

**HANDICRAFTS MEGA CLUSTER MISSION**

Hall No. 1, 3<sup>rd</sup> Floor, Rajiv Gandhi Handicraft Bhawan, New Delhi-110001

Phone -011-23341262/73, Fax-011-23341265

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

An opportunity for Handicraft Artisans

APPLICATIONS ARE INVITED FOR PARTICIPATION IN  
DISPLAY AND SALE IN THEMATIC EXHIBITION

AT

**PHOENIX MARKET CITY MALL, LB.S. MARG,  
KURLA WEST, MUMBAI**

**FROM 11<sup>TH</sup> AUGUST TO 15<sup>TH</sup> AUGUST, 2017**

Applications are invited from interested artisans from the four Mega Clusters of Handicrafts Mega Cluster Mission who are having Handicraft artisan Pehchan Card, interested for participation in Thematic Exhibition at Phoenix Mall, Mumbai. The objective of the event is to provide direct marketing, promote Handicrafts and brand building of its major crafts of four Mega Clusters namely Bareilly, Lucknow, Kutch and Jammu & Kashmir. Limited stalls are available. Each interested participant may submit separate application, individually.

Details and Terms of Reference (TOR) and application form can be downloaded from our website [www.handicraftmegacluster.in](http://www.handicraftmegacluster.in) and can be obtained from Handicrafts Mega Cluster Mission (HMCM) office. Application with requisite documents needs to be submitted by 27<sup>th</sup> July, 2017.

# 1. Background

Hon'ble Minister of Textiles announced Bareilly, Lucknow, Kutch and J&K as new Handicrafts Mega Clusters under the Handicrafts Mega Cluster Mission.

The basic objective is to assist the stakeholders in availing the facilities set up with modern infrastructure at Block level, improved technology, Design innovations, adequate training, Human Resource Development (HRD) and appropriate market linkages. The guiding principle underlying the formation of clusters is to create modern infrastructure and integrate the production chain in a manner that caters requirement of the handicraft artisans in the Clusters.

To Provide market Linkage it is proposed to participate in domestic and international marketing events, (Based on the recommendations of the report of Diagnostic-cum-Justification study for the proposed interventions in the all the Mega Clusters) and Promotion of products, made in handicraft Cluster

## Following facilities shall be provided to the participants

Please note that the selection shall be made on the basis of number of applicants, product profile and turnover.

- (a) A built up booth of approx. 2\*3 sq. meters without any charges shall be provided.
- (b) TA/DA & Boarding/ lodging etc., as approved, will be provided to each participant, 500Rs per day for 5 days and 4500rs for Travelling Allowance/ Freight subject to producing the bill.

## The documents to be submitted alongwith the applications are :

- Two recent coloured passport size photographs
- Valid Artisan Card issued by the O/o D C Handicrafts.
- Aadhar Card copy for address proof.
- Pehchaan Card
- Bank pass book (first page) photo copy for account details.

The application forms duly completed in all respects may be submitted to the Cluster Coordinator as given hereunder:-

- **Bareilly Cluster** - Mr. Khursheed Alam, +91-8439199853 and Shivangi Pandey +918126490823.
- **Lucknow Cluster**- Mr. Abhishek Shahi, +91-9005021208 and Shri D. R. Vishwkarma, +919450197375
- **Kachchh Cluster** – Mr. Bachcha Lal Yadav, +91-9157564527 and Mr. Sanjeet 07046003347
  
- **Srinagar Cluster** – Mr. Munshi Muzaffar Ali. +91-9419081593

For any further enquiry, may contact Handicrafts Mega Cluster Mission, Hall No. 1, 3<sup>rd</sup> Floor, Rajiv Gandhi Handicraft Bhawan, New Delhi.

**Phone No.** 011-23341262/73, 09871900908

**E-mail :** [hmcm@handicraftmegacluster.in](mailto:hmcm@handicraftmegacluster.in)

**Website :** [www.handicraftmegacluster.in](http://www.handicraftmegacluster.in)

\*\*\*\*\*

# Handicrafts Mega Cluster Mission

Application for participation in the  
**THEMATIC EXHIBITION AT  
PHOENIX MALL, MUMBAI**  
(From 11<sup>th</sup> to 15<sup>th</sup> August, 2017)

Attach Passport Size  
Photograph

**Last Date for submission of applications: 27.07.2017**

1	Name of the artisan/ organisation	
2	Postal Address	
3	Phone No. / Mobile No.	
4	E-mail address	
5	Artisan Card Number (attach photo copy)	
6	PAN Card No. (attach photo copy)	
7	Aadhar card Number (Attach Photo Copy)	
8	Craft Practised / Item to be displayed	
9	Details of the last participation in event/ Fair/Mela organised by HMCM/ O/o D C (H)	
10	Turnover in the last 3 Years	

I hereby certify that the details given above are true to the best of my knowledge and belief.

Dated .....

(Signature of the applicant)