



**GOA HANDICRAFTS, RURAL & SMALL SCALE INDUSTRIES
DEVELOPMENT CORPORATION LTD.**

**A GOVT. OF GOA UNDERTAKING,
Crafts Complex, Neuginagar, Panaji, Goa.
Ph. No. 2228157 / 2225328**

SCHEME FOR PROVIDING SUBSIDY FOR CLAY IDOL MAKERS

1. Short title and commencement:

- 1) This Scheme may be called as “**Scheme for providing subsidy for Clay Idol Makers**”.
- 2) The Scheme shall be deemed to have come into force with immediate effect.

2. Objectives of Scheme:

Pottery and Clay Idol Making has been a traditional Goan cottage industry since times immemorial. These Idols are used in important Goan festivals like Ganesh Chaturthi, Statues placed in Cribs during Christmas, Idols being bought in Goan household for religious worships etc. The scheme is intended to motivate traditional idol makers so as to encourage this ancient art form. Many local artisans earn their livelihood through this art form, which has been passed on from generation to generation. Of late due to competition from cheaper alternatives like Plaster of Paris, Polyfibre etc, the traditional idol making cottage industry has suffered considerably. It is therefore necessary to revive the same by active Govt. support by way of incentives like subsidy. This is expected to result in revival of clay idol making and ensure its continuity apart from ensuring gainful employment to traditional artisans. The subsidy shall be given to only those idols, which are produced in Goa by local artisans registered with GHRSSIDC. The subsidy shall cover only those idols, which are used for religious festivals, like Ganesh Chaturthi, Christmas, etc and are actually sold to the public. Unsold idols will not be covered under the scheme.

3. This Scheme shall be implemented through the Goa Handicrafts, Rural and Small Scale Industries Development Corporation Ltd. (hereinafter called “GHRSSIDC”).

4. Nature of Scheme:

In the scheme the idols made out of clay by those artisans registered with GHRSSIDC will be subsidized to the extent of Rs.100/- per idol provided the size of idol is minimum 1ft. height. The subsidy will be given to the registered artisans after they submit their applications in the prescribed proforma to the GHRSSIDC. The GHRSSIDC will scrutinize each application received from the registered artisans and verify the production capacity of the respective artisan. The artisan shall have to submit an undertaking that these idols have been actually produced by him and not imported from outside the state.

5. Eligibility for availing benefits under the Scheme:

This Scheme will be open for all traditional clay idol makers / artisans who are registered with the GHRSSIDC. The maximum number of idols eligible for subsidy will be restricted to 250 per artisan per year.

The officials of GHRSSIDC shall access the manufacturing capacity of the artisans concerned by visiting their manufacturing unit / cottage industry. Physical count of clay idols shall be undertaken in the presence of the artisan. The artisans who apply for subsidy under the scheme shall be required to maintain records of idols produced and sold, as per the proforma provided by the GHRSSIDC.

6. APPRAISAL COMMITTEE:

There shall be an Appraisal Committee consisting of Chairman GHRSSIDC, M.D. GHRSSIDC, One Director to be nominated by the Board of GHRSSIDC and a representative of Government of Goa. The Committee shall scrutinize the applications received from artisans, for approval.

7. Criteria for Selection of Artisans for Subsidy:

The subsidy will be given to local artisans registered with GHRSSIDC, on first come first served basis, to the extent of availability of budget/ funds.

8. The Government shall reimburse the subsidy component under the Scheme to the GHRSSIDC as per the actuals. 50% of the subsidy shall be released by the Government to the Corporation at the time of implementation of the scheme and the balance upon receipt of utilization certificate.

9. The Government reserves its right to modify any clause of this Scheme or issue directions and the GHRSSIDC shall abide by the directions of the Government.

ELIGIBILITY:

- 1) The subsidy shall be applicable to only clay figures /idols made out of clay by the Goan Artisans during the financial year 2007-08. The public must use these idols for religious purpose during Ganesh Chaturthi, Christmas festivals etc. Idols made for decorative/ aesthetic purposes shall be **excluded** from this scheme.
- 2) The Artisans concerned should have his own workshop for making clay Idols like: Ganesh Idols, Durga idols, Saraswati Idols, Mother Mary, etc. and must be registered with GHRSSIDC for this purpose. Idols imported from outside the state shall not / idols procured for trading shall not be eligible for subsidy. The subsidy shall be passed on to actual clay idols produced in the workshop.

The idol manufacturer shall have to submit details about the actual quantity of idols manufactured by him/ her in the workshop along with the respective costing. He will have to keep a record of the idols actually sold (size wise) to the customer along with his name and residential address. An undertaking will have to be submitted by the beneficiary that the information submitted by him is correct. If any false information is submitted by the beneficiary concerned than his subsidy claim shall be rejected by the GHRSSIDC.

The maximum amount of subsidy applicable to each beneficiary shall not exceed **Rs. 15000/-**

- 3) The subsidy shall be paid to the Artisans by cheque drawn in favour of registered artisan, after the funds are received from the state Govt. The GHRSSIDC will be eligible to receive **10%** of the cost of total subsidy disbursed, in order to cover various costs incidental costs incurred towards travel, inspection of units, processing of subsidy cases, printing, record keeping, administrative charges, and other incidental charges etc. The Govt. of Goa shall pay the charges to GHRSSIDC.

SUBSIDY COMPONENT:

The subsidy payable under this scheme on clay figures/idols shall be limited as detailed below.

| SR NO | SIZE OF IDOLS/FIGURES | MAX SUBSIDY ELIGIBLE | REMARKS |
|-------|-----------------------|----------------------|------------------|
| 1 | Up to size 1.0' | Rs 100/- | Per idol/ figure |

FINANCE:

Govt. of Goa with shall place subsidy to the extent of Rs.50.00 lakhs, as grants in aid to the GHRSSIDC for disbursement. The subsidy will be disbursed only after the funds are received from the Government.

Other Terms & Conditions of the Scheme:

- 1) Only those units, which are registered with GHRSSIDC, will be eligible to claim subsidy under the Scheme.
- 2) The applications will have to be filled in prescribed proforma provided by GHRSSIDC upon payment of Rs.10/- per form.
- 3) The upper limit of subsidy per beneficiary shall be Rs.25000/-
- 4) The units will have to maintain a register in the prescribed proforma, which shall contain details about no. of idols sold, name and address of the purchaser, and the price at which the idol has been sold.
- 5) The artisans who have applied for subsidy under the scheme will have to print bill books bearing triplicate copies of each bill. The original bill copy shall be submitted to GHRSSIDC and one copy each will remain with the respective artisan and the buyer. The bills will have to be serially numbered. The original bill will be submitted along with the claim form and other details to the GHRSSIDC for claiming the subsidy.
- 6) The idols which have been imported from outside the state for trading purpose will not be covered under the scheme. Any applicant found to be submitting false information in respect of any submission shall be automatically made in-eligible to claim the subsidy benefit. Non furnishing of details in the prescribed proforma as required by the GHRSSIDC will make the claim of the beneficiary liable for rejection and no further communications in this regard will be entertained.
- 7) The scheme shall be on first come first served basis. Any applications received after the **due date** shall not be considered.
- 8) The subsidy shall be paid to the beneficiary in the form of cheque drawn in favour of the beneficiary.
- 9) The officials of the GHRSSIDC shall visit the manufacturing unit /chitrashala to take the official count of the clay idols. The applicant shall therefore allot access to the officials at the time of their visit to the unit. Non compliance of the same will make the subsidy claim liable for rejection.

Note: The subsidy amount under this scheme shall be released only upon receipt of the subsidy amount from the state government.

PROFORMA A

Date:

To
The Managing Director,
GHRSSIDC Ltd.,
Panaji, Goa

Sub : Application for subsidy for Clay Idols

Sir,

I desire to avail subsidy for the manufacture of Clay Idols as per the Subsidy Scheme.
My details are as below: -

- 1) Name of the Applicant: -----
- 2) Address: -----
- 3) Address of the Manufacturing: -----
Unit
- 4) No. of items produced during 09: -----
- 5) No. of Idols sold during 09 : -----
- 6) Purchase Register allotted by
GHRSSIDC: -----
- 7) I have enclosed the following documents:
 - a) Proof of Idols sold
 - b) Original Bills

I have read and understood the terms and conditions of the scheme and I agree to abide by the same.

(_____)
Name of the applicant

- 1) Name of the Unit/Applicant: -----
- 2) Address for communication: -----
- 3) Telephone /Mobile No.: -----
- 4) Type of Organisation: -----
- 5) Main items manufactured: -----
- 6) No. of items/idols produced per year: -----
- i) Used for Religious functions like : -----
- * Ganesh Chaturthi: -----
- * Christmas, etc.: -----
- ii) Others (please specify): -----
- 7) Investment in fixed assets
- a) Land: -----
- b) Building: -----
- c) Plant & Machinery: -----
- d) Others (Fixed assets): -----
- 8) Employment
- * Managerial & other staff: -----
- * Supervisors / workers: -----
- 9) Date of commencement of Production: -----
- 10) Details of Machinery if any: -----
- 11) Remarks /suggestions, if any: -----
- 12) Whether registered with Directorate:
of Industries / KVIC / RDA or any other organization -----
- 13) Enclose photographs of manufacturing facility
and attach applicant's photograph to this form.

Signature of the Artisan

FOR OFFICE USE ONLY

REGISTRATION

The application is accepted for provisional registration as a clay idols manufacturing unit as stated in the application form.

Registration No.

Date of issue:

RECORD OF SALES-SLIP

- 1. Name of the Artisan=**
- 2. Idol size=**
- 3. Value of the idol sold=**
- 4. Name of the purchaser=**
- 5. Address of the Purchaser=**
- 6. Date of sale=**

I hereby acknowledge the receipt of Clay Ganesha idol for Ganesh Chaturthi festival 2009, as per the rate and size mentioned above.

DATE

PLACE

Signature of Purchaser

Signature of Artisan