

**HANDICRAFT MEGA CLUSTER MISSION (HMCM)**

43, Okhla Industrial Estate, Phase-III, New Delhi-110020

Tel:011 26821262 Fax: 26821260

Email: [ncdpd@ncdpd.in](mailto:ncdpd@ncdpd.in) Website: [www.ncdpd.in](http://www.ncdpd.in)

**NOTICE INVITING EXPRESSION OF INTEREST FROM  
ENTREPRENEURS, ARTISANS, Shgs, Ngos OR  
OTHERS INTERESTED TO BECOME SUCCESSFUL  
HANDICRAFT MARKETIER AND EXPORTERS UNDER  
THE MEGA CLUSTER SCHEME OF MINISTRY OF  
TEXTILES GOVT. OF INDIA IN KUTCH (BHUUJ-  
GUJARAT)**

Applications are invited from interested Entrepreneurs, Artisans, SHGs, NGOs or others interested to become successful handicraft marketier/exporters under the Mega Cluster Scheme of Ministry of Textiles, Govt. of India. The objective is to train young entrepreneurs for developing export skills such as how to start handicraft exports, Product & Design Development, Marketing and documentation etc.

Interested and eligible persons may kindly submit their EOI in the prescribed format to HMCM at above address.

The last date for submission of EOI shall be within 10 days from the publication of this advertisement.

# 1. Background

Hon'ble Minister of Finance in budget speech 2014-15 announced Bareilly, Lucknow (U.P) and Kutch (Bhuj-Gujarat) as new Mega clusters.

The basic objectives are to assist the stakeholders in availing the facilities set up with modern infrastructure at Block levels, Latest technology, Design innovations, Adequate training and Human Resource Development (HRD) and Appropriate market linkages. The guiding principle underlying the design of clusters would Create modern infrastructure and Integrate the production chain in a manner that caters requirement of the handicraft artisans in the Clusters.

Based on the recommendations of the report of Diagnostic-cum-Justification study for the proposed interventions in the Kutch Mega Cluster, technical-cum-marketing team visited different units, artisans, SHGs, manufacturing units at Block level in different clusters of Bareilly for technical understanding of the proposed Soft and Hard interventions and their feasibility.

With an objective to implement the Soft interventions, it is proposed to train the young entrepreneurs in Kutch Mega Cluster for developing export skills such as how to start handicraft export, Design & Product development, Marketing and Export documentation. The duration of the course shall be 5 days. Renowned experts in relevant field shall undertake the course.

The other purpose of these soft interventions includes skilling the younger generation to link Handicrafts production with marketing both national as well as international.

The detailed modular courses includes :

- Entrepreneurship Development Program
- Design & Product Development

- Visual Merchandising
- Exports What, Where and How.
- Export Documentation & Procedure
- Payment Terms
- Quality Control & Supply Chain Management
- Packaging
- Marketing- National & International

## 2. ELIGIBILITY CRITERIA

Eligibility Conditions of Beneficiaries are:

- (i) Any individual, above 18 years of age
- (ii) Preference will be given to those persons who have established their own business/supply/Trading or other craft of Kutch (Bhuj-Gujarat) viz. Artistic Textiles Craft & Kutch Embroidery, Wood Carving, Copper Coated Iron Bell ( Bell Metal Crafts) and Leather Craft.
- (iii) Should be able to read, write and communicate in Hindi or English
- (iv) Head/Staffs of Production units, Co-operative Societies, and Charitable Trusts.
- (v) Employees of Govt. of India or State Govt and the units that have already availed similar trainings under any other scheme of Govt. of India or State Govt. are not eligible.

The above are only indicative.

### 2.1 Other conditions

No allowance such as wage compensation/TA/DA or conveyance will be provided.

### **3. EVALUATION CRITERIA / MODE OF SELECTION**

Identification of beneficiaries:

- The identification of beneficiaries will be done at the District level by a Committee consisting of representatives from O/o DC (H) and HMCM.
- HMCM will devise a score card in consultation with O/o DC(H).
- The selection of beneficiaries will be on the basis of the score card.
- The selection process should be through a transparent, objective and fair process.

### **4. LAST DATE FOR SUBMISSION OF EOI**

The last date for submission of EOI is 27.02.2015. The EOI received after due date shall not be accepted. The EOI should be addressed to Handicraft Mega Cluster Mission (HCMC), 43, Okhla Industrial Estate, Phase-III (Behind Modi Mill), New Delhi – 110020.

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Photo

## EXPRESSION OF INTEREST FOR ENTREPRENEURS, ARTISANS, SHGs, NGOs OR OTHERS INTERESTED TO BECOME SUCCESSFUL HANDICRAFT MARKETIER AND EXPORTERS UNDER THE MEGA CLUSTER SCHEME OF MINISTRY OF TEXTILES IN KUTCH (BHUUJ-GUJARAT)

1. Name : .....
2. Father's/Husband's Name : .....
3. Address : .....  
.....  
.....
4. Telephone : ....., Mob: +91.....
5. Fax: .....
6. E-mail: .....Web: .....
7. Edu. Qualification .....
8. Number of employees/SHG Members working with your org: .....
9. Annual Turnover : .....
10. Have own retail showroom: Yes/No .....
11. Registration No. with SSI/DIC/shopkeeper license/any other : .....
12. Have IE code/RCMC No. : Yes/No : ..... Mention No. ....
13. Why you want to join this course. Give reasons: .....
14. Any other information you want to disclose : .....
15. Attach Copy of balance sheet, in case of persons in business.

Signature