

बिहार सरकार  
उद्योग विभाग  
हस्तकरघा एवं रेशम निदेशालय

पत्रांक:- ह0क0सह0-(विविध/न्यू अवार्ड)-08/2017 .....  
प्रेषक,

पटना, दिनांक- .....

अपर उद्योग निदेशक (तक0),  
हस्तकरघा एवं रेशम निदेशालय,  
बिहार, पटना।

सेवा में,

महाप्रबंधक,  
जिला उद्योग केन्द्र, बांका/भागलपुर/नालन्दा/नवादा/पटना/मधुबनी/सिवान/गया/  
औरंगाबाद/रोहतास/कैमूर।  
उप विकास पदाधिकारी (वस्त्र)  
भागलपुर/गया।  
प्रबंध निदेशक,  
बिहार राज्य हस्तकरघा बुनकर सहयोग संघ लि0, राजेन्द्रनगर, पटना/दि बिहार स्टेट शीप  
एण्ड ऊल विभर्स को-ऑपरेटिव यूनियन लि0, राजवंशीनगर, पटना।  
सहायक निबंधक (बुनकर),  
सहयोग समितियाँ, गुलजारबाग, पटना।

विषय :- "नया अवार्ड दिशा-निर्देश 2017" के संबंध में।

महाशय,

उपर्युक्त विषय के संबंध में विकास आयुक्त (हथकरघा), वस्त्र मंत्रालय, भारत सरकार का पत्रांक 03.02.2016-DCH/P&E दिनांक 8 मई, 2017 इसके साथ अनुबद्ध करते हुए कहना है कि हथकरघा बुनकरों को उत्कृष्ट कार्य करने हेतु संत कबीर अवार्ड, नेशनल अवार्ड एवं नेशनल मेरिट सर्टिफिकेट अवार्ड से संबंधित नया अवार्ड दिशा-निर्देश 2017 जारी किया गया है। महिला बुनकरों के लिए भी उक्त अवार्ड घोषित किया गया है। इसे कमला देवी चट्टोपाध्याय अवार्ड नाम दिया गया है।

उक्त दिशा-निर्देश की प्रति विकास आयुक्त (हथकरघा) के कार्यालय वेबसाइट [www.handlooms.nic.in](http://www.handlooms.nic.in) पर उपलब्ध है।

अतः अनुरोध है कि अपने क्षेत्राधिकार में इस दिशा-निर्देश का व्यापक प्रचार-प्रसार करते हुए आवश्यक कार्रवाई सुनिश्चित की जाए।

अनु0- यथोक्त।

विश्वासभाजन,

ह0/-

अपर उद्योग निदेशक (तक0),  
हस्तकरघा एवं रेशम निदेशालय,  
बिहार, पटना।

ज्ञापांक- ह0क0सह0-(विविध/न्यू अवार्ड)-08/2017 ..... 706

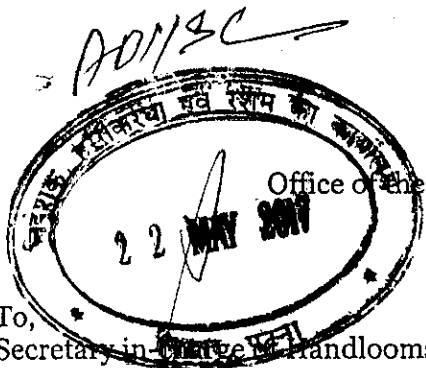
पटना, दिनांक- 7.6.17

प्रतिलिपि- आई0टी0 प्रबंधक, उद्योग विभाग, को वस्त्र मंत्रालय का पत्रांक 03.02.2016-DCH/P&E दिनांक 8 मई, 2017 का "New Awards Guidelines 2017" की प्रति संलग्न करते हुए अनुरोध है कि इसे विभागीय वेबसाइट पर अपलोड करने की कृपया की जाय/प्रशाखा पदाधिकारी, हस्तकरघा (सहकारिता) प्रशाखा से अनुरोध है कि इसे गार्ड फाइल में संधारित किया जाय।

06.06.17

अपर उद्योग निदेशक (तक0),  
हस्तकरघा एवं रेशम निदेशालय,  
बिहार, पटना।  
06.06.17

No.3/2/2016-DCH/P & E  
Government of India  
Ministry of Textiles  
Office of the Development Commissioner for Handlooms



Udyog Bhavan, New Delhi-110011  
Dated: 8<sup>th</sup> May, 2017

To,  
Secretary in-charge Handlooms of all States/UTs

312  
165-17

**Subject: - Circulation of new awards guidelines - 2017 in respect of Sant Kabir Award, National Award & National Merit Certificate award under National Handloom Development Programme (NHDP) - reg.**

Sir/Madam,

19/2/16  
22/5/17

Please refer to this office letter no.10/7/2015-DCH/P&E dated 12 January, 2016 and 01 July, 2016 forwarded their with the awards guidelines for Sant Kabir Award, National Award and National Merit Certificate award to the handloom weavers for their excellency in the field of handloom sector including awards in the field of Design Development and Marketing of handloom products under National Handloom Development Programme (NHDP).

2. As you are aware that this office has been conferring Sant Kabir Awards, National Awards and National Merit Certificate awards to the handloom weavers for their excellency in the field of handloom sector. During the speech of Hon'ble Minister of Textiles on the occasion of 2<sup>nd</sup> National Handloom Day on 7<sup>th</sup> August 2016, it was suggested that these awards may also be instituted exclusively for the women handloom weavers in addition to the existing awards.

15/2/17  
22/5/17

Shree Mahato  
D.D.

3. The guidelines have been revised after detailed deliberations. Awards have been instituted for women weavers exclusively. Two Sant Kabir level Awards, four National Awards and four National Merit Certificates awards have been instituted exclusively for the women handloom weavers in addition to the existing Sant Kabir Awards, National Awards and National Merit Certificate in the field of weaving. The exclusive awards to the women handloom weavers will be named as 'Kamaladevi Chattopadhyay awards'.

2  
23.05.17

4. In all there will be now a maximum of 12 Sant Kabir Awards, 32 National Awards and 40 National Merit Certificate Awards in a year as per the details given below:-

C.No-39186/2012  
76/165/2017

Sl. No.	Name of awards	Category	Total no. of awards			Grand Total
			General	Exclusively for women	Total	
01	Sant Kabir Award (SKA)	Weavers	10	02	12	12
02	National Award (NA)	Weavers	20	04	24	32
		Design Development	03	-	03	
		Marketing	05	-	05	
03	National Merit Certificate (NMC)	Weavers	20	04	24	40
		Design Development	06	-	06	
		Marketing	10	-	10	
Total			74	10	84	84

40/50/30  
23/5/17

5. As per the guidelines selection of outstanding weavers for the Sant Kabir Award, National Award and National Merit Certificate Award is to be done by a three tier selection process to finalize the winning entry (i.e. Zonal, Head Quarter and Central level Selection committee) and two tier selection process for National Award and National Merit Certificate Award to finalize the winning entry (i.e. Head Quarter and Central level Selection committee) in the field of Design Development & Marketing of handloom products.

269/100E  
23/5/17

41/2

6. The new awards guidelines for selection of the Sant Kabir Awards, National Awards and National Merit Certificate Awards are enclosed with a request to inform to all concern. These guidelines can also be downloaded from this office website ([www.handlooms.nic.in](http://www.handlooms.nic.in)).

Yours faithfully,

Encl.: as above



(Alok Kumar)

Development Commissioner (Handlooms)

Copy to:

1. Commissioner/Director In-charge of Handlooms of all States/UTs
2. Chairman-cum-Managing Director, Handlooms & Handicrafts Export Corporation, New Delhi
3. Managing Director, National Handloom Development Corporation, NOIDA
4. Executive Director, Handloom Export Promotion Council, Chennai
5. Managing Director, Central Cottage Industries Corporation, New Delhi
6. Secretary, All India Handlooms Fabric Marketing Cooperative Society
7. Officers In-charge of all Weavers' Service Centres.
8. Officers In-charge of all IIHTs
9. Advisor (VSE), NITI Aayog, New Delhi
10. DC (Handicrafts), RK Puram, New delhi
11. IF Wing, Ministry of Textiles, Udyog Bhavan, New Delhi
12. Pay & Accounts Office (Textiles), Udyog Bhavan, New Delhi
13. PPS to Secretary (Textiles)
14. PS to DC (HL)
15. All Officers of O/o DC(HL)
16. A copy to NIC for uploading the broad guidelines of the scheme on the website:  
[www.handlooms.nic.in](http://www.handlooms.nic.in)



(Alok Kumar)

Development Commissioner (Handlooms)

**New Awards guidelines in the field of Handloom sectors under National Handloom Development Programme (NHDP)**

1. **Awards:** - This office has been conferring Sant Kabir Award, National Award and National Merit Certificates to the handloom weavers for their excellency in the field of handloom sector. Brief about the awards is as under-

(a) **SANT KABIR AWARD (SKA)** - Sant Kabir Award is conferred to outstanding handloom weavers who are carrying on with the tradition and have made valuable contribution to the development of the sector. Any handloom weaver, who is either a recipient of National or State Award, National Merit Certificate or a handloom weaver of extraordinary skills who has contributed significantly to the promotion, development and preservation of weaving tradition and welfare of the weaving community and fulfilling eligibility criteria.

Financial Assistance: - This award is consist of a cash prize of Rs.3 lakh, one mounted gold coin, one tamrapatra, one shawl and a certificate.

(b) **NATIONAL AWARD (NA)** - National Award is conferred to handloom weavers in recognition of their outstanding craftsmanship contribution and development of handloom weaving. This recognition will encourage them to continue with the work in a more enthusiastic and productive manner and will ultimately encourage other emulate them. An extraordinary skilled weaver who has contributed significantly in development of the handloom product and fulfilling eligibility criteria.

Financial Assistance:- This award is consist of a cash prize of Rs.1.5 lakh, one tamrapatra, one shawl and a certificate.

(c) **NATIONAL MERIT CERTIFICATE (NMC)** - National Merit Certificate is given to outstanding handloom weavers. An extraordinary skilled weaver who has contributed significantly in development of the handloom product and fulfilling eligibility criteria.

Financial Assistance:- NMC is consist of a cash prize of Rs. 0.75 Lakh and a certificate.

Starting from the award for the year 2015, two new awards have also been instituted in the following fields handloom:-

- i. Design Development for promotion of handloom products
- ii Marketing of handloom products.

In addition, from the award for the year 2016, Two Sant Kabir Awards, four National Awards and four National Merit Certificates awards have also been instituted exclusively to the women handloom weavers in addition to the existing Sant Kabir Awards, National Awards and National Merit Certificate in the field of weaving. This exclusive award to the women handloom weavers will be named as '**Kamaladevi Chattopadhyay - awards**'.

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The details of Sant Kabir Awards, National Awards and National Merit Certificate awards in a year is given below:-

Sl. No.	Name of awards	Category	Total no. of awards			Grand Total
			General	exclusively for women	Total	
01	Sant Kabir Award (SKA)	Weaving	10	02	12	12
02	National Award (NA)	Weaving	20	04	24	32
		Design Development for promotion of handloom products	03	-	03	
		Marketing of handloom products	05	-	05	
03	National Merit Certificate (NMC)	Weavers	20	04	24	40
		Design Development for promotion of handloom products	06	-	06	
		Marketing of handloom products	10	-	10	
	Total		74	10	84	84

Note: - In all there will be a maximum of 12 Sant Kabir Award, 32 National Award and 40 National Merit Certificate awards in the field of handloom sector (Weaving, Design Development for promotion of handloom products and Marketing of Handloom Products)

The award will be conferred to the selected persons every year. The details regarding eligibility, selection process, awards contents, verification, application forms etc. are as follow:-

**Awards detail in the field of Handloom sectors under National Handloom Development Programme (NHDP)**

Sl. No.	Name of Award	Description	Provisions
(i)	(ii)	(iii)	(iv)
1.	<b>SantKabir Award</b> (Handloom WeaversMax. 12, including 02 exclusively for women)	<p>I.</p> <p>(i) <u>Background &amp; Objective</u></p> <p>(ii) <u>Eligibility</u></p> <p>(iii) <u>Provision of awards exclusively for women handloom weavers</u></p> <p>(iv) <u>Awards contents and Financial Assistance</u></p> <p>(v) <u>Provision for Smart Phone</u></p> <p>(vi) <u>Selection process</u></p> <p>II. (i) <u>Age &amp; Experience</u></p> <p>III. Misc. (i) <u>Verification of character &amp; antecedent of the awardee</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) <u>Uploading of list of awardees on website</u></p> <p>(iv) <u>Declaration from the applicant regarding criminal cases, details of members of the family/ persons who have been awarded earlier, etc.</u></p> <p>(v) <u>Recommendations of application for awards</u></p>	<p>Sant Kabir Award is conferred to outstanding handloom weavers who are carrying on with the tradition and have made valuable contribution to the development of the sector.</p> <p>Any handloom weaver, who is either a recipient of National or State Award, National Merit Certificate or a handloom weaver of extraordinary skills who has contributed significantly to the promotion, development and preservation of weaving tradition and welfare of the weaving community.</p> <p>02 nos. of Sant Kabir Awards is to be given exclusively to the women handloom weavers in addition to the existing 10 nos. of Sant Kabir awards. The entries received from women which could not be considered for SKA would be taken up for selection exclusively for awards for women. This exclusive award to the women handloom weavers will be named as '<b>Kamaladevi Chattopadhyay Award</b>'.</p> <p>This award is consisting of a cash prize of Rs.3lakh, one mounted gold coin, one tamrapatra, one shawl and a certificate.</p> <p>Provision for a smart phone up to Rs. 15,000/-, enabling awardee to make use of information technology related interventions in the handloom sector.</p> <p>Three tier selection process is followed to finalize the winning entry (i.e. Zonal, Head Quarter and Central level Selection committee chaired by Zonal Director, Development Commissioner for handloom and Secretary (Textiles) respectively. In the cases where joint entry is permitted, only Ikat, Jamdani Saree, Paithani, Kani Shawl and Punja Durry is included.</p> <p>Not below the age of 50 years, with 20 years of experience as on 31<sup>st</sup> December of the previous year.</p> <p>The verification of character &amp; antecedent is done before forwarding to HQ selection level committee.</p> <p>Demonstration of skills is to be conducted by a committee at Weavers Service Centres (WSCs) along with the videography before forwarding entries to Zonal Level Selection Committee.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>

Sl. No.	Name of Award	Description	Provisions
(i)	(ii)	(iii)	(iv)
02.	<b>National Award</b> (Handloom Weavers <b>Max. 24,</b> including 04 exclusively for women))	<p>I. (i) <u>Background &amp; Objective</u></p> <p>(ii) <u>Eligibility</u></p> <p>(iii) <u>Provision of awards exclusively for women handloom weavers</u></p> <p>(iv) <u>Awards contents and Financial Assistance</u></p> <p>(v) <u>Provision for Smart Phone</u></p> <p>(vi) <u>Selection process</u></p> <p>II. (i) <u>Age &amp; Experience</u></p> <p>III. Misc. (i) <u>Verification of character &amp; antecedent of the awardee</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) <u>Uploading of list of awardees on website</u></p> <p>(iv) <u>Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</u></p> <p>(v) <u>Recommendations of application for awards</u></p>	<p>National Award is conferred to handloom weavers in recognition of their outstanding craftsmanship contribution and development of handloom weaving. This recognition will encourage them to continue with the work in a more enthusiastic and productive manner and will ultimately encourage other emulate them.</p> <p>An extraordinary skilled weaver who has contributed significantly in development of the handloom product.</p> <p>04 nos. of National Awards is to be given exclusively to the women handloom weavers in addition to the existing 20 nos. of National Awards. The entries received from women which could not be considered for National Awards would be taken up for selection exclusively for awards for women. This exclusive award to the women handloom weavers will be named as '<b>Kamaladevi Chattopadhyay Award</b>.'</p> <p>This award is consisting of a cash prize of Rs.1.50 lakh, one tamrapatra, one shawl and a certificate.</p> <p>Provision for a smart phone up to Rs. 15,000/-, enabling awardee to make use of information technology related interventions in the handloom sector.</p> <p>Three tier selection process is followed to finalize the winning entry (i.e. Zonal, Head Quarter and Central level Selection committee chaired by Zonal Director, Development Commissioner for handloom and Secretary (Textiles) respectively.</p> <p>Not below the age of 30 years, with 10 years of experience in the field of handloom as on 31<sup>st</sup> December of the previous year.</p> <p>The verification of character &amp; antecedent is done before forwarding to HQ selection level committee.</p> <p>Demonstration of skills is to be conducted by a committee at Weavers Service Centres (WSCs) along with the videography before forwarding entries to Zonal Level Selection Committee.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>

Sl. No.	Name of Award	Description	Provisions
(i)	(ii)	(iii)	(iv)
03.	<b>National Award</b> (Design Development Max. 03)	<p>I. (i) <u>Background &amp; Objective</u></p> <p>(ii) <u>Eligibility</u></p> <p>(iii) <u>Awards contents and Financial Assistance</u></p> <p>(iv) <u>Provision for Smart Phone</u></p> <p>(v) <u>Selection process</u></p> <p>(vi) Submission of 03 design samples</p> <p>II. (i) <u>Age &amp; Experience</u></p> <p>III. Misc. (i) <u>Verification of character &amp; antecedent of the awardee</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) Uploading of list of awardees on website</p> <p>(iv) Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</p> <p>(v) Recommendations of application for awards</p>	<p>The awards in the area of design development is given on the basis of comprehensiveness of the design of the handloom products in totality and its impact on enhancement of sale of handloom products and increase in wages of the weavers. The impact is judged by numbers of weavers benefitted. The design intervention should not be older than 5 years.</p> <p>Awards are given for the following three categories: i) Institutions including NGOs working for handloom sector. ii) Individual designers. iii) Young designers (not more than 30 years of age).</p> <p>This award is consisting of a cash prize of Rs.1.50 lakh, one tamrapatra, one shawl and a certificate.</p> <p>Provision for a smart phone up to Rs. 15,000/- enabling awardee to make use of information technology related interventions in the handloom sector.</p> <p>For invitation of the entries and selection of awards, two tier systems i.e. Headquarters level committee chaired by Development Commissioner for Handlooms and the Central level committee chaired by Secretary (Textiles) is followed.</p> <p>The applicants should submit 3 samples made out of his designs and the portfolio of designs implemented in the field of handlooms with technical details along with application form.</p> <p>Not below the age of 30 years except young designers, with 10 years of experience in the field of handloom as on 31<sup>st</sup> December of the previous year. Condition of duration of experience in respect of 'young designers' is not required.</p> <p>The verification of character &amp; antecedent is done at HQ selection level committee.</p> <p>Demonstration of skills is not required.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>



Sl. No.	Name of Award	Description	Provisions
(i)	(ii)	(iii)	(iv)
04.	<b>National Award</b> (Marketing of Handloom products Max. 05)	<p>I. (i) <u>Background &amp; Objective</u></p> <p>(ii) <u>Eligibility</u></p> <p>(iii) <u>Awards contents and Financial Assistance</u></p> <p>(iv) <u>Provision for Smart Phone</u></p> <p>(v) <u>Selection process</u></p> <p>II. (i) <u>Age &amp; Experience</u></p> <p>III. Misc. (i) <u>Verification of character &amp; antecedent of the awardee</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) <u>Uploading of list of awardees on website</u></p> <p>(iv) <u>Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</u></p> <p>(v) <u>Recommendations of application for awards</u></p>	<p>The Award is given on the basis of innovative measures adopted for marketing of handloom products and achievements in terms of increase in sales over past years. The award should be given after considering the growth in sales both in terms of volume and value. The sales figures only in respect of handloom products as certified by the Chartered Accountants or Statutory Auditors are considered. The figures for last 3 financial years are obtained. For example: for the year 2016, the audited figures for financial years 2013-14, 2014-15, 2015-16 should be considered.</p> <p>The award is given in the following five categories:</p> <ol style="list-style-type: none"> <li>(i) Primary cooperative societies.</li> <li>(ii) Apex cooperative societies.</li> <li>(iii) E-commerce platforms.</li> <li>(iv) Exporters.</li> <li>(v) Private entity/entrepreneurs.</li> </ol> <p>This award is consisting of a cash prize of Rs.1.50 lakh, one tamrapatra, one shawl and a certificate.</p> <p>Provision for a smart phone up to Rs. 15,000/- enabling awardee to make use of information technology related interventions in the handloom sector.</p> <p>For invitation of the entries and selection of awards, two tier systems i.e. Headquarters level committee chaired by Development Commissioner for Handlooms and the Central level committee chaired by Secretary (Textiles) is followed.</p> <p>Not below the age of 30 years, with 10 years of experience in the field of marketing of Handloom products as on 31<sup>st</sup> December of the previous year (03 years of experience in case of e-commerce entities).</p> <p>The verification of character &amp; antecedent is done at HQ selection level committee.</p> <p>Demonstration of skill is not required.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>

Sl. No.	Name of Award	Description	Provisions
(i)	(ii)	(iii)	(iv)
5.	<b>National Merit Certificate</b> (Handloom weavers <b>Max. 24</b> , including 04 exclusively for women)	<p>I. (i) <u>Background &amp; Objective</u></p> <p>(ii) <u>Eligibility</u></p> <p>(iii) <u>Provision of awards exclusively for women handloom weavers</u></p> <p>(iv) <u>NMC contents and Financial Assistance</u></p> <p>(v) <u>Selection process</u></p> <p>II. (i) <u>Age &amp; Experience</u></p> <p>III. Misc. (i) <u>Verification of character &amp; antecedent</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) <u>Uploading of list of NMC winner on website</u></p> <p>(iv) <u>Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</u></p> <p>(v) <u>Recommendations of application for awards</u></p>	<p>National Merit Certificate (NMC) is given to outstanding handloom weavers.</p> <p>An extraordinary skilled weaver who has contributed significantly in development of the handloom product</p> <p>02 nos. of National Merit Certificate is to be given exclusively to the women handloom weavers in addition to the existing 20 nos. of NMC. The entries received from women which could not be considered for NMC would be taken up for selection exclusively for awards for women. This exclusive award to the women handloom weavers will be named as '<b>Kamaladevi Chattopadhyay merit award</b>'.</p> <p>NMC is consisting of a cash prize of Rs. 0.75 Lakh and a certificate.</p> <p>Three tier selection processes is followed to finalize the winning entry (i.e. Zonal, Head Quarter and Central level Selection committee).</p> <p>Not below the age of 30 years, with 10 years of experience in the field of handloom as on 31<sup>st</sup> December of the previous year.</p> <p>The verification of character &amp; antecedent is done before forwarding to HQ selection level committee.</p> <p>Demonstration of skills is to be conducted by a committee at Weavers Service Centres (WSCs) along with the videography before forwarding entries to Zonal Level Selection Committee.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>

Sl. No.	Name of Award	Description	Provisions
(i)	(ii)	(iii)	(iv)
6.	<b>National Merit Certificate</b> (Design Development Max. 06)	<p>I. (i) <u>Background &amp; Objective</u></p> <p>(ii) <u>Eligibility</u></p> <p>(iii) <u>NMC contents and Financial Assistance</u></p> <p>(iv) <u>Selection process</u></p> <p>(vi) Submission of 03 design samples</p> <p>II. (i) <u>Age &amp; Experience</u></p> <p>III. Misc. (i) <u>Verification of character &amp; antecedent</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) Uploading of list of NMC winner on website</p> <p>(iv) Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</p> <p>(v) Recommendations of application for awards</p>	<p>The awards in the area of design development is given on the basis of comprehensiveness of the design of the handloom products in totality and its impact on enhancement of sale of handloom products and increase in wages of the weavers. The impact is judged by numbers of weavers benefitted. The design intervention should not be older than 5 years.</p> <p>Awards are given for the following three categories: i) Institutions including NGOs working for handloom sector. ii) Individual designers. iii) Young designers (not more than 30 years of age).</p> <p>NMC is consisting of a cash prize of Rs. 0.75 Lakh and a certificate.</p> <p>For invitation of the entries and selection of awards, two tier systems i.e. Headquarters level committee chaired by Development Commissioner for Handlooms and the Central level committee chaired by Secretary (Textiles) is followed.</p> <p>The applicants should submit 3 samples made out of his designs and the portfolio of designs implemented in the field of handlooms with technical details along with application form.</p> <p>Not below the age of 30 years except young designers, with 10 years of experience in the field of handloom as on 31<sup>st</sup> December of the previous year. Condition of duration of experience in respect of 'young designers' is not required.</p> <p>The verification of character &amp; antecedent is done at HQ selection level committee.</p> <p>Demonstration of skills is not required.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>

No.	Name of award	Description	Existing Provision
(i)	(ii)	(iii)	(iv)
7.	<b>National Merit Certificate</b> (Marketing of Handloom products Max. 10)	I. (i) <u>Background &amp; Objective</u>  (ii) <u>Eligibility</u>  (iii) <u>NMC contents and Financial Assistance</u>  (iv) <u>Selection process</u>  II. (i) <u>Age &amp; Experience</u>  III. Misc. (i) <u>Verification of character &amp; antecedent</u> (ii) <u>Demonstration of skills</u> (iii) <u>Uploading of list of NMC winner on website</u>  (iv) <u>Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</u>  (v) <u>Recommendations of application for awards</u>	<p>The Award is given on the basis of innovative measures adopted for marketing of handloom products and achievements in terms of increase in sales over past years. The award should be given after considering the growth in sales both in terms of volume and value. The sales figures only in respect of handloom products as certified by the Chartered Accountants or Statutory Auditors are considered. The figures for last 3 financial years are obtained. For example: for the year 2016, the audited figures for financial years 2013-14, 2014-15, 2015-16 should be considered.</p> <p>The award is given in the following five categories:</p> <ul style="list-style-type: none"> <li>(i) Primary cooperative societies.</li> <li>(ii) Apex cooperative societies.</li> <li>(iii) E-commerce platforms.</li> <li>(iv) Exporters.</li> <li>(v) Private entity/entrepreneurs.</li> </ul> <p>NMC is consisting of a cash prize of Rs. 0.75 Lakh and a certificate.</p> <p>For invitation of the entries and selection of awards, two tier systems i.e. Headquarters level committee chaired by Development Commissioner for Handlooms and the Central level committee chaired by Secretary (Textiles) is followed.</p> <p>Not below the age of 30 years, with 10 years of experience in the field of marketing of Handloom products as on 31<sup>st</sup> December of the previous year (03 years of experience in case of e-commerce entities).</p> <p>The verification of character &amp; antecedent is done at HQ selection level committee.</p> <p>Demonstration of skills is not required.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>

- 2. Selection Process:-** The selection of outstanding weavers for the Sant Kabir Awards, National Awards and National Merit Certificate Awards is to be done by a three tiers selection process to finalize the winning entry (i.e. Zonal, Head Quarter and Central Level Selection Committee). For National Award and National Merit Award in the field of Design Development for promotion of handloom products and Marketing of handloom products, the selection process will be two tiers (i.e. Head Quarter and Central Level Selection Committee) to finalize the winning entry. The constitution of the above committees is as follow:-

**Zonal Level Selection Committee (ZLSC)**

1.	Zonal Director, WSCs	Chairman
2.	Zonal/Regional/Representative of HDC/DH/ Apex Society	Member
3.	5 Non-official experts in handlooms including one weaver's representative from the zone (to be decided in consultation with DC(HL).	Member
4.	One Sr. Designer having experience in the field of handlooms.	Member

**Headquarter Level Selection Committee (HLSC)**

1.	Development Commissioner (Handlooms)	Chairman
2.	Additional Dev. Commissioner	Convener
3.	Two Director, IIHTs	Member
4.	Faculty Representative from NID/NIFT/IIT	Member
5.	5 Non-official experts from Handloom sector.	Member
6.	One Sr. Designer having experience in the field of handlooms.	Member

**Central Level Selection Committee (CLSC)**

1.	Secretary (Textiles)	Chairman
2.	Development Commissioner (Handlooms)	Convener
3.	Development Commissioner (Handicrafts)	Member
4.	Managing Director, CCIC, New Delhi	Member
5.	Managing Director, HHEC, New Delhi	Member
6.	Director General, NIFT, New Delhi	Member
7.	6 Non-officials experts from Handlooms sector	Member

The first stage selection would be at Zonal Level.

In the second stage of the selection process, the entries recommended by various Zonal Level Selection Committees would be screened by the Headquarter Level Selection Committee.

Finally, there will be a Central Level Selection Committee for final selection of the winning entries for Sant Kabir Awards, National Awards and National Merit Certificate Awards from amongst the entries recommended by the Headquarter Level Selection Committee.

However, there will be two tier selection process for National Awards and National Merit certificates Awards to finalize winning entries (i.e. Head Quarter and Central Level Selection Committee) in the field of Design Development for promotion of handloom products and Marketing of handloom products.

### 3. Other provisions :-

- i. Two Sant Kabir Awards, four National Awards and four National Merit Certificates is to be given exclusively to the women handloom weavers in addition to the existing 10 Sant Kabir Awards, 20 National Awards and 20 NMCs in the field of weaving. These awards to the women are to be considered after making selection of Sant Kabir (SK), National Award (NA) and National Merit Certificate Awards (NMC). The entries received from women which could not be considered for S.K, N.A and NMC in general category awards are to be taken up for selection exclusively for awards for women.
- ii. Demonstration of skills (Skill test) is to be conducted at the Weavers' Service Centres (WSCs) along with the videography i.e before forwarding the entries to the Zonal level selection committee. A representative of the Director/Commissioner in-charge of handlooms of the state to be included in the committee for the purpose of conducting skill test. Demonstration of skills is not required for the applicants of National Award and NMC for design development and marketing of handloom products.
- iii. Applicants are entitled for TA/DA attending the demonstration of skill test.
- iv. All the awardees are encouraged to be produce replica of master piece from the cash prize amount on the basis of marketing linkage to be provided by CCIC. The committee to be headed by D.C. Handlooms and MD, CCIC and one expert as members are to be constituted to finalise the rate to be paid to the awardees for replica of master piece.
- v. All Weavers' Service Centres (WSCs) are required to make special drive to motivate and assist women weavers applying for the awards.
- vi. All the nominations received from public through MyGov portal will also be considered.
- vii. Applications in respect of all the categories of awards are to be invited on line.

### 4. Procedure for submission of entries:-

- i. All the eligible applicants may submit their applications online whenever a notification is advertised in the important national/regional newspapers by the Office of DC (Handloom). They have to submit the signed copy of printout of the online application made, the fabric sample (except for awards for marketing of handloom products), documents etc. to the concerned WSC. The concerned WSC will forward only eligible entries for consideration to the respective Zonal Level Selection Committee after carrying out proper scrutiny, skill test (demonstration of weaving skills as per sub para-ii of para- 3 above) and duly recommended by the Officer in- Charge.
- ii. Joint entry will normally be not accepted. Only in exceptional cases, joint entry may be accepted for two persons as in case of weaving in Jamdani Saree, ikat, paithani, Kani Shawl and Punja Durry etc, where equal skill of another weaver is needed.
- iii. The offices of WSCs are the first recipients of the applications and entries from the applicants contesting for the award and shall be responsible for thorough scrutiny of all documents submitted by the contestants for the award and will also exercise due diligence to physically verify the bonafides of the applicants.

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- iv. The particulars of the applicants who are existing State Awardees or National Merit Certificate holders or who belong to the family of existing awardees need to be thoroughly checked, particularly for verifying whether the applicant possesses the required craft skill needed for producing the item he/she has submitted for award. This verification process shall be undertaken and completed well before the convening of the meeting of the Zonal level Selection Committees.
  - v. The respective Zonal Level Selection Committees shall undertake and complete the short listing process at the earliest and immediately after the conclusion of short listing process by the respective Zonal Level Selection Committees, the Convener of these Committees i.e. Zonal Directors shall undertake another verification process in respect of only those applications/entries of the applicants, which have been shortlisted by the respective Zonal Level Selection Committees.
  - vi. In the event any discrepancy comes to notice or a dispute arises during this verification process, the same shall be brought to the notice of the respective Zonal Level Selection Committees for appropriate decision in the matter/resolution of the dispute.
  - vii. This verification process of the shortlisted entries shall be completed expeditiously and on priority by the respective Conveners aforesaid, so that the recommendations of the Committees are forwarded to the Headquarter Level Selection Committee strictly as per schedule of selection.
  - viii. All entries submitted by the applicants weaver along with their crafts must supported with an affidavit stating the item being submitted has been prepared by him/ her together with another affidavit undertaking that he/she is submitting the entry at his/her own risk and in case of damage, etc. during transportation of the entry due to unforeseen circumstances, the Central Government will not be liable to pay any compensation.
  - ix. The final selection of entries shall be made by the Central Level Selection Committee, constituted at the Central Level. The Central Selection Committee shall receive entries from the Headquarters Level Selection Committee.
  - x. It has also been represented that the weavers are not able to afford marketing and sending the best of their creations since the process of selection would involve blocking of their investment for a long time. As a result, the best examples of weavers are not coming for selection for awards. It has, therefore, been decided that the selection at all the levels will permit marketing organizations, Public or Private (Corporations/Cooperatives/Private traders, exporters, boutiques, etc.) to sponsor entries. The award shall be given to the weavers who have made the items.
  - xi. All sponsored entries by the central/state corporation/voluntary organizations working in the field will be sent to the respective Zonal Level Selection Committee within stipulated time.
  - xii. Reputed organizations viz. CCIC, NCDPD, EPCH, CEPC, NIFT, NID, HHEC , Crafts Council of India and Central/State Handicrafts/Handlooms Corporations working in the field may also recommend the applicants for the selection of national award and their recommendation will go to Zonal Level Selection Committee but within the stipulated time.

**5. Criteria for Selection:-**

The following are the main criteria which are to be kept in view for selection of winning entries:-

- i. Excellence of craftsmanship (this can be judged from samples received along with the samples at least 4 photographs of difference stages of processing of exhibits or videography of the process of the exhibits should be submitted if possible .
- ii. Related achievements (this may be judged from bio-data and other materials and photographs of processing of others exhibits of different stages produced by the applicant.
- iii. Processing of others exhibits submitted by the weavers/sponsoring organizations).
- iv. Special consideration may also be given while selecting the weavers to the following :
  - a) If the craft practiced is a languishing crafts.
  - b) If there has been a noteworthy effort in term of reviving a languishing craft by way of product diversification or application to contemporary use. In other words, efforts made in order to achieve a break-through in the development of craft should be given due consideration.
  - c) Design innovation by the weavers.

**6. Publicity:-**

- i. Applications in respect of all the categories of awards are to be invited on line. A notification will be advertised in the important national/regional newspapers in Hindi, English and vernacular languages by the Office of DC (Handloom). The notification along award calendar will also be uploaded on the website of the Office of DC (Handloom) i.e. [handlooms.nic.in](http://handlooms.nic.in).
- ii. Wide publicity may be given by the Zonal Director, WSC's through permanent hoardings at each field office/weaver's Service Centre, Dilli Haat, National Level Melas etc. and pamphlets may be distributed in all handloom clusters, Dilli Haat etc. The boards/hoardings and pamphlets may clearly indicate the last date for submission of award entries and brief criteria of selection.
- iii. District Collectors/Magistrate/DICs/BDOs/Panchayat and DRDA may be requested to make publicity at their level.
- iv. Zonal Directors of WSC's shall hold exclusive meetings with weavers' representatives of weavers associations for better awareness of these award scheme and they may release suitable advertisement in the local newspapers well in advance.
- v. Special mention may be made in the meetings/Workshops/seminars/symposium/ interaction session etc., by the Zonal Directors, WSC's about the award scheme.

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