



Ministry of Textiles
Government of India

PERFORMANCE CUM ACHIEVEMENT REPORT
CRAFT AWARENESS PROGRAMME
UNDER AHVY SCHEME
FOR HANDICRAFT SC CLUSTER ARTISANS

DATE :

24 & 25 FEBRUARY 2022

VENUE :

HALL OF GOVT. SCHOOL, KOT, TEH. ANNI, KULLU (HIMACHAL PRADESH)

SANCTION NO :

C-12011/13/2021-22-CC(NR)-AC-5 DATED : 09/12/2021

Sponsored By :



DEVELOPMENT COMMISSIONER
(HANDICRAFTS)
Ministry of Textiles, Govt. of India, West Block No. VI,
R.K. Puram, New Delhi - 110006 Tel: +91-11-26106802,
Fax: +91-11-26103085 • Web: www.handicrafts.nic.in
www.craftclustersofindia.in

Organised By :



ALL INDIA PARIVARTAN SEWA SAMITI
2154, 1st Floor, Guru Arjun Nagar,
West Patel Nagar, New Delhi 110008
E-mail : aipssngo@yahoo.com
www.aipssngo.org



ALL INDIA PARIVARTAN SEWA SAMITI (All India Voluntary Organization)

INTRODUCTION

All India Parivartan Sewa Samiti (AIPSS) is an All India Voluntary Organization, Non Government, Non-political, Non-profit making and Non-proprietary National Forum. It is well-organized dedicated group of social workers that have gained professional and practical skills and knowledge in social work, serving selflessly for the overall development of the all streams of society. So our aim and objective draw ethical, ideological and practical strength and experience from the tradition of cherishing and preserving democratic egalitarian culture and ethos.

VISION

- The vision of AIPSS is to become a Vital Player Reducing Rural Poverty in India through Sustainable Livelihoods.
- An autonomous community with improved quality of life, capable of arresting its development barriers having minimum exploitation, poverty and discrimination.

The AIPSS plans to realize its vision in phased manner. It started with mass awareness programs followed by action plan. The samiti is going to implement and achieve the maximum result with our maximum and benevolent effort in mission area.

MISSION

AIPSS aspires to the value of individual and collective efforts for integrated development. Center for Excellence Empowering Rural Poor to Improve Livelihood Sustainability.

*To bring
Overall "SAMRIDHI" to our country
by "PARIVARTAN" after getting "SAHYOG" from the society*




**O/o DEVELOPMENT COMMISSIONER (H)
SOME IMPORTANT SCHEME UNDER
NATIONAL HANDICRAFT DEVELOPMENT PROGRAMME**

Handicrafts constitute an important segment of the de-centralized/unorganized sector of our economy. It is mainly a rural based sector which has its reach in backward and inaccessible areas. Originally, handicraft started as a part time activity in the rural areas, however it has now transformed into a flourishing economic activity due to significant market demand over the years. Handicrafts have big potential as they hold the key for sustaining not only the existing set of millions of artisans, but also for increasingly large number of new entrants in the crafts activity. Presently, handicraft sector is contributing substantially towards employment generation and exports but this sector has suffered due to its unorganized nature along with additional constraints like lack of education, capital, and poor exposure to new technologies, absence of market intelligence and poor institutional framework. At present. The office of Development Commissioner (Handicraft) is implementing the following seven schemes for promotion and development of handicraft sector.

- (i) Baba Saheb Hastshilp Vikas Yojana**
- (ii) Design and Technology Up-gradation**
- (iii) Marketing Support and Services**
- (iv) Research and development**
- (v) Human and Resource Development**
- (vi) Handicrafts Artisans Comprehensive Wellare Scheme**
- (vii) Infrastructure and Technology Development Scheme**

While Baba Saheb Hastshilp Vikas Yojana (AHVY) is a cluster specific scheme, the remaining schemes cut across clusters dealing with specialized interventions. Further, a synergy is missing between the various schemes which results in overall dilution in expected outcome. Under the existing format, the AHVY scheme envisaged sanctioning of a project to one implementing agency and it was entrusted with the responsibility of undertaking all the specialized interventions. Experience shows that one implementing agency normally does not have the expertise to execute the various specialized interventions such as design development, the slogy support,



marketing and infrastructural support. Furthermore, there is another basic flaw in the scheme as it envisages a dis approach which is not in sync with reality as the needs and strengths of each cluster are unique. This requires a change in the scheme design by adopting a need based cluster specific approach. Therefore, it is proposed that an annual action plan will be prepared in advanced by earmarking cluster specific interventions to be carried out in a time-bound manner in the following year and implemented either departmentally or through various expert agencies.

The following three pronged approach will be adopted to put the sector on high growth trajectory as well as preserving existing cultural heritage:-

- (i) Promoting premium handicrafts products for the niche market.**
- (ii) Expansion of production base for utility-based, life style and mass production handicrafts products.**
- (iii) Preservation and protection of heritage/languishing crafts.**

Exquisite master-piece handicraft items with substantially high artistic content should command a higher price in the market. Such high- premium medium-volume handicraft products should be positioned in the niche market through strong promotional and advertisement efforts with development of "Handcrafted in India mark which will create the willingness in customers to pay a much higher price. Growth of such products will be ensured through selection and training of young promising artisans with imaginative and artistic skills by the top- class master-craftsperson to facilitate the transfer of traditional skills for the arts of such products with suitable marketing, sourcing and logistic arrangements should result in many times higher incomes for the artisans and thus arresting the large scale migration of artisans to other jobs. The artisans in the segment will also be supported through direct assistance for tool-kits, education, social security etc.

Utility-based home décor and furnishing handicraft products will need introduction of substantial technology and mechanization of parts of the manufacturing process thereby enabling mass production quality-enhancement and cost-reduction to face the challenges of global competition. These issues will be addressed by empowering the artisan communities through organizing them into community groups. hand holding them to set up and run Common Facility Centers equipped with training, modern technology, improved tools, raw material, processing, designing facilities and also through assisting them directly through bank account. Each such CFC will be linked with the market through bulk buyers or exporters from the region. Smooth provisioning of other inputs along with artisans' welfare and other marketing support will also be ensured. Moreover, there is a lack of adequate and authentic data on crafts persons, including their socioeconomic status, livelihood conditions and details of their families which has become a major bottleneck adversely affecting planning and policy making for this sector. Hence, comprehensive surveys will be undertaken for



There are many crafts which represent India's rich cultural heritage but some are on a decline due to various economic and other factors. These crafts need to be preserved and protected through various interventions like Handicrafts Museums, Hast kala Academy etc. These heritage crafts can also be modified or re-designed to meet the requirement of the present market demand and thereby preserving them. The lack of proper processes and systems for identification, documentation and mapping of all crafts and clusters is still a major challenge which will be addressed by carrying out studies and surveys. The languishing crafts will be given additional design, training and marketing support so that crafts are revitalised. Promotion of handloom and handicraft will be linked with tourism keeping in view the potential for foreign as well as domestic tourists, whose number has been increasing steadily, due to higher disposable incomes and increase in the size of the middle class in the country. Towards this end, the possibility of convergence between on-going schemes of other Ministries such as Ministry of Tourism, Ministry of Culture etc with the active cooperation of the state governments will be explored. Development of Destination Villages, Setting up state-of- the-Art exhibition-cum-sales Showroom, way side amenities, souvenir shops and organization of state level fairs will be undertaken.


The National Handicraft Development Programme for development and promotion of Handicrafts Sector will have the following three components:

- (i) Ambedkar Hastshilp Vikas Yojana**
- (ii) Marketing Support**
- (iii) Research and Development**

A. Ambedkar Hastshilp Vikas Yojna

(1) Dastkar Shashktikaran Yojana

(a) Community empowerment for mobilization of artisans into self-help groups (SHGS)/Societies Objective and methodology Mobilization of the beneficiaries shall be undertaken in the clusters which needs to be taken up for development. The Geographical identity of such clusters should be clearly mentioned and limited to a village in Rural Areas or a ward in the Municipal areas. In special cases a cluster may contain adjoining villages within a span or diameter of three kilometers. This activity shall include mobilizing the artisans into SHGS, thrift and credit, training of SHGS on various aspects of forming and running the community business enterprise. With introduction of economic reforms through liberalization, privatization and globalization, India has entered into a new era of economic development and fore Community Empowerment programme for handicrafts sector/ cooperative/ SHGs is a must to empower the artisans by making t active entrepreneurs-cumprimary stake



and competitiveness to face the new challenges and make them viable and self-supporting come undertaking mobilization, care should be taken to leverage upon the SHGs already formed under various program by Government. Only where it is not feasible to do so, new SHGs, federation etc., should be formed.

(A) (1) Design & Technology Up-gradation.

(1) Design and Technology Development Workshop

The objective of the workshop is to develop new prototypes to suit the tastes and preferences of contemporary market using the traditional skill of artisans and introduction of new techniques and technologies for enhanced production Duration and participation: 25 days subject to a minimum of 125 hours of training. No. of participants per workshop: up to 30 artisans One month can be taken for market survey, intelligence gathering and test marketing, modifications, etc. including compulsory participation in one marketing event.

(ii) integrated design and technology development project

The project has three essential components comprising design development, technology development techniques/process and formulation and publication of crafts design/craft technology to the large number of artisans for their skill up gradation.

Duration and participation

The duration of the project is retained at 5 months with the following break-up:

3 months for design development (25 days-125 hours per month)

1 month for preliminary survey and

1 months of market testing and refinement of the product and batch production


No. of participants per project: 40 artisans

(iii) Assistance to exporter and entrepreneur for design prototype

The objective of the programme is to promote the organizations in export of handicrafts for development of new and innovative items. The financial assistance is provided for development of design prototypes for exporters and entrepreneurs by selecting or involving reputed designers from India and abroad who will help in the development of a range of products suitable for particular markets.

Duration and participation

Maximum duration of 6 months



Entrepreneurs/exporters/association of exporters

Entrepreneurs/exporters/association of exporters can be assisted maximum once in a year.

Designers to be sourced through reputed institutions such as NID, NIFT, NCDPD and others.

(iv) Commercial market intelligence by way of design, trend and technical colour forecast

The increasing need & requirement of the overseas buyers about the new designs & trends has led to the implementation of this scheme during the 12th Plan Period. The objective of the programme is to increase the knowledge of the entire handicrafts sector about the new design trends & color forecasts so as to increase the exports from the country by increasing the new design led product

Eligibility

The scheme would be implemented through NID, NIFT, EPCH, CEPC, NCDPD and other reputed design institutions.

(A) (iii) Human Resource Development

(i) Training through Established institutions

The component aims at upgrading/imparting skills in different trade of Handicrafts in a continuous and sustainable manner by creating an institutional framework. This shall be achieved through regular training courses run by institutes as specified in the eligibility section. The Handicrafts Sector Skill Council and its affiliated bodies will also be eligible to receive grants under HRD Schemes. The programmes provide an opportunity for the artisans to upgrade their skills, interact with other craftsmen and at the same time create livelihood opportunity for the masses by skilling them through training programmes in different crafts.

Duration and participation:

Trainings of minimum 144 hrs and maximum 600 hrs duration will be imparted to each participant and the eligible institute will train minimum of 200 people in a year.

The training duration shall be between four weeks and four months. No course of duration less than four weeks will be admitted. In exceptional cases the maximum duration can be allowed to increase by 25 percent maximum with the approval of DC (H).


In a week maximum 6 days and in a month maximum 24 days will be considered as admissible for working out the financial assistance wherever financial assistance is indicated on per day basis.(1)

Handicrafts Training Program

To increase production base by involving more and more persons in this sector, large number of training programmes in hand and soft skills are required to be undertaken to fill the gap of the skilled workforce. Two type of skill training programs will be held under this component:

- a) Technical trainings
- b) Soft skill training

(ii)(a) Technical trainings: Aims to train the persons in handicrafts and handmade carpets including



pattern making, stencil making, talim writing, mould making etc.

Duration and participation

Trainings of minimum 144 hrs and maximum 600 hrs duration will be imparted to each participant. The training duration shall be between four weeks and four months. No course of duration less than four weeks will be admitted. In exceptional cases the maximum duration can be allowed to increase by 25 percent maximum with the approval of DC (H).

In a week maximum 6 days and in a month maximum 24 days will be considered as admissible for working out the financial assistance wherever financial assistance is indicated on per day basis. Batch size of min 20 participants will be allowed.

(i) (b) Soft skill trainings:

Aims to train the persons in non-Technical skills such as micro finance/ entrepreneurship development/preparation of Business plans/preparation of project reports/ packaging/ export procedures/Documentation etc. so that to enable them in running their own enterprises smoothly.

Duration and participation

The program shall be for a period of minimum 2 days or 12 hours of training and maximum of 12 days or 72 hours. No course of duration less than two days will be admitted. In exceptional cases the maximum duration can be allowed to increase by 25 percent maximum with the approval of DC (H).

In a week maximum 6 days and in a month maximum 24 days will be considered as admissible for working out the financial assistance wherever financial assistance is indicated on per day basis. Batch size of min 20 participants will be allowed.

(II) Training through Guru Shishya Parampara

This component provides for handing over/transfer of traditional knowledge from master craftsmen to the new generation ensuring the sustenance of the craft. New/Semi-skilled artisans are provided training by master crafts persons. These trainings will help add value to the quality of the outputs, help the artisans learn the finishing techniques and also give them the exposure to innovative techniques which can be achieved using improved tools and technology. The training will enable improved production as well as productivity and help artisans adapt to new design and techniques.

Duration and participation

The program should be for a minimum period of 2 months and maximum of 6 months Under training through Guru Shishya Parampara Scheme in respect of Ship qurus, whoa Laval Awards/recognition Honorarium to be increased from Rs. 20,000/- to Rs. 30,000/- per month and for others to Rs 25,00 per month. Batch size of minimum 15 participants will be allowed.

Eligibility

Shilp Guru Awardee, National Awardee, National Merit Certificate, State Awardee and other master crafts persons



(iv) Training the trainers

It is a course for master craftsperson/trainers for refreshing and honing up their skills under which the master craftspersons /trainers are exposed to new designs, use of improved tools and new production techniques and technologies. The programme is organized to acquaint the trainers as well as other practicing master craftsmen with the latest developments that have been taking place in the field of design technology and production techniques. The programme would essentially address the issues like new design concepts, use of improved tools, new production techniques, new technologies, Production management and costing, Economic and commercial intelligence, Packaging etc.

Duration and participation

The program should be for duration of 4-8 weeks with a batch size of 20 participants. In a week more days and in a month maximum 24 days will be considered as admissible for working out the financial assistance wherever financial assistance is indicated on per day basis.

The course will be from 144 hours to 300 hours. No course of duration less than four weeks will be admitted. In exceptional cases the maximum duration in terms of months can be allowed to increase by 25 percent maximum with the approval of DC (H).

(v) Design mentorship and apprentice program

The component aims at providing mentorship and learning to final year/graduate/post graduate students from reputed design institutes, recognized schools of fine arts and other premiere design institutes recognized by AICTE/UGC/CSIR/Central/State Govt. and other such affiliating bodies.

The component has the following objectives:

- To provide new designs, technology & product development to the handicraft sector.
- To promote of dedicated cadre of designers and merchandisers for the handicraft sector.
- To provide regular design inputs to handicrafts clusters and exporting community.
- To update the sector about the changing global scenario with reference to innovative designs.
- To support product development and upgrade quality.
- Development & supply of market driven New/Innovative Design/Product lines.
- Transforming designs into products with the help of Sr. designers/merchandisers.
- To establish specific integrated design development approach.
- To fill up the gap in the areas of Design & Product Development-the biggest constraint in present Handicraft Sector.
- Adoption of new design, pattern and product development on the principle of Focused Products and Focused Markets.

Duration and participation: 6 months and 50 participants. and Focused Markets



INDIAN HANDICRAFTS : MAJOR CRAFT CONCENTRATION AREAS

Art Metalware

Moradabad, Sambhal, Aligarh, Jodhpur, Jaipur, Barmer, Delhi, Rewari, Thanjavur, Chennai, Mandap, Bidar, Jagadhari & Jaisalmer.

Wooden Artwares

Saharanpur, Nagina, Jaipur, Jodhpur, Barmer, Hoshiarpur, Srinagar, Amritsar, Jagdalpur, Bangalore, Mysore, Chennapatna, Chennai, Mandap, Behrampur (WB), Rajkot & Ahmedabad.

Hand Printed Textiles

Jaipur, Barmer, Bagru, Sanganer, Jodhpur, Bhuj, Farrukhabad & Amroha

Embroidered Goods

Barmer, Jaipur, Jaisalmer, Kutch (Gujarat), Ahmedabad, Lucknow, Jodhpur, Agra, Amritsar, Kullu, Dharmshala/Chamba & Srinagar

Marble & Soft Stone Crafts

Agra, Chennai, Bastar & Jodhpur

Papier Mache

Crafts Kashmir & Jaipur

Terracotta/Ceramic, Zari & Zari Goods

Khurja, Delhi, Chennai, Bastar, Surat, Bareilly, Rampur, Palwal, Aurangabad, Varanasi, Amritsar, Agra, Jaipur, & Barmer

Imitation/Fashion Jewellery

Delhi, Moradabad, Sambhal, Jaipur, Kohima (Tribal).

Artistic Leather Goods

Kolhapur, Indore, Barmer & Shanti Niketan (WB).

HANDICRAFTS CLUSTER MAP OF INDIA (HAVING MORE THAN 5000 ARTISANS)

STATE

- | | |
|---------------------|-----------------|
| ● ANDHRA PRADESH | ● MAHARASHTRA |
| ● ARUNACHAL PRADESH | ● MANIPUR |
| ● ASSAM | ● MEGHALAYA |
| ● BIHAR | ● MIZORAM |
| ● CHHATTISGARH | ● NAGALAND |
| ● DELHI | ● ORISSA |
| ● GOA | ● PUNJAB |
| ● GUJARAT | ● RAJASTHAN |
| ● HARYANA | ● SIKKIM |
| ● HIMACHAL PRADESH | ● TELANGANA |
| ● JAMMU AND KASHMIR | ● TAMIL NADU |
| ● JHARKHAND | ● TRIPURA |
| ● KARNATAKA | ● UTTAR PRADESH |
| ● KERALA | ● UTTARAKHAND |
| ● MADHYA PRADESH | ● WEST BENGAL |



DEVELOPMENT COMMISSIONER (HANDICRAFTS)
Ministry of Textiles, Govt. of India
West Block No. VI, R.K.Puram, New Delhi - 110066
Tel: +91-11-26106902, Fax: +91-11-26163085
Web: www.handicrafts.nic.in, www.craftsartistsofindia.in

CLUSTER LOCATION

- | | |
|--------------------------------|---------------------------------|
| ● ART METAL WARE | ● ZARI & ZARI GOODS |
| ● WOODEN ARTWARES | ● IMITATION / FASHION JEWELLERY |
| ● HAND PRINTED TEXTILE | ● CARVE & BAMBOO |
| ● EMBROIDERED & CROCHET GOODS | ● NATURAL FIBRE |
| ● MARBLE & STONE CRAFTS | ● LEATHER GOODS |
| ● GLASS / TERRACOTTA / POTTERY | ● PAPER MACHE |
| ● HAND PAINTING | ● CARPET |

OBJECTIVE OF THE PROGRAMME

Handicrafts have big potential as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country, but also to increase large number of new entrants in the crafts activity. Presently, handicrafts are contributing substantially in employment generation, and earning foreign exchange through export. The Handicrafts sector has suffered from basic problems of being in the unorganized sector with additional constraints like lack of education, capital, poor exposure to new technologies, absence of market intelligence and poor institutional framework. These problems have been further aggravated due to lack of proper care on the welfare of the artisans.

The basic objects are

- To Review the status of artisans' clusters under AHVY and effectiveness of Artisan Groups taking up economic activity for sustainable empowerment.
- To empower artisans by making them active entrepreneurs cum primary stake holders in the process of development and bringing them to a visible platform for easy access to domestic and overseas markets.
- To upgrade artisans' and Implementation Agencies knowledge on appropriate Design, Technology Intervention so as to enable them to use quality raw material, tools and equipment to produce value-added items.



AIM OF THE PROGRAMME

The Craft Awareness Programme was aimed to spread Awareness about Indian Handicrafts and the Heritage, Culture and Tradition associated with it. Today we are losing not only our ancient heritage but also an essential element in our social composition which has been a strong cementing force. Almost all the cities, towns, villages and families in India have local arts and crafts traditions, old monuments etc. around which the children can construct their own history. Artists, craftsmen, performers may be called to the school or they can be employed on part time basis by the schools to teach their art forms. Crafts in schools gives an opportunity to revive and keep active the rich heritage and cultural traditions of our country and encourages creativity among craft men.

- To revive an interest in Indian Crafts and study their relevance in contemporary life To help Craft Men to value and recognize the importance of local craft resources
- To guide Craft Men to formulate a syllabus for teaching Crafts in schools with the new awareness created during the Programme.
- To learn about the life-styles of craftsmen and recognize their role in society.
- To instill in Craft Men, the importance of value and moral education and to suggest projects that can be taken up while working for the welfare of the community.
- To inculcate values of social service and dignity of labour.
- To develop an aesthetic sensibility relevant to Indian Culture.



NEED OF THE PROGRAMME

Craft Awareness Programme is very important to spread awareness by initiating a live interaction among participants and master crafts persons or experts which introduce their crafts and culture among new generation because Handicraft is a useful skill that adds beauty in our life. It helps to our new generation to learn these skills and apply in their life. During Craft Awareness Programme, new Artisans can learn a new skill. They can earn from it. They can develop their product and market them. Craft Awareness Programme will help in income generation and economic empowerment.

Today India spoke to experts on why skill development is necessary from a young age and how it should evolve according to the student's age to create ideal employees in the 21st century. They also explained the differences in skill training in India and international countries and options a student can vouch for if they haven't been skill-trained. In the changing world scenario with regard to industry and the job market, there is now an overpowering need for skilled workers. However, the definition of 'skill' in India, and the world in general, has also changed over recent years.

India is relatively young as a nation with around 28 million youth population being added every year. More than 50 per cent of its population is below the age of 25 and more than 65 per cent are aged below 35. In 2020, the average age of an Indian will be expectedly 29 years, while it will be 37 for China and 48 for Japan.

About 90 per cent of employment opportunities require vocational skills. Only 20 per cent of our graduates get employed. The rest are unable to get suitable employment due to the lack of employable skills. In the present context of globalisation, the demand for skilled and multi skilled workers has increased. Therefore in the context of developing countries, such as India, there is a critical need for quality skill development and training.



MONITORING AND SUPERVISION OF THE PROGRAMME

Craft Awareness Programmes have been organized under the supervision of All India Parivartan Sewa Samiti and Regional & Marketing office of Development Commissioner (Handicrafts) to ensure the proper delivery of the Craft Awareness programme. Programme was inspected by the officers of Handicrafts Service Center, Kullu O/o Development Commissioner (Handicrafts) to ensure its quality.

The programme was inspected by Shri Abhimanu HPO HSC Kullu, O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. He congratulated the participants for their active involvement in the programme and conveyed best wishes for their future. In the conclusion remarks, he said that this type of Craft Awareness Programme boost the confidence of the artisans and encourage them to work further in their respective handicrafts work.



PERFORMANCE CUM ACHIEVEMENT REPORT

Two Days Craft Awareness Programme Organised By All India Parivartan Sewa Samit On Dated 24th & 25th February 2022. At Hall Of Govt. School, Kot, Teh. Anni, Kullu (Himachal Pradesh) Supported By O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India vide Sanction Order No : C-12011/13/2021-22-CC(NR)-AC-5 DATED : 09/12/2021.

The Programme was inaugurated by Shri Abhimanu HPO HSC Kullu, in Presence with Shri Jai Prakash Jha Consultant, Shri Dinesh Kumar Pal Expert, Shri Lalit Babu Expert, Shri Naresh Kumar Expert, Smt. Ramna Devi Expert and Beneficiary Artisans.

Shri Abhimanu HPO, HSC Kullu, O/o Development Commissioner (Handicrafts), Ministry Of Textiles, Govt. Of India, Briefed The District Profile And Its Name And Fame To Develop Craft Sector. He Thanks All India Parivartan Sewa Samiti To Organized Craft Awareness Programme To Recreate The Interest In The Traditional Crafts. He Also Highlighted The Key Features Of Handicrafts Including The Contribution Of Kullu, In This Sector. He Further Spoke About Awareness Of Handicrafts Office, Bankers And Asked Participants To Make Utilize Of Facilities Available To Artisans Community For Betterment Of Their Life.



He further informed that aim of the Office of the Development Commissioner Handicrafts under the Ministry of Textiles is undertaking various developmental activities under the umbrella scheme titled "National Handicrafts Development Programme" [NHDP] such as enrolment of artisans, formation of artisans into SHGS/Federations /Societies imparting training to them, conducting workshops to develop new designs, helping them in domestic marketing, promoting exports, R&D activities, creating common Infrastructur, providing credit facilities and taking welfare measures for artisans etc to promote Handicrafts and address the problems and challenges being faced by the sector.

The Officers of Handicrafts Department and Resource Persons delivered their speeches to spread Awareness about Indian Handicraft and the heritage, Culture and tradition associated with it and awareness about Schemes/Benefits available to the artisans. GI registration, Artisanas ID Cards (Pahchan), Bima Yojana, Mudra Loan. Cashless Transactions and GST issues. GeM Portal registration, PFMS issues and other issues etc.

Resource Persons, guest and Officer of DC (Handicrafts) Present during the Programme.

1. Shri Abhimanu HPO, HSC Kullu.
2. Shri Jai Prakash Jha Consultant.
3. Shri Dinesh Kumar Pal Expert.
4. Smt. Lalit Babu Expert.
5. Shri Naresh Kumar Expert.
6. Smt. Ramna Devi.

The Overall performance of resource persons as well as Artisans Participation were excellent.



PHOTOGRAPHS OF THE CRAFT AWARENESS PROGRAMME



PHOTOGRAPHS OF THE CRAFT AWARENESS PROGRAMME



PHOTOGRAPHS OF THE CRAFT AWARENESS PROGRAMME



PHOTOGRAPHS OF THE CRAFT AWARENESS PROGRAMME



PHOTOGRAPHS OF THE CRAFT AWARENESS PROGRAMME





Sponsored By :



DEVELOPMENT COMMISSIONER (HANDICRAFTS)

Ministry of Textiles, Govt. of India,
West Block No. VII, R.K.Puram, New Delhi - 110066
Tel: +91-11-26106902, Fax: +91-11-26163085
Web: www.handicrafts.nic.in, www.craftclustersofindia.in

Organised By :



ALL INDIA PARIVARTAN SEWA SAMITI
(All India Voluntary Organization)

Administrative Office:

All India Parivartan Sewa Samiti
2154, 1st Floor, Guru Arjun Nagar,
West Patel Nagar, New Delhi-110008
E-mail : aipssngo@yahoo.com
www.aipssngo.org