely the Regional Director of the Office of DC (Handicrafts)

6.5 In the event any discrepancy comes to notice or a dispute arises during this verification process, the same shall be brought to the notice of the respective State level Committees for appropriate decision in the matter/resolution of the dispute.

6.6 This verification process of the shortlisted entries shall be completed expeditiously and on priority by the respective Conveners aforesaid, so that the recommendations of the Committees are forwarded to the respective Headquarter Level Committees strictly as per schedule of selection indicated above at para 6.

6.7 As such, the period for inviting the entries from the Mastercraftspersonswill be from . All entries within this period will be submitted by the Mastercraftspersonsalong with the duly filled in Application in the prescribed Performa along with an affidavit stating the item being submitted has been prepared by him/ her together with another affidavit undertaking that he/she is submitting the entry at his/ her own risk and in case of damage, etc. during transportation of the entry due to unforeseen circumstances, the Central Government will not be liable to pay any compensation.

6.8 The final selection of entries from handicrafts shall made by the Central Level Selection Committeeconstituted at the Central Level. The Central Selection Committee shall receive entries from the Headquarters Level Selection Committee for Headquarters Level Selection Committee for Handicrafts.

6.9 It has also been represented that the crafts persons are not able to afford marketing and sending the best of their creations since the process of selection would involve blocking of their investment for a long time. As a result, the best examples of craftsmanship are not coming for selection for National Awards. It has, therefore, been decided that the selection at all the levels will permit marketing organizations, Public or Private (Corporations/Cooperatives/Private traders, exporters, boutiques, etc.) to sponsor entries. The Award shall be given to the craftsmen who have made the items.

6.10

A All sponsored entries by the Central/State Corporation/Voluntary organizations working in the field will be sent to the respective State Level Selection Committee with in stipulated time.

B. Reputed organizations viz. CCIC, NCDPD, EPCH, CEPC, NIFT, NID, HHEC , Crafts Council of India and Central/State Handicrafts Corporations working in the field will be sent may also recommend the applicants for the selection of ShilpGurul Award and their recommendation will go to State Level Selection Committee with in stipulated time.

7. Criteria for Selection :

The following are the main criteria which are to be kept in view for selection of craftsmen

- (a) Excellence of craftsmanship (this can be judged from samples received along with the samples at least 4 photographs of each stage of processing of exhibits/other evidences or videography of the process of exhibits with may be submitted.
- (b) Related achievements (this may be judged from bio-data and other materials submitted by the craftsman/sponsoring organisations).
- (c) Special consideration may also be given while selecting the craftsman and the crafts to the following :
- (d) If the craft practiced is a languishing crafts.
- (e) If there has been a noteworthy effort in term of reviving a languishing craft by way of product diversification or application to contemporary use. In other words, efforts made in order to achieve a breakthrough in the development of craft should be given due consideration.
- (f) Design innovation by the craftsmen.
- (g) Photographs of processing of others exhibits of different stages produced by the applicant.

8. Composition of the Committee

The three tier committee will be same as in case of National Award.

9. Selection procedure :

The selection procedure for selecting the items for Shilp Guru Award will be through a three – tier procedure.

The first stage selection would be at the State Level in case of Handicrafts artisans .

In the second stage of the selection process the handicraft entries recommended by various State Level Selection Committees would be next screened by the Headquarter Level Selection Committee.

In the third and final stage of the selection process the handicrafts entries recommended by Head Quarters Level Selection Committee would be next screen by Central Level Selection Committee.

10. General

- (i) The entries received and not selected at State Level Selection Committee may be returned to concerned persons immediately and not beyond 30 days after the selection process is over. An appreciation letter may be issued by the Convener of SLC to the concerned persons for his/her participation.
- (ii) The field Offices of DC(HC) i.e. RD&TDC and M&SECs, BCDI etc. may be asked to identify and sponsor excellent innovative works every year.
- (iii) The Central Cottage Industries Corporation of India Limited through its Emporia situated in various cities, will extend marketing support to the crafts persons whose entries are shortlisted for National Awards and certificates of merit.
- (iv) For entries, recommended by the Headquarters Level Committee, but not considered, at Central Level for Award, an appreciation letter shall be sent to the participating artisans under signature of DC (HC)/ADC (HC) and an entry may be made in the craftspersons pass book. Such artisans may be given preference for participation in various approved marketing programmes of the Office of the DC (HC).
- (v) A mandatory brief note at the end of every financial year need to be furnished by each Regional Office and M&SEC regarding steps under taken by them to encourage the artisans for submission of Shilp Guru award entries.
- (vi) All the non-official members of the State Level may be reviewed/changed every two years and new members with good background in the field of Handicrafts may be co-opted to make the selection process more transparent and unbiased.
- (vii) A panel of 15 reputed Sr. designers shall be prepared for 2 years at Hqrs. Level both in the Office of the DC (Handicrafts) and DC (Handlooms), Designers from the panel will be nominated as member in the Headquarters\State Level Selection Committees.
- (viii) To avoid any complication or controversy in the selection process and to make it transparent a uniform proforma including different parameters on which the Committees shall assess each entry may be devised for the members of the StateLevel Committees to facilitate them to record their opinion and score on the proforma against each parameter and for each competing entry. A brief bio-data and description of the entry of the corresponding artisan whose entries are to compete shall be sent to the Committee in advance.

11. Publicity:

- (a) Wide publicity may be given by the Regional Director, HM&SEC's (HC) through permanent hoardings at each field office , DilliHaat, National Level Melas, Gandhi Shilp Bazars, etc. and pamphlets may be distributed in all crafts clusters, DilliHaat, Crafts Bazars, Melas etc. The boards/hoardings and pamphlets may clearly indicate the last date for submission of Award entries and brief criteria of selection.

- (b) Advertisements may be given on Television/AIR and in local newspapers by the Regional Directors, HM&SEC's (HC). All NGOs working for Handicrafts sectors may be requested to make wide publicity about National Awards in their programmes funded by DC(HC) and incentives may be considered for the NGOs, State Handicrafts Corporations for searching best entries. The incentives may be in the form of Appreciation Certificate.
- (c) District Collectors/Magistrate/DICs/BDOs/Panchayat and DRDA may be requested to make publicity at their level.
- (d) The Regional Directors, HM&SEC's shall hold exclusive meetings with craftpersons representatives of craftpersons Associations for better awareness of National Award Scheme and they may release suitable advertisement in the local newspapers well in advance.
- (e) The Regional Directors, HM&SEC' shall make publicity of National Award Scheme and its last date of submission of the entries.
- (f) Special mention may be made in the meetings/Workshops/ seminars/ symposium/interaction session etc., Regional Directors, HM&SEC's about the National Award scheme and the facilities to be provided to participants.
