



File No.: M-12011/04/2024-25/MD

भारत सरकार
वस्त्र मंत्रालय
कार्यालय विकास आयुक्त (हस्तशिल्प)
(विपणन अनुभाग)

इंटरनेशनल क्राफ्ट कॉम्प्लेक्स
प्लॉट नंबर - 08, नेल्शन मंडेला मार्ग
वसंतकुंज, नई दिल्ली- 110070

दिनांक- 09/01/2025

NOTICE

Subject: - Inviting Proposals for undertaking projects under 'Marketing Support & Services' Scheme (MSS) during FY 2025-26 – reg.

1. To execute the aim of 'Atmanirbhar Bharat', for stimulation of 'Vocal for Local', proposals are being invited from government and non-government organizations for implementing the 'Marketing Support & Services' Scheme (MSS) under National Handicrafts Development Programme (NHDP) of the office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India.
2. This office is inviting proposals/applications from eligible agencies for the following activity:
 - a) **Gandhi Shilp Bazaar** (National/State/District)
Number of participations for GSB- National (150 artisans), State (70 artisans) and District (40 artisans). Duration of GSB (National & State) to 10 days and GSB (District) to 7 days.
 - b) **Hiring of Stalls** (HoS)

To enable the artisans to display and sell their products in established fair organized by Department of Tourism or State and Central Governments and other organizations, an enabling provision is made for acquiring stalls in fairs for allotment to the artisans.

3. Interested eligible agencies are advised to study the scheme guidelines carefully and submit the proposals by mentioning that the agency have full understanding of the guidelines. For the details of the above initiative, including details on financial parameters, funding pattern, eligibility criteria and other terms and conditions of the proposals, please refer to the scheme guidelines as available on the website www.handicrafts.nic.in.

4. **Govt. Agencies/Corporation/NGOs/other eligible agencies must submit their proposals till 30.01.2025 through MIS portal** in prescribed proforma as per the venues for GSBs mentioned in the **Domestic Annual Action Plan** for the year 2025-26 (**Annexure - I**) along with internal guidelines

(Annexure - II) uploaded on Official website, along with all supporting documents by 30th January 2025, for FY 2025-26.

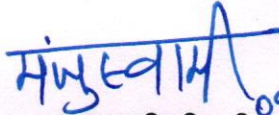
5. Last Date for Submission of proposal for **Hiring of Stall** is **30.01.2025 through MIS portal** in prescribed proforma.

6. **All the concerned AD/Sr.AD/DD/RD shall scrutinize and forward the proposals with remarks as Recommended / Not Recommended on or before 10.02.2025. The proposals sent earlier without any invitation or received after the last date of this notice shall not be entertained.** Incomplete proposals without the mandatory enclosures and proposals that are not recommended within due date shall not be considered.

7. Criteria as mentioned in internal guideline shall be considered for selection of implementing agencies for FY 2025-26 for sanctioning Grant in Aid, along with the parameter as under:-

- a) Govt agencies may be given top priority (govt agencies may apply proposal directly to the Regional offices via MIS Portal/Email to mkt-dhc-textiles@gov.in that may be received in this office **on or before 30.01.2025** with intimation to our concerned HSC/Field offices).
- b) Unfilled column in application or filled with unjustified/wrong information may be rejected.
- c) The decision regarding the selection of Implementing agency may be final at the end of HQ office committee.

The proposals shall be considered as per norms and consideration of the proposal shall be entirely depends on the existing rules & guidelines of the subject. For more information, visit www.handicrafts.nic.in.


मंजुस्वामी डी० टी० 09/01/25
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मंजुस्वामी. डी.टी. / Manjuswamy. D.T.
सहा. निदेशक / Asstt. Director
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