



# Upgrading the Skills and Training in Traditional Arts/Crafts for Development (USTTAD)

## NOTICE

### Inviting Request for Proposal for Empanelment of Project Implementing Agencies (PIAs) for the Year 2020-21



Ministry of Minority Affairs invites request for proposal (RFP) in the prescribed format from the eligible organizations/institutions for empanelment to undertake training programme under Upgrading the Skills and Training in Traditional Arts/Craft for Development (USTTAD) for the year 2020-21. USTTAD scheme aims to preserve heritage of traditional arts and crafts of minority communities and build capacity of traditional crafts persons and artisans and establish marketing linkages. RFP document containing list of indicative traditional Arts/Crafts and is placed on the Ministry's website [www.minorityaffairs.gov.in](http://www.minorityaffairs.gov.in) and on the USTTAD Scheme portal <http://usttad.minorityaffairs.gov.in>

#### The following eligible organizations may apply:

- 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.
  - Any private recognized/registered professional institution of repute conducting such traditional skill development courses for at least last three years with established market linkages.
  - Any industry or an association of industries who are willing to run such training centres as per financial norms of the scheme with a proper plan.
  - 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.
1. Institutions/organizations should be registered on the portal of NITI Aayog Darpan Portal.
  2. Proposal should be submitted online on the USTTAD Portal of MoMA <http://usttad.minorityaffairs.gov.in>
  3. The selection of the PIAs will be made on the basis of information/documents submitted by the them. If the information/documents submitted by any PIAs is/are found to be false at any stage, the empanelment of such PIAs will be cancelled immediately and coercive action will be taken against such PIAs.
  4. Detailed guidelines, eligibility criteria and proposal format is available on [www.minorityaffairs.gov.in](http://www.minorityaffairs.gov.in) & <http://usttad.minorityaffairs.gov.in>
  5. The last date of submission of online proposal (duly signed Application forms to the Ministry), is 05.02.2021 by 5:00 p.m.

Sd/-  
Under Secretary (USTTAD)

**Government of India  
Ministry of Minority Affairs**

**“Upgrading the Skills and Training in Traditional Arts/Crafts for  
Development (USTTAD)”**

**Request for Proposals (RFP)  
For the year 2020-21**

**Empanelment of Project Implementing Agencies (PIAs) for  
undertaking training programme under “Upgrading the Skills  
and Training in Traditional Arts/Craft for Development”  
(USTTAD) Scheme**

**(Dated 14.01.2021)**

<b>Online Proposal Submission Start Date</b>	<b>15.01.2021</b>
<b>Online Proposal Submission Last Date</b>	<b>05.02.2021</b>

## 1. Introduction

India is known for its traditions and culture. Minority communities in India are known for their traditional skills, arts & crafts, but due to forces of competitive market and globalization and also due to deteriorating socio-economic condition of master craftsmen/artisans, these skills are not being pursued by the young generation.

Ministry of Minority Affairs is of firm conviction that these arts/ crafts are needed to be preserved especially **traditional skills, arts & crafts** of the minority communities. USTTAD scheme aims to preserve heritage of traditional arts and crafts of minority communities and build capacity of traditional crafts persons and artisans and establish linkages of traditional skills with the global market.

Under the scheme, Ministry would involve **National Institute of Design, National Institute of Fashion Technology, Sectoral Export Promotion Councils and other renowned organizations/ professionals** from similar field for the promotion, capacity building and upgradation of the craftsmen/artisans in minority communities.

## 2. Important Instructions

- a. Ministry of Minority Affairs invites proposals in the prescribed format from the eligible organizations/ institutions for empanelment to undertake training programme under “Upgrading the Skills and Training in Traditional Arts/Craft for Development” (USTTAD) during 2020-21.
- b. PIAs that have been empanelled under the scheme during 2016-17 and 2018-19 should submit a fresh proposal.
- c. Indicative list of courses is enclosed at Annexure–III. PIA may also propose any other courses/ trades which are in demand and having employment opportunities.
- d. The scheme will be implemented through the following Project Implementing Agencies (PIAs):
  - i. Registered institutions/ organizations having expertise /experience of implementation of training in Traditional Skills, Arts & Crafts for at least last three years and establish linkages with market for forward and backward linkages of the products/services.
  - ii. Any industry or an association of industries having Financial Capacity to set-up training infrastructure for implementation of training in traditional arts & crafts, and provide market linkages/ establish linkages with financial institutions for availing concessional loan.
  - iii. 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.
- e. Preference would be given to those organisations:
  - i. having similar work experience in traditional skill training would be given preference. The organizations who have executed work/sanction order of any traditional skill training under the Central/ State or UT Government, including Public Sector Undertakings/Enterprises, autonomous / subordinate organisations under the Central/ State or UT Government, with single sanction order of minimum project cost of Rs.50.00 lakh or two sanction orders of project cost of Rs.30.00 lakh each during the last three years would be given preference.

- ii. having Master Craftsmen who are National or State Awardee would be given preference.
  - iii. proposing skill training in languishing arts/crafts being practiced by the 6 notified minorities of the country.
- f. Institutions/organizations should be registered on the portal of NITI Aayog NGO Darpan Portal.
- g. PIA should submit the complete information along with all supporting documents in prescribed format on the USTTAD Portal of MoMA <http://usttad.minorityaffairs.gov.in>. Proposal should be duly signed by President/ Secretary/ CEO/ Head of Institution/organization. Incomplete forms submitted online will be rejected without any notice. No supplementary documents will be entertained after submission of proposal.
- h. The final selection is based on the power point presentation before inter-ministerial screening committee of the Ministry of Minority Affairs.
- i. Detailed guidelines, eligibility criteria and proposal format is available on [www.minorityaffairs.gov.in](http://www.minorityaffairs.gov.in) and <http://usttad.minorityaffairs.gov.in>. In addition, the following stipulations are required to be fulfilled:-
- i. The PIAs will be required to furnish a bank guarantee (amounting to 5% of the 1st instalment) before release of the 1st installment.
  - ii. The stipend will be paid to the trainees directly by the Ministry after integration of requisite mechanism with the USTTAD Portal. In the meantime, stipend will be paid by the PIA through DBT window in PFMS.
  - iii. The PIAs will be required to maintain Biometric Attendance system of the trainees and submit the same to the Ministry.
  - iv. No duplication of trainees among the PIAs will be ensured. PIAs will be required to submit undertaking in this regard.
  - v. PIAs will be required to complete the training within prescribed timelines. PIAs will have to submit Completion Report along with proposal for 3rd installment within 03 months of the end date of course failing which recovery of 50% of released funds will be initiated along with other actions as deemed fit.
  - vi. The 1st installment (i.e. 30% of the project cost) will be released after (a) the approval of the project and commencement of training, (b) State Government Inspection report / inspection report of Ministry nominated official has been received by the Ministry, (c) submission of Bank Guarantees by PIA, (d) entering into a Memorandum of Understanding (MOU) between PIA and Ministry of Minority Affairs and (e) submission of duly notarized Bond on a non-judicial stamp paper of Rs.20/-.
- j. Proposals should be submitted online on the USTTAD Portal of MoMA <http://usttad.minorityaffairs.gov.in>.
- k. The last date of submission of online proposal (duly signed Application forms to the Ministry) is **05.02.2021** by 5:00 p.m.
- l. Ministry of Minority Affairs reserves the right, without any obligation or liability, to accept or reject any or all the proposals at any stage of the process, to cancel or modify the process or any part thereof, or to vary any of the terms and conditions at any time, without assigning any reasons thereof.

- m. The selection of the PIAs will be made on the basis of information/documents submitted by the them. If the information/documents submitted by any PIA is/are found to be false at any stage, the empanelment of such PIA will be cancelled immediately and coercive action will be taken against such PIA.
- n. The Ministry may seek any additional information as per the requirement of the scheme USTTAD.
- o. For any information in this regard, the organizations may contact on the Helpline of the Ministry – 1800-11-2001 (Toll Free) between 9:00 a.m. to 5:00 P.M on working days (Monday to Friday).
- p. Those who are facing any difficulties/issues for submission of online application on the portal may please send query/any technical assistance on support-usttad@gov.in.

Sd/-  
Under Secretary (USTTAD)

**Government of India  
Ministry of Minority Affairs**

**Proposal for Empanelment of Project Implementing Agencies under “USTTAD” during  
2020-21**

**1. Details of Project Implementing Agencies (hereinafter Organization):**

<b>S. No.</b>	<b>Particulars</b>	<b>Information to be filled by project Implementing Agencies</b>
1	Name of PIA	(As per registration certificate)
2	Legal Status (Registered Society/ Govt./Semi-Govt./Public Sector/NGO/ Autonomous Body etc.	(Attach Incorporation/ Registration Certificate of the Agency)
3	Registration No. & Date of Registration of PIA	Date of Registration with valid Registration Number (Please enclose a legible copy of valid Registration Certificate. If it is in other language, it should be translated in Hindi or English and attested by notary)
4	PAN Card Number of PIA	(Submit copy of PAN Card)
5	Unique ID Registration Number of PIA provided by NGO DARPAN Portal of NITI Aayog (Mandatory)	
6	Registered/Head Office Address of the PIA	
7	Name(s) of President / CEO/ Director(s)/ Chairman/ Head of Organization	
8	Website Address of the PIA	
9	Telephone/Mobile	
10	Email id	

**A. Organisation Details:**

1. Details of Skill Development Projects for Traditional Arts/Crafts funded by Central Ministries /Departments implemented by the PIA during last three years. Attach copy of sanction orders:

S. No.	F Y	Name of the funding Ministry /Department	Location of the project (District & State). If in minority concentration on block/town, please also indicate MCD/ MCB/MCT	Number of Trainees Trained			Number of Minority Trainees out of the total trained	Total Project Cost	Name of traditional arts/crafts for which the training has been imparted	Name of assessing/certifying agency	Page No. of supporting documents
				Boys	Girls	Total					

2. Details of Skill Development Projects for Traditional Arts/ Crafts exclusively funded by State Government/ UT Administration and implemented by the PIA during last three years. Attach copy of sanction orders:

S. No.	F Y	Name of the funding State Govt./ Department	Location of the project (District & State). If in minority concentration on block/town, please also indicate MCD/ MCB/MCT	Number of trainees			Number of Minority Trainees out of the total trained	Total Project Cost	Name of traditional arts/crafts for which the training has been imparted	Name of Certifying agency	Page No. of supporting documents
				Boys	Girls	Total					

Note: One Sanction order will be considered as one project.

3. Branch or Centre-wise list of Master Craftsmen engaged by the organization (Please give separate Tables for each Centre):

S. No.	Name of Master Craftsman	Male/Female	Fields of arts/Crafts	Whether belongs to minority community (yes/no) if yes, indicate name of community	Experience in traditional skills (in years)	Name of clusters and district where he/she belongs	Whether National or State Awardee and name and year of award. Any other award/recognition. Give details of award, category of award, Plan	Any other professional training or upgradation of skills given to this Master Craftsman	Page No. of supporting documents

4. Details of experience in formation of Self-Help Groups (SHGs) in the last three years:

S. No.	Name of the State	Name of the district	Name of SHG formed by the organization	Year of formation	Traditional arts/crafts being practiced by the SHG	Community involved in the SHG	Whether functional at present (Yes/No)	Bank name of the SHG	Account no. of SHG	Annual net income of the SHG (in Rs.)	Page No. of supporting documents

5. Whether the organization has ever participated in promotional exhibitions or marketing event for traditional arts/crafts:

S. No.	Year	Name of the event	Name of Funding Agency	Total Cost of Project	Names of the arts/crafts covered	Number of artisans/craftsmen involved	Location of the event (district and State)	Page No. of supporting documents

6. Apprenticeship/on job training under master craftsman:

Number of persons trained	Skill in which trained	By which master craftsman	Whether any are currently under training	Whether any earlier trained Master Craftsman have started same trade in nos.



7. **Number of Retailers or e-Commerce Portals with whom the PIA has signed the MoU/ placed orders for supply of goods to establish market linkages:**

S. No.	Name of Retailers/ E-Commerce Portal	Address of Head Office Retailers/ E-Commerce Portal	Date of signing and validity period of MoU	Purpose of MoU	Page No. of supporting documents

8. **List of Branches /Centres of the PIA –**

S. No.	Complete Centre Address	Name of the center Head	Contact Details (Mobile/ Phone No.)	Training Infrastructure available for (name of courses/ trades)	Name of Trainer(s)

9. **Whether Audited Accounts (with Auditor's Report) for Last three years attached along with CA Certificate : Yes/No**
10. **Attach copy of Memorandum of Association/ Article of Association/ Rules & Regulation of the organization:**
11. **Whether organization has its own website: Yes/No**  
If yes, please give address of the website and attach a copy of the Home page.
12. **Financial Details: (See Annexure-I)**
13. **Undertaking for Non-Blacklisting; (See Annexure-II).**



**Financial Details of the PIA**

(On the Letter head of Chartered Accountant with date, Signature, Registration No. & Seal)

It is certified that the (\_\_\_\_Name of PIA\_\_\_\_) having its registered office at (\_\_\_\_Address\_\_\_\_) has an average turnover of ₹\_\_\_\_Lakh in last three consecutive years (2017–18, 2018–19, 2019–20). The annual turnovers of the agency are as under –

S. No.	Financial Year	Annual Turnover (INR)
1	2017–18	
2	2018–19	
3	2019–20	

(Audited Financial Statement of the agency for last three consecutive years are enclosed)

For and on behalf of: \_\_\_\_\_

Chartered Accountant Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Registration No.: \_\_\_\_\_

Seal: \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_

(On Rs.100/- Non-Judicial Stamp Paper)

**UNDERTAKING**

It is hereby certified that M/s\_\_\_\_\_ is not blacklisted/debarred by Govt. of India or its undertakings /any State/ UT Govt. or its undertaking or any other Govt. of India & State Govt. funding agencies / regulatory authorities as on date.

M/s\_\_\_\_\_ would immediately inform Ministry of Minority Affairs in case of any change in the situation any time hereinafter.

Date: \_\_/\_\_/\_\_\_\_

Place: \_\_\_\_\_

(Signature of Authorized Signatory)

Name: \_\_\_\_\_

Designation \_\_\_\_\_

Seal: \_\_\_\_\_

### Annexure III

#### Indicative List of Arts/ Crafts

S. No.	Name of Arts/Crafts	S. No.	Name of Arts/Crafts
1	Basketry	45	Kundan Jewellery
2	Beadwork	46	Lac Bangles (laharh, kiri)
3	Beat making – Vallam	47	Lac Products
4	Beaten Silver Work	48	Leheriya
5	Bhandani – tie Resist dyeing	49	Madhubani Painting
6	Bidriwork	50	Maheshwari
7	Blue Pottery	51	Metal Works Embroidery
8	Bone Carving	52	Metalware – Dholiva
9	Brass Mopperware	53	Mokaish
10	Brass Ornaments	54	Munj Craft
11	Brass Repousse	55	Mysore Painting
12	Bronze Cutting	56	Nagguashi – Engraving
13	Camel Tropping	57	Namda-Felted Rugs Making
14	Chanderi Sari Weaving	58	Pabola Weaving
15	Chickankari	59	Palm Leaf Work
16	Chik Making	60	Patch Work
17	Choktsetables – Curved Furniture	61	Phulkari
18	Chumba Painting	62	Pile Carpets
19	Coconut Shell Carving	63	Parsi Gara
20	Copper Ware	64	Razai
21	Crewal Work	65	Reed Craft
22	Curved wooden Furniture	66	Sandalwood Carving
23	Dabu Printing	67	Sarkanda work
24	Dhokra- lost wax metal casting	68	Sheetalpati Reedmats
25	Doll making	69	Shell Croft
26	Durrin Making	70	Sikki Craf
27	Eri Silk Spinning	71	Silver Work
28	Gabba and Namada	72	Sojni Work
29	Gambira Masks	73	Soudogai Printing
30	Ganiya Cards	74	Stone Inlay
31	Gem & Jewellery	75	Tankha (Buddhist Craft)
32	Hand Made Locks (Aligarh)	76	Terracota
33	Imitation Jewellery	77	Thakkar ka kaam,
34	Ka-buddhist Figuring - Metal Casting	78	Tibetan Carpets
35	Kachchhi Embroidery	79	Traditional Footwear – Tila Jutti
36	Kani Shawl weaving	80	Warli Painting
37	Kashidakari	81	Wood Inlay
38	Kitabat	82	Wood Lay of Hoshiarpur
39	Kite Making	83	Woolen Pile Rugs
40	Crochet and Lace	84	Woollen Druggets
41	Tillajuttis (Leather Craft)	85	Wood Craft
42	Handmade Paper Products	86	Products of traditional looms like Makhala, Shawls etc.
43	Marquetry	87	Cane and bamboo products
44	Kohlapuri Chappal	88	Any other Traditional Arts/ Craft with market linkages