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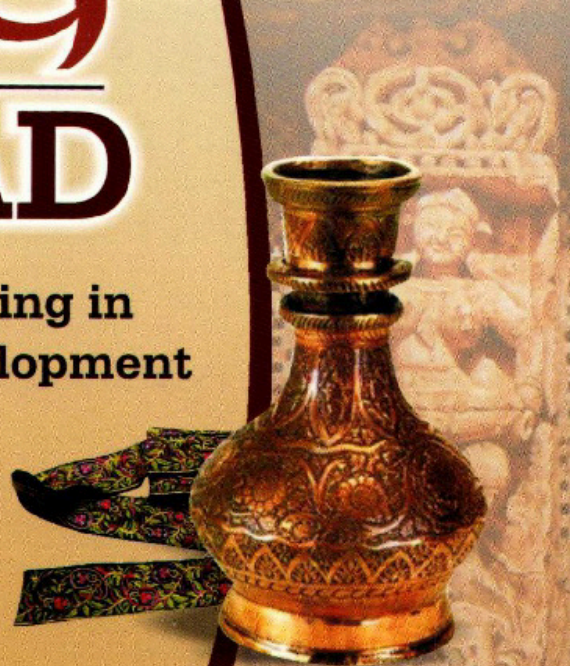
उस्ताद USTTAD

**Upgrading the Skills and Training in
Traditional Arts / Crafts for Development**

Government of India

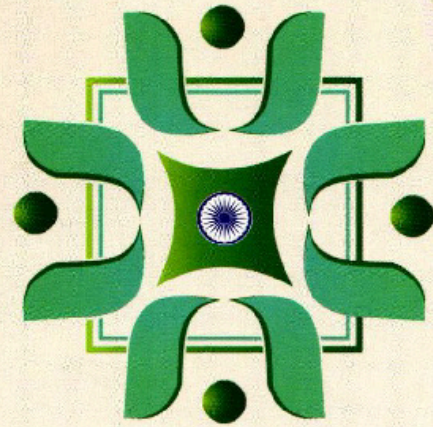
Ministry of Minority Affairs

January, 2018



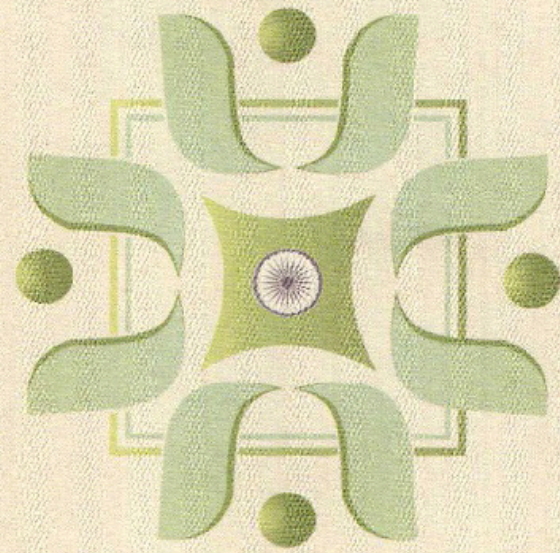


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**Upgrading the Skills
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1. INTRODUCTION

- 1.1 India is known for its traditions and culture. Minority communities in India are known for their traditional skills, arts and crafts. But due to forces of competitive market and globalization, and also due to deteriorating socio-economic condition of master craftsmen/artisan, these skills are not being pursued by the young generation. Government of India is of firm conviction that these arts/crafts are needed to be preserved. There is a need to augment traditional arts and entrepreneurial skill which are the backbone of cottage and small scale industry and establish better market linkages, enhance branding and ensure access to credit. **There is also a need to facilitate the showcasing of traditional arts and crafts & expertise such as in culinary areas of Minorities through regular exhibitions.**
- 1.2 Therefore, Ministry of Minority Affairs **proposes to continue the Scheme in the remaining period of 14th Finance Commission ending on 31st March, 2020** as a 100% Central Sector Scheme.

2. OBJECTIVES

- (1) To build capacity of master craftsmen/artisans and training of young generation through the master craftsmen/ artisans for traditional arts/crafts.
- (2) Set up standards of identified arts/crafts and their documentation.
- (3) Preservation of rich heritage of the traditional arts and crafts of minorities.
- (4) To establish linkages of traditional skills with the global market.
- (5) To improve employability of existing workers, school dropouts etc.
- (6) To generate means of better livelihood for marginalized minorities and bring them in the mainstream.
- (7) To enable minorities to avail opportunities in the growing market.
- (8) To ensure dignity of labour.
- (9) Design development and Research in traditional arts/crafts.
- (10) **To showcase traditional arts & craft skills including culinary skills through exhibitions, which will also provide a platform for business opportunity.**
- (11) **Preservation of languishing Arts/Crafts.**

- (12) **Design forecast and Trends to follow.**
- (13) **Recognition of talented Master Craftsmen & Artisans.**

3. SCOPE OF THE SCHEME

- (1) The scheme will aim at capacity building and updating the traditional skills of master craftsmen/artisans. These trained master craftsmen/artisan will train the minority youths in various specific traditional arts/crafts.
- (2) Ministry of Minority Affairs will take up this skill development programme for all important traditional arts/crafts being practiced by minority communities, for their development **and market linkages and recognition of talented master Craftsmen/Artisans.**

4. KNOWLEDGE PARTNERS

- (i) To support Ministry and the Project Implementing Agencies (PIAs) with technical inputs for capacity building of master craftsmen/artisan and upgrading their traditional skills, following knowledge partners will be involved by the Ministry:
 - National Institute of Fashion Technology.
 - Sectoral Export Promotion Councils.
 - Other expert agencies.
- (ii) The knowledge partners will have to support the Ministry and the PIAs through following activities:
 - (a) Identification of traditional skills/crafts being practiced by minority communities
 - (b) Setting standards of the identified crafts
 - (c) Documentation of the identified crafts
 - (d) Design development and research
 - (e) Development of course curriculum for master craftsmen and trainees
 - (f) Monitoring, assessment and certification of the training
 - (g) Any other activity which Ministry feels necessary for the preservation and promotion of traditional skills/crafts.
 - (h) **Identification of languishing Arts/crafts & their preservation.**
 - (i) **Design forecast & Trends for commercial viability.**

5. COMPONENTS OF THE SCHEME

The scheme will have following programmes:

- (a) Up-gradation of Skills and Training in Traditional Arts/Crafts through Institutions.
- (b) USTTAD Apprenticeship stipend for Research and Development.
- (c) Support to Craft museum for curating traditional arts/ crafts.
- (d) Support to minority craftsmen/artisans **through Hunar Haat and Shilp Utsav for marketing their products through exhibitions throughout the country and abroad.**
- (e) **Recognition of talented Master Craftsmen & Artisans.**

Component (a): Up-gradation of Skills and Training in Traditional Arts/Crafts through Institutions:

This component will be implemented through an institutional framework wherein Ministry will provide support to institutions for Certificate/ Diploma courses on traditional arts/ crafts recognized by Ministry of Skill Development and Entrepreneurship (MSDE), DC Handicrafts or Sectoral Export Promotion Councils.

I. ELIGIBILITY for PIAs

- (A) The scheme will be implemented through following Project Implementing Agencies (PIAs):
 - a) Societies registered under Societies Registration Act for at least three years, and having experience of conducting such traditional skill development courses with established market linkages.
 - b) Any private recognized/registered professional institution of repute conducting such traditional skill development courses for at least last three years with established market linkages.
 - c) Any industry or an association of industries like ASSOCHAM, CII, FICCI etc. who are willing to run such training centres as per financial norms of the scheme with a proper plan.
 - d) Any institution of Central/State Governments including Universities, Public Sector Undertakings and Training institutes of Central/ State Governments including Panchayati Raj Training institutions having the capacity to conduct such training programmes and fulfill the mandatory criteria.

(II) Eligible Trainees/beneficiaries

- (A) The trainee should belong to minority community. However, to promote inter-community solidarity, 25% candidates belonging to BPL families of non-minority communities may also be considered. In addition, 3% seats will also be reserved for differently abled persons belonging to minority communities.
- (B) The trainee should be between 14-45 years of age. Upper age limit may be relaxed for differently abled persons belonging to minorities.
- (C) The minimum qualification of trainee should be at least Class V. This may also be relaxed for differently abled persons belonging to minorities.
- (D) More than one member of a family is eligible for training in the same art/craft form, provided she/he fulfills the eligibility criteria.

(III) Implementation of the Scheme

- (1) The scheme will be implemented for preservation and promotion of traditional arts/crafts being practiced by minority communities notified under National Commission for Minorities Act 1992 (viz. Muslims, Christians, Sikhs, Buddhists, Parsis and Jains) and its promotion with market linkages.
- (2) The scheme can be taken up anywhere in the country.
- (3) The PIA will engage the Master Trainers **(One master craftsman for each craft for maximum 100 trainees under the particular Craft)** who should be well known Master Craftsmen/ Artisans in the selected field of traditional art/craft.
- (4) **The projects with National/ State Awardee Master Craftsmen/ Artisans, National Merit Certificate Holders will be given preference.**
- (5) It will be imperative on the part of the PIA to assess the market and self-employment potential in a particular area in advance, present economic trend.
- (6) The PIA will consider activation of mechanisms in conjunction with Industry for “Exhibitions” and “Buyers-Sellers meet” in order to spread awareness about traditional arts/crafts, develop choice and market.
- (7) The PIA will develop course module in consultation with Knowledge partners and Master Trainers.

- (8) The PIA will arrange certificate from Knowledge Partners and agencies registered with Sectoral Export Promotion Councils.
- (9) The PIA shall arrange easy micro finance/loans for trained youths through financial institutions, National Minority Development Finance Corporation (NMDFC), banks, etc. for self-employment.
- (10) Minimum 33% seats will be earmarked for minority girl/women.
- (11) The PIA has to organize training programme which shall be supported with following activities to ensure that the desired outcomes are achieved for preservation of traditional art/craft, establishment of market linkages and generating interest among young generation for taking up traditional arts/crafts as a profession:
 - i. Identification of master craftsmen/artisans and their capacity building and updation of traditional skill.
 - ii. Identification and Collectivization of the minority youths interested in traditional trades into Self Help Groups (SHGs)/ Producer companies. One SHG would have an average of 20 members.
 - iii. Provision of training to youth to enhance their skills levels (training in traditional art/craft, entrepreneurial training, soft skills, IT Training) that would enable the youths to learn traditional skills and the SHG develop a market oriented production model.
 - iv. Provide SHG forward (customer access) and backward linkages (vendor access).
 - v. Assist SHG in development of business plan proposal for submission to various financial institutions including National Minorities Development and Finance Corporation (NMDFC). Raise funds for the SHG through these efforts.
 - vi. Assist SHG in hiring of management team for the SHG/ producer company.
- (12) The focus of this programme is that the activities should result in learning of traditional arts/crafts, creation of an SHG of skilled youths in traditional arts/crafts with access to funds, and income enhancement for the deprived minority families.

(IV) Duration and Course Curriculum:

- (1) The courses should be of minimum two months duration and a maximum of 1 (one) year depending upon the selected traditional art/craft. The course curriculum and duration of programme either should be as per

modules of MSDE, DC Handicrafts, Sectoral Export Promotion Councils or developed by Knowledge Partners & vetted by NID/NIFT/IIP

- (2) The course would also include training on soft skills, IT, Spoken English (depending on the educational level of trainees) etc.
- (3) In a week maximum 6 (six) days and in a month maximum 26/24 days will be training days. In a day, training will be of minimum 5 (five) hours.
- (4) The project would include formation of SHGs/ Producer Companies.
- (5) For the traditional Craft such as Carpet weaving/handmade Carpet, course curriculum of Indian Institute of Carpet Technology (IICT), Bhadohi, Srinagar, and Jaipur may be followed if available.

(V) Pattern of Funding

- (a) This is a 100% Central Sector Scheme and will be implemented by the Ministry directly through empaneled PIAs.
- (b) Full cost of the approved projects as per prescribed financial norms would be borne by the Ministry.
- (c) An incentive amount of 2% of the project cost will be payable to PIA's which successfully complete the project in time with all conditions met including implementation of business plan for the Self Help Groups or placements (as the case may be).
- (d) The cost norms for various components of the course would be as follows:

Cost Head	Maximum allowed expenditure per month (INR)
Capacity Building of Master Craftsmen/Artisans and their orientation (Two weeks only)	Maximum Rs 10,000/- per trainee per month for Non-Residential programme
Rental/Lease expenditure including Computers, tables, chairs, workstations etc.	
O&M of training centers including rental, electricity, water, generator and other running expenses	
Lunch, Tea and local Travel exp enses during training, or any other function connected to the training	
Orientation of Master craftsmen/ Artisans and Induction	
Training expenses including remunerations to the resource persons (other than Master Craftsmen/Artisans), raw materials, learning kit, assessment & certification	
MIS website, tracking and other monitoring expenses	
Prototype Development	
Institutional overheads (Max 10 % of all above)	
Remuneration to each Master Craftsman/ Artisan	Rs. 3000/- per trainee per month, which should not exceed Rs. 0.50 lakh per month Maximum, whichever is lower, and should not exceed Rs. 5.00 Lakh per year.
Incentive – 2% of the project cost for successful SHGs or placements (will be assessed on the basis of annual performance)	

In addition to above, following costs will also be admissible:

- (i). **Boarding/Lodging** of outstation beneficiary (for whom the organization arranges the residential facility including fooding) @ Rs.7,500/- only per trainee per month.
- (ii). **Monthly stipend for all Non-residential/ Residential trainees would be Rs. 3000/- only per trainee per month for the training period.**
- (iii). **In case of trainees belonging to North-Eastern States including Sikkim and Left Wing Extremism (LWE) affected States (notified by the Government of India),** the preference would be given to the PIAs who organize and take up projects within the region

locally. However, in case of genuine difficulties, if the projects are undertaken outside these areas, the travelling cost would be provided as follows:

- (a) In case of trainees belonging to North-Eastern States including Sikkim, Rs. 5000/- (Rupees Five Thousand only) per trainee would be admissible for travelling cost as a onetime assistance for to and fro travel. This full amount will be transferred by the PIA in the trainees bank account in one go after she/ he joins the training.
- (b) In case of trainees belonging to LWE affected States, Rs.2500/- (Two thousand Five Hundred only) per trainee would be admissible for travelling cost as a onetime assistance for to and fro travel. This full amount will be transferred by the PIA in the trainees bank account in one go after she/ he joins the training.
- (iv). The trainees will be linked with Aadhaar/UID Number, if available or any other Government recognized identification number.

(VI) Essential Infrastructure with the PIA

- (a) The organization should have a proper building (owned or rented) with sufficient number of class rooms, demonstration facilities, toilets (separate toilets for females), machines (wherever applicable under the particular Craft) and infrastructure etc. for conducting quality training.
- (b) In case of residential courses, the organization should have hostel facility (separately for boys and girls). For girls' hostel the security arrangement should be in place.
- (c) The organization shall ensure the residential facilities for the outstation trainees (separate for male and female trainees).

(VII) Release of Funds

- (i) On approval of a project, the funds will be released in 3 installments i.e. **30:50:20+Incentive** (if applicable). **The funding pattern will be subject to Change as per Common Norms or rules/regulation of Government applicable from time to time.** Funds towards release will be disbursed directly to the PIAs by electronic transfer in the account of the PIA.
- (ii) Installment pattern for fund release will be as follows:
 - 1. **Ist Installment:**

The first installment (i.e. 30% of the project cost) will be released after the approval of the project, and State Government Inspection report has been received by the Ministry and entering into of a Memorandum of Understanding (MOU) between parties.

2. IInd Installment:

The 2nd installment of 50% of project cost will be released subject to the compliance with the following:

- a. Utilization of 60% of the 1st instalment supported by an audited utilization certificate and weekly off site (i.e. online) and monthly on-site inspection of PIA accounts by the Authorized Agency.
- b. Submission of year-wise audit reports for the preceding years of the project as soon as due.
- c. **Progress Report of Training covering issues mentioned in Component (a) point (III) of the Scheme Guidelines.**
- d. **In case stipend amount released to PIA then Stipend details provided to the trainees alongwith Bank Statement of PIA showing stipend amount remitted to the beneficiaries**
- e. **Inspection by the team of Ministry of Minority Affairs/State Govt./any third party authorized for this purpose by the Ministry.**

3. IIIrd Installment (Final installment)

The 3rd installment of 20% of project cost will be released upon:

- a. The project completion report as prescribed by the Ministry.
- b. The audited utilization certificate is submitted.
- c. Deliverables as required in the projects are met and is verified by the Authorized Agency through random physical verification of MIS data both physical and financial.
- d. Details of Self Help Groups/ placements done in prescribed format.
- e. Details of trained candidates self-employed in prescribed format.

(VIII) Procedure for Application

- a. Ministry of Minority Affairs will invite proposals for empanelment through an advertisement in newspapers and official website of the Ministry from PIAs and Knowledge Partners as per need. Online

submission of Forms through dedicated NGO portal of Ministry will be accepted only if the portal is functional.

- b. The proposals will be examined by the Screening Committee of the Ministry on the basis of pre-determined criteria for empanelment of PIAs and Knowledge Partners. **The empanelment would be valid for entire 14th Finance Commission Period ending 2020.** However, Ministry reserves the right to cancel empanelment at any stage without notice. The Screening Committee would be as follows:

- | | |
|--|-------------------|
| (i) Jt. Secy/Addl. Secy (Concerned),
Ministry of Minority Affairs | - Chairman |
| (ii) Representative of (IFD),
Ministry of Minority Affairs | - Member |
| (iii) Any One official either from Ministry/
PSUs/Institutions associated with Crafts | - Member |
| (iv) One Expert from the field of Art/Craft | - Member |
| (v) DS/Director (Concerned scheme),
Ministry of Minority Affairs | - Convener |

- c. Ministry may empanel organizations every financial year as per requirement.
- d. The Ministry may verify the credentials of the organizations through any authorized organization/institution, if the need be.
- e. The proposals of empaneled organizations will be considered with the approval of the competent authority i.e. Secretary (Minority Affairs).
- f. In addition to above, the Ministry may also follow an alternative route to give a fillip to employment opportunities for minorities. Ministry may enter in MoU with industries or industrial associations for conducting training courses for minority candidates.

(IX) Self-Employment/Placements and Post Placement Support

- a. As the focus of this programme is on Self-employment, it will be mandatory on the part of PIAs to prepare a Business Plan for Producer Company for the trained youths and link it with the market. **The PIA will have to support the SHGs efforts for a period of one year.**
- b. In case of placement in organized sector, following are some general placement conditions which must be met by PIAs:
- (i) Placement assistance and counseling should be offered to all candidates.

- (ii) Placement as far as possible should be made with minimum dislocation.
- (iii) The aim of providing Post Placement Support (PPS) is to help the candidates in settling down and taking care of their needs in the starting months of employment.
- (iv) Preferably, placement should be in organized sector with associated benefits like PF, ESI etc.
- (v) The placement in the informal sector should be considered only if the following conditions are met:
 - (a) A offer letter assuring the minimum wages of the state.
 - (b) Certificate from the employer that wages have been paid as per the minimum wages.
 - (c) The jobs should not be purely temporary and must have stability.
- (vi) The candidate would be treated as placed if he/she continues to be in job for at least 3 continuous months after training. One of the following documents would be treated as proof of placement:
 1. Salary slips issued by employer.
 2. Account statement of bank account of candidate with credits of salary.
 3. Letter with name of candidate and salary details.
- (vii) PIA has to ensure Post placement tracking and monitoring the extent of retention in the new jobs for a period of one year.

(X) Management Information System (MIS)

- (a) The management of the quality of the programme requires information to be constantly assessed and built upon. This can be ensured only through follow up and regular tracking. Thus maintenance of MIS as per formats and standards prescribed by the Ministry will have to be done by the PIAs.
- (b) Use of ICT platform for hosting and delivering variety of project services like financial management system (FMS), decision support systems (DSS) for the project. Implementing agencies will have to maintain participant specific information and meet all applicable reporting requirements. The regularity and quality of entry of information may be prescribed by the Ministry.
- (c) The PIA would maintain support/ tracking data for one year after completion of training and would maintain the same **on real - time web based system to monitor the progress of trainees.**

(XI) Project Monitoring

- (i) Monitoring is a continuous measurement of progress while the project is on-going which involves checking and measuring progress, analyzing the situation and reacting to new events, opportunities, and issues. Ministry may authorize an agency(ies) to conduct concurrent monitoring and random checking of physical and financial reports on the MIS. Ministry's officials may also monitor the projects. The information gathered from this will be fed into the decision making process for release of funds and sanctions of project proposals.
- (ii) Monitoring may entail random visits to training centres and validate:
 - (a) The presence of minimum infrastructure supposed to be present as per due requirements.
 - (b) MIS entries of conducting door to door household surveys/test calls to certify the veracity of beneficiaries.
 - (c) Validate facts about training, SHG formation/placement and retention of those candidates from the residing area who were trained under the project and placed outside the Panchayat, by meeting members of the beneficiary's family.
- (iii) 3% of the total cost will be spent on professional services for Administration and Management of the scheme including consultations, Monitoring and Evaluation. For administration and management, a Project Management Unit will be established with contractual outsourced staff as per need. For engaging contractual staff, relevant GFRs will be followed. The expenses would be borne out of 3% budget set aside for Administration and Management of the scheme.

(XII) Audit

- (i) The Ministry retains the right to carry out audit of the accounts of the project, if deemed necessary, including audit by the CAG and by the Principal Account officer of the Ministry or by independent agency. The PIA shall make available all relevant records for the purpose whenever requested by an agency authorized by the Ministry.
- (ii) Financial audit is to be carried out by the Chartered Accountant of PIA as per the statutory provisions, and the accounts of the project shall be maintained separately in order to facilitate meaningful audit.
- (iii) The Audit Report together with action taken on the auditor's observations and physical progress under the project shall be furnished at the time of release of 2nd/3rd instalment of Central funds.

(XIII) Project Completion

- (i) The completion report of the project should be made available by the PIA to the Ministry along with audited utilization certificate and audit reports of 2nd installment before the release of the 3rd (final) installment.
- (ii) Documentation (including videos, audio and photographs) is an integral part of the project along with video recording giving the status of beneficiaries before and after the project. It should cover the details of deliverables as indicated in the project and achievements made against these deliverables.

Component (b): USTTAD Apprenticeship stipend for Research and Development

Ministry will award USTTAD Apprenticeship stipend to individuals every year on "Topics prescribed by the Ministry", to meet following objectives:

- (a) Research in the field of traditional arts/crafts.
- (b) Development of new designs, technology and product.
- (c) Innovations in traditional arts/crafts to match them with market demand.
- (d) Techniques to establish better market linkages of traditional arts/crafts.
- (e) Improvement in conditions of minority Master Craftsmen/artisans.
- (f) Dignity of labour for traditional Craftsmen/Artisans.
- (g) Sustainability of traditional arts/crafts.

(I) Eligibility:

- (a) The candidate should belong to a notified minority community and should be Post Graduate with minimum 50% marks from a recognized Institution in Textile Design, Leather design, Carpet design or in the same field in which he/she wants to avail the Fellowship to meet the above mentioned objectives.
- (b) He/she should have secured admission in a University/Institution for a regular M. Phil/ Ph.D.
- (c) He/ She should not be more than 35 years of age.
- (d) Minimum 33% seats of annual targets will be earmarked for minority girls/women candidates.

(II) Funding and Funding Pattern:

- (a) The rates for Senior Research Fellow as per University Grants Commission will be applicable. The Fellowship will be awarded for three years.

Fellowship for 1st and 2nd year will be @ Rs. 18,000/- p.m. and for 3rd year @ Rs. 20,000/- p.m. depending on the progress of research work.

- (b) The Fellowship would be admissible maximum for 3 years. If the research is not completed within 3 years, it may be extended by maximum one year more @Rs.20,000/- p.m. with the approval of competent authority on the merit of the case and progress of Research Work.
- (c) The funds will be transferred on half-yearly basis (Fellowship for 6 months in one go) in the bank account of the student directly by the Ministry through e-transfer. First fund of first year would be transferred in the bank account after 6 months of securing admission in Ph.D. Subsequent funds would be transferred after every 6 months accordingly.

Component (c): Support to Craft museum for curating traditional arts/ crafts

Ministry will provide financial assistance for curating traditional arts/ crafts to following organizations:

- (a) National/ State Museums
- (b) Craft Museums
- (c) Private Museums
- (d) Any other organization having expertize and reputation of curating traditional arts/ crafts like INTACH, Aga Khan Trust, National Institute of Design (NID) etc.

(I) Funding:

1. For this purpose, **a grant for one project upto Rs. 20.00 Lakh** would be considered on project to project basis.
2. The project will be examined and considered by following **Sanctioning**

Committee:

- (i) **Joint Secretary (Concerned), Ministry of Minority Affairs** - **Chairman**
- (ii) **Representative of (IFD), Ministry of Minority Affairs** - **Member**
- (iii) **Any One official either from Ministry/PSUs/Institutions associated with Craft** - **Member**
- (iv) **One Expert from the field of Art/Craft** - **Member**
- (v) **DS/Director (Concerned scheme), Min. of Minority Affairs** - **Convener**

1. The funds will be released in three installments of 30:50:20 as follows:

(a) 1st Installment:

The first **installment (i.e. 30% of the project cost)** will be released after the approval of the project and the entering into of a Memorandum of Understanding (MOU) between parties.

(b) 2nd Installment:

The 2nd installment of 50% of project cost will be released subject to the compliance with the following:

I. Utilization of 60% of the 1st installment supported by an audited utilization certificate and progress report with photographs.

(c) 3rd Installment (Final installment)

The 3rd installment of 20% of project cost will be released upon:

- i. The project completion report as prescribed by the Ministry.
- ii. The audited utilization certificate is submitted.
- iii. Deliverables as required in the projects are met and is verified by the Authorized Agency through random physical verification.

Component (d): Hunar Haat and Shilp Utsav –Support to minority Craftsmen/ Artisans for marketing their products

This Component will be implemented to meet following objectives:

- a) To promote marketing and sale of products of individual minority Craftsmen/ Artisans.
- b) **To provide platform for the artisans and culinary expert belonging to minorities to showcase and sale their exquisitely crafted products and serve traditional cuisine.**
- c) To support participation of minority Craftsmen/ Artisans in exhibitions, trade fair, Buyer Seller Meet etc.
- d) To support organizations (Government organizations, Registered Societies/ Trusts/ Companies, PSUs) for organizing exhibitions at State/ District level.
- e) To establish linkages with Dilli Haat, Handicraft Emporiums etc.
- (I) **Financial Norms:** 100% funding will be done by the Ministry on following rates:

S. No.	Particulars	Financial Norms
1.	Cost of organizing exhibitions	Flat rate Rs. 1.00 lakh per stall (all inclusive) (or the actual whichever is minimum. And/Or rent of the space/gr ound provided @ Rs. 1.00 lakh per stall x number of stalls (or the actual whichever is minimum)
2.	Travelling Allowance	2 nd class sleeper by train or ordinary bus fare for 2 persons (on actuals)
3.	Daily Allowance	<ul style="list-style-type: none"> Rs. 1200/- per craftsman/artisan (A Class cities). Rs. 1000/- per craftsman/artisan (B Class cities). Rs. 500/- per craftsman/artisan (C and D Class cities).
4.	Advertisement / Banner Poster/Publicity relating to event	As per actual and subject to approval of Ministry.
5.	Miscellaneous expenditure including construction of Pavilion, Stage, front gate, electricity charges, water charges, lighting, cleaning charges, Security charges and unforeseen expenditure	As per actual and subject to approval of Ministry.
6.	Participants	Craftsmen/Artisans. Preference would be given to SHGs.
7.	Number of stalls in exhibitions	50-200
8.	Duration of exhibition	One week to Three weeks (for IITF, Delhi as per their schedule)

(II) Implementation of the **Hunar Haat and Shilp Utsav** will be done through **National Minorities Development & Finance Corporation (NMDFC)/State Channelizing Agencies (SCAs) of NMDFC/State Handicraft Corporations/Central/State Handicraft-Handloom Council/Hunar Hubs in States/Any other Project Implementing Agencies (PIAs) having expertise in organizing marketing event for traditional crafts. Ministry of Minority Affairs will be Nodal Agency for implementing Hunar Haat and Shilp Utsav.**

(III) The funds will be released in two installments of 50% each as follows:

(a) 1st Installment:

- The first installment (i.e. 50% of the project cost) plus TA/DA of the

Artisan will be released after the approval of the project and the entering into of an Memorandum of Understanding (MOU) between parties.

- In case of NMDFC being implementing Agency of Hunar Haat exhibition, fund may be released 100% in advance with the approval of the Competent Authority.

(b) 2nd Installment:

The 2nd installment **of 50% of project cost** will be released subject to the compliance with the following:

- (I) Utilization Certificate of the 1st instalment from **the competent authority of the organization** supported by bills of expenditure incurred on the event and progress report with photographs.
- (II) The project completion report as prescribed by the Ministry.
- (III) The audited utilization certificate is submitted.
- (IV) Deliverables as required in the projects are met and is verified by the Authorized Agency through random physical verification.

Component (e): USTTAD SAMMAN to outstanding Master craftspersons & Artisans/Culinary experts

Title of the Scheme: USTTAD SAMMAN.

1. Background and objective:

The USTTAD SAMMAN Awards for craftsmen is to be introduced during the year 2017. The purposes for the Awards are being conferred to the Craftspersons in recognition of their outstanding contribution, craftsmanship & development of craft. There shall be a maximum of **10 USTTAD SAMMAN** in a Year. This recognition will encourage them to continue with the craft in a more enthusiastic and productive manner and will ultimately encourage other emulate them.

- 2. Eligibility:** All Craftspersons belonging to Minority community residing in India and who are above the age of 30 years and are having 10 years' experience in the field of crafts as on 31st December of previous year **of the Year of USTTAD SAMMAN.**

3. The Award contents:

Each award shall consist of a cash **prize of Rs.1,00,000/-, a copper plaque and an Angavastram.**

4. Selection procedure:

The selection procedure for selecting for USTTAD SAMMAN Award will be done as per the following procedure:

An open Advertisement on all India basis will be called in all the leading newspaper in English, Hindi & Urdu (also in regional language if required). Applicants may apply in the prescribed format.

Application can be received in MoMA in the following ways:

- a) Directly to MoMA by the Applicant
- b) State Govt. can send the recommendation of applicant in prescribed format.
- c) Public representatives may also recommend the name of Applicant in prescribed format.
- d) Any Institution promoting craft activity may also recommend

There will be a Common Central Selection Committee for final selection for USTTAD SAMMAN Awards from amongst the items recommended by the Central level Selection Committees of crafts.

5. Criteria for Selection:

The following are the main criteria which are to be kept in view for selection of craftsmen, artisans/culinary experts:-

- (a) Excellence of craftsmanship (this can be judged from the Resumes & Samples if any received along with the samples and at least 4 photographs of difference stages of processing of exhibits or videography of the process of the exhibits should be submitted if possible.
- (b) Processing of others exhibits submitted by the craftsman/sponsoring organizations.
- (c) Special consideration for languishing crafts & innovative prototype may also be given while selecting the craftsman and their crafts.
- (d) Any other specific criteria decided by the Committee for the development of Craft.

6. The Committee with the following Composition may decide the USTTAD SAMMAN

6.1 CENTRAL LEVEL SELECTION COMMITTEE

- | | |
|--------------------------------|------------|
| 1. Secretary (MOMA) | - Chairman |
| 2. JS/Addl. Secretary (USTTAD) | - Convener |
| 3. JS (Coord.) | - Member |

- | | |
|--|----------|
| 4. Director/DS(USTTAD) | - Member |
| 5. Representative from NID/NIFT | - Member |
| 6. Sr. Director from Craft Museum | - Member |
| 7. 5 Non-Official experts from crafts
to be nominated by Secy. (MoMA) | - Member |

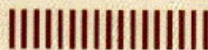
6.2 Ministry of Minority Affairs may Co-opt Officials of organization relevant to Skills/Trades and officials of Ministries.

To avoid any complication or controversy in the selection process and to make it transparent a uniform proforma including different Parameters on which the Committee shall assess each entry may be devised for the members of the Central Level Committee 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.

7. Publicity

- (a) Wide publicity may be given by MoMA & State Minority Deptt. through the different modes of Publicity. NMDFC, MAEF & Other institution may give the due coverage to the event. At Hunar Haat, Dilli Haat, National Level Melas, Exhibition, Seminar/Workshop, etc. Pamphlets may be distributed in such places. The display 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 MOMA. All PIAs working for MOMA may be requested to make wide publicity about **USTTAD SAMMAN** in their programmes funded by MOMA.
- (c) District Collectors/Magistrate/DICs/BDOs/Panchayat and DRDA may be requested to make publicity at their level.

6. TERMS AND CONDITIONS



The implementing organizations shall be bound by the terms and conditions of the USTTAD scheme as at Appendix.

7. REVIEW OF THE SCHEME



The scheme will be subjected to review in last year of the 14th Finance Commission ending 2020 after getting evaluation and impact assessment done by a reputed independent agency. The Projects of the PIAs will have to be inspected, assessed and recommended by the respective State Governments. Third party assessment and concurrent monitoring will also be undertaken through approved Agencies.

Terms and Conditions attached to the Central Sector Scheme of USTTAD

The grant-in-aid sanctioned under the scheme is subject to fulfillment of following terms and conditions by the implementing PIAs and Knowledge Partners (hereinafter organization):

1. that the organization which intends to receive the Grant-in-aid under the Scheme, will fulfill the eligibility criteria as specified under the scheme;
2. the grants cannot be claimed as a matter of right, it depends on sole discretion of Government of India depending on the merit of the project;
3. that the organization will confirm in writing to the effect at the beginning of each financial year that the conditions contained in this document and as revised from time to time for the implementation of this scheme are acceptable to it;
4. that the organization will also execute a Bond on Non-Judicial Stamp Paper of Rs.20 in favour of the President of India to the effect that it will abide by terms and conditions attached to the grant and the scheme that revised from time to time and that in case of its failure to abide by the same, it will refund to the Government the total Grant-in-aid sanctioned to it for the purpose with interest accrued thereon and shall be liable for criminal action as per law;
5. that the Ministry shall not be liable for any kind of payment to the temporary/regular employees appointed by the organization for running the project;
6. That the organization, as applicable, shall assist trainees in opening of bank accounts and transfer the stipend etc. in their bank accounts through electronic transfer.
7. That the organization shall maintain a separate account in a nationalized/scheduled Bank in respect of this grant. All receipts and payments involving Rs.10,000/- and above of the grantee institution must be through cheques only. The grantee institutions are required to submit at the time of seeking grant for continuation of the project, a copy of the bank pass book indicating all transactions made in connection with the running of the sanctioned project. The accounts will remain open for inspection by

representatives/officers from the Ministry, office of Comptroller and Auditor General of India, Government of India, or concerned State Government at any time. The organization shall have the accounts of the grant-in-aid audited either by CAG empanelled Auditors or Chartered Accountant and supply a copy of the following audited accounts, together with Utilization Certificate in GFR 19(A), to the Ministry latest by first week of June month every year:

- (a) the receipt and payment account of grant-in-aid in question for the year;
 - (b) the income and expenditure accounts of grant-in-aid in question for the year;
 - (c) the balance sheet, indicating assets and liabilities from grant-in-aid in question;
 - (d) the utilization certificate in prescribed format (GFR-19A) as per General Financial Rules along with the item-wise break-up;
 - (e) the audited accounts of the organization as a whole for the year.
8. the organization shall submit performance-cum-achievement report as prescribed by the Ministry for which it received Grant-in-aid;
 9. that the facilities to be extended with the help of the Grant-in-aid will be available for the welfare of all minorities irrespective of creed, religion, colour, etc.;
 10. the organization will not obtain grant for the same purpose/project from any other source, including the Government sources. In case, it receives grant for the same project from other sources also, the same will be intimated to Ministry of Minority Affairs immediately after receipt with proper reference;
 11. the organization will not divert Grant-in-aid or entrust the execution of the project for which Grant-in-aid is sanctioned, to another organization or institution;
 12. that if the Government is not satisfied with the progress of the project or considers that the guidelines of the scheme, terms & conditions of the sanction etc., are being violated, it reserves the right to terminate the Grant-in-aid with immediate effect and also take such other actions as it deems fit with or without prior notice. Further, an organization once black

listed by the Ministry, will never be considered by the Ministry for grants in future, even if delisted from the black list at any point of time;

13. that at the time of renewal of the project any unspent balance out of the grants shall be adjusted by the Ministry in the subsequent admissible grant due;
14. no assets acquired wholly or substantially out of this Grant-in-aid will be disposed off or encumbered and or otherwise utilized for the purpose other than for which sanctioned;
15. the organization shall maintain a register in the GFR (19) of permanent and semi-permanent assets acquired wholly or in part out of this Grant-in-aid. This register shall remain open for inspection to the officials from the Office of the Comptroller and Auditor General of India/Government of India/State Government/Union Territories. The register shall be maintained separately in respect of this grant and a copy thereof furnished to the Ministry, along with the Audited Accounts;
16. the release of the last installment of the annual grant will be conditional upon the grantee institutions to provide reasonable evidence of proper utilization of installment released earlier during the year as prescribed by the Ministry;
17. the organizations should liaise with District Administration for convergence of other existing services for the welfare of minorities. It should also maintain contact and seek cooperation of local Panchayati Raj Institutions. It should also have institutional arrangements for seeking community participation;
18. provisions of General Financial Rule 150(2) would be applicable where the PIAs are being provided assistance for the prescribed amount;
19. the organization shall appropriately display the boards that should be erected at the project site indicating that the project is running under the aegis of Ministry of Minority Affairs, Government of India;
20. the purchase of non-recurring items (if any) should be made only from authorized dealers at competitive prices and subject to vouchers being produced for inspection;
21. that the organization shall not charge any fees from the beneficiaries;
22. in case of new projects, the organization shall intimate this Ministry and the State Minority Welfare Department about the date of commencement of

project and that should be within 30 days from the receipt of funds by the organization in their bank account;

23. that the organization shall not profess or promote any religious/communal/fundamentalist/divisive beliefs or doctrines with these grants;
24. in the event of a Court case, the organization shall not be entitled to any grant-in-aid till the matter is pending in the Court of Law; the Ministry shall not be responsible for any legal/intellectual/contractual disputes between the implementing organization and a third party. By accepting the grant, the recipient accepts this condition;
25. for all disputes involving Ministry of Minority Affairs with regard to release of grants, the jurisdiction of the Courts will be Delhi;
26. the organization shall abide by all the aforesaid terms & conditions, guidelines of the scheme, provisions of GFRs, and any subsequent revision/changes therein.

Signature of President/Secretary/CEO of the Grantee Agency

Place

(Full Name)

Date

Designation

Official Stamp



सत्यमेव जयते

Ministry of Minority Affairs

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