

**HANDICRAFT MEGA CLUSTER MISSION**

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

Email: [hmcm@handicraftmegacluster.in](mailto:hmcm@handicraftmegacluster.in)

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

**APPLICATIONS ARE INVITED FOR PARTICIPATION IN NATIONAL  
HANDICRAFTS MEGA SHOW AT MUMBAI**

An opportunity for Handicraft Artisans in National Handicraft Fair

**Venue ; Korakendra Ground No. 1, Boriville, Mumbai**

**Dates : from 17<sup>th</sup> to 31<sup>st</sup>, October, 2016**

Applications are invited from interested Entrepreneurs, Artisans, SHGs, NGOs & Exporters interested for participation in National Handicrafts Fair of the Handicrafts Mega Cluster Mission (HMCM). The objective of the fair is to provide direct marketing, promote Handicrafts and brand building of its major crafts of four Mega Clusters namely Bareilly Lucknow and Kutch and J&K.

Limited stalls are available. Interested participants may submit separate application, individually.

Details and Terms of Reference (ToR) 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 10<sup>th</sup> October, 2016.

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**Last date for submission of application 10.10.2016**

## **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. 6 to 9 sq. meters without any charges shall be provided.
- (b) TA/DA & Boarding/ lodging etc.,as approved, will be provided to each participant, on reimbursement basis upto Rs. 15,000/- only for the entire event.

### **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.
- PAN Card Copy and 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

**Lucknow Cluster**- Mr. Abhishek Shahi, +91-9005021208

**Kachchh Cluster** –Mr. Bachcha Lal Yadav, +91-9157564527

**Srinagar Cluster** – Mr. Munshi Muzaffar Ali. +91-9419081593

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

**Phone No.** 011-23341265, 09811077307, 0971900908

**E-mail** : hmcm@handicraftmegacluster.in

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# Handicraft Mega Cluster Mission

Application for participation in the  
National Handicrafts Fair (From 17<sup>th</sup> to 31<sup>st</sup> October, 2016)  
at

Attach Passport Size  
Photograph

Last Date for submission of applications : 10.10.2016

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)

