

No.8/2/2006-IND
Government of Goa
Industries Department,
Secretariat,
Porvorim – Goa

Date : 12th January 2011

NOTIFICATION

The Government of Goa is hereby pleased to formulate the following Scheme for promotion of Goan handicrafts and to create sustainable self employment opportunities in the state of Goa, namely:-

1. **Short title and commencement:-** This Scheme may be called **“MARKETING SUPPORT AND DOCUMENTATION OF GOAN HANDICRAFTS”** . It shall deem to have come into force from the date of this

notification.

2. **Background** : Goa is renowned the world over as land of talented artists / artisans since ancient times. The Handicrafts of Goa bears testimony to the skill and tradition of Goa’s artisans who have been practicing the crafts since generations. There has to be a systematic and a focused approach to arrest the decline of the handicrafts sector in the state. This sector if nurtured properly can provide livelihood to hundreds of local artisans and would go a long way in preserving the cultural identity of the state. The Handicrafts products developed by the Artisans through the trainings need marketing support so as to sustain the marketability of their products and to ensure constant flow of orders. The Goan handicrafts also need to be branded adequately for generating buyer interest in the native crafts of the state. GHRSSIDC assists the Artisans by purchasing their products for display and sale through Aparant Handicrafts emporia and give them exposure through exhibitions. Handicrafts can be transformed into a flourishing economic activity by creating market awareness thereby leading to

demand from the tourists visiting the state. Through these measures many artisans are benefited directly and indirectly due to the market support provided by this Corporation.

a) Objective of the scheme

- (1) To increase the awareness about Goan Handicrafts among the general public and tourists.
- (2) To develop a strong brand name for Aparant Goan Handicrafts.
- (3) To create a unique identity and positioning for Goan handicrafts.
- (4) Documentation, preservation and revival of old, rare and languishing Goan handicrafts items.
- (5) To provide adequate infrastructure support or improved quality and productivity and to enable artisan access to a larger market segment, both domestic and international.
- (6) To provide marketing opportunities to local artisans by organizing exhibitions, buyer seller meets, within India and abroad for marketing their products.

b) Methodology and Mode of Implementation :

Publicity and effective marketing support shall be provided by adopting a multi pronged strategy, which will be implemented by the Corporation.

Documentation – Documentation of the Goan handicrafts is an ongoing process and the Corporation **will** cover various aspects of documentation and compilation of data on the existing Goan handicrafts and bringing out the salient features and highlights in respect of each item. The data will be neatly compiled and it will be an important source of information and reference to general public, traders, students, handicrafts collectors, etc. Similarly, folders and leaflets will be printed and distributed through newspapers, magazines, hotels, travel agents, etc. so that the correct information about Goan handicrafts is disseminated in the market.

A panel of expert historians, eminent personalities in art and cultural sector etc will be constituted by the GHRSSIDC who will be assigned the task of undertaking extensive documentation of existing Goan handicrafts by visiting the artisans, villages, etc. Their inputs will be compiled in a hard bound cover book which will be a useful source of reference for scholars and common public. Similarly, compact disks will be made on Goan handicrafts. The book and the CDs will be sold to libraries across the state, book sellers, etc. Items of expenditure such as payment of honoraria to experts, cost involved in printing of books, leaflets, pamphlets, folders, travelling allowance for the researchers / authors, cost involved in CD ROM, DVDs, photo cum video documentation, printing and framing of photographs on Goan handicrafts, etc and other related / contingent items of expenditure will be covered under the scheme.

Website The GHRSSIDC will develop an e-portal for providing extensive information about Goan handicrafts, so as to assist in marketing the products in India and abroad. Photographs and relevant information about Goan handicrafts will be constantly uploaded on the website. Efforts will be made to tie up with business to consumer portals so that a number of Internet transactions are made possible through the website which will enable large scale financial transactions and thereby generate lot of business for local artisans. The cost incurred for website development, creative designs, website maintenance, tie up with payment gateway, photography and other contingent charges will be covered under the scheme.

Advertisement & Publicity: Efforts will be made by the Corporation for extensive publicity of Goan crafts in India and abroad. The printed matter and brochures shall be distributed at various major events such as IFFI, NRI Convention, Promotional events undertaken by GTDC, Distribution of literature among tourists in GTDC operated tours, KTC operated interstate buses. Efforts shall be made to improve the brand value of Goan handicrafts in international markets by advertising in leading Magazines and other print and visual media.

The pamphlets/literature will also be kept at the Goa Tourism Pavilion at various International Travel Marts. The literature will also be sent to Handicrafts Corporations of various States. The literature will also be made available at Goa Sadan New Delhi and Goa Bhavan Mumbai. Wide publicity by way of printing and distribution of Literature/leaflets of handicrafts products Advertisements and feature articles will be released in local News papers/ magazines etc. at regular intervals to increase awareness about handicrafts items. Corporation needs to bring the Handicraft items under constant focus by way of publicity.

Therefore cost incurred on the publicity programmes as detailed below will be covered under the scheme:

- Display of Hoardings / Banners/posters at prominent places like Airport and various Bus stands in Goa and other parts of the country.
- Advertisements to be released in magazines related to Tourism activity to provide wide publicity to the local handicrafts, to generate good business opportunities for handicrafts items
- Release of Advertisements in local News paper on the special occasions like Independence Day, Goa Liberation day, Statehood day, etc.
- Developing of Traffic Islands in North & South Goa by displaying Handicrafts products name and Logo of the Corporation to attract the attention of Indian as well as foreign tourists .
- Promotion of Goan handicrafts by participating in National and international road shows, exhibitions, events, fashion shows, and other promotional programmes, with special thrust on export markets and also in coordination with department of Tourism, department of Art & Culture, Office of Development Commissioner (Handicrafts) and any other Central or State Govt. organization.
- Promotion of handicrafts in key export markets by sending samples of handicrafts to important export import houses based in India and abroad to test the market response in new markets. Cost incurred on

transportation of samples, purchase of samples and other incidentals will be covered under the scheme.

- Advertisements in international publications and travel magazines.
- Organizing competitions and sponsoring various cultural programmes to create publicity and awareness about Goan handicrafts and artisans to prospective buyers.
- Printing of t-shirts, bags, making short films and documentaries on Goan Handicrafts, CD, calendars and diaries with the theme of Goan handicrafts for distribution to important dignitaries and offices.
- Bar coding and photo documentation of Goan handicrafts including installation of bar code software and hardware in all the emporia owned by the Corporation in order to offer better services to the artisans and make available the facility of central procurement of Goan handicrafts.

Cost incurred on undertaking the above activities will be covered under the scheme. The Corporation will work out the modalities of above programmes and implement the same as per the scheme guidelines.

(d) Organization of Aparant Maand:

- The Corporation will organize “Aparant Maand” an annual Mega exhibition cum sale of handicrafts and allied items exclusively for Goan Artisans for upto 7 days duration in major cities / places of Goa. This Mega event is intended to provide marketing exposure to the Artisans, create awareness among buyers about the Goan handicrafts and to contribute to the publicity of handicrafts items through such Mega event. Upto 4 Maands will be organized by the Corporation in a financial year in Goa and other parts of the country.
- Upto 130 stalls are proposed to be given free of cost to the Goan Artisans to display and sell their Handicrafts products upto 7 days. Cost of setting up of stalls with toilet facility, stage with sound light decor, with backdrop generator sets, chairs, tables, rentals, etc. and other contingent items of expenditure will be covered under the scheme.

- Participating Goan Artisans will be paid D.A. @ Rs.150/- per day per head limited to 2 artisans per stall during the entire duration of the Mega event. For Maands conducted outside the state, the artisans will be eligible for D.A @ Rs.250/- per head per day. For outstation Maands, the cost of transportation of goods, travel of artisans, cost of stay cum hospitality and other contingent items of expenditure will be covered under the scheme.
- Cultural programmes depicting Goan Art and Culture will be performed by renowned Goan Folk Dance Artisans/ Traditional Artisans to attract buyers to the Maand.
- Wide publicity is proposed to be given to the Maand by way of Advertisements, display of banners, hoardings, pamphlets, holding road shows, etc.
- Upper limit of expenditure will be to the tune of Rs.15.00 lakhs towards Aparant Maand conducted in Goa and Rs.25 lakhs for Aparant Maand conducted in other parts of the country.
- **Exhibitions, and Participation in important Handicrafts Trade Fairs all over the country** - Corporation shall organize Exhibitions, handicrafts sale in Goa and other parts of the country for providing marketing support to the artisans and enabling them to have an exposure to the marketing trends prevailing in state and other parts of the country. Expenditure involved in travel, stay, hire of hall, related facilities, transportation of goods and other contingent items of expenditure shall be covered under the scheme. The exhibitions shall be for a duration of up to 7 days. Similarly, the Corporation will strive to promote Goan handicrafts in important Handicrafts Fairs, like Surajkund Mela and other mega exhibitions in New Delhi, Kolkata, Jaipur, Delhi Haat, etc for providing marketing opportunities to the Artisans and to popularize Goan crafts outside the state. The Corporation will work out the modalities of the programmes and implement the same as per the scheme guidelines.

The pattern of assistance for release of grant in aid is approved by the Finance (Expenditure) Department.

This issues with the concurrence of Finance (Expenditure) Department vide their U.O. No. 1409038 dated 30/12/2010.

This issues in supersession of earlier Notification No 8/2/2006-IND dated 30/12/2007

By order and in the name of
The Governor of Goa
(Vasanti H. Paravatkar)
Under Secretary (Industries)

Copy to :

1. The Director, Printing & Stationery, Panaji - with a request to publish the same in the next issue of the Official Gazette.
2. The Director, Industries, Trade & Commerce, Panaji.
1. The Managing Director, GHRSSIDC, Panaji.
 2. The Under Secretary (Finance), Secretariat, Porvorim, Goa
 3. The Resident Audit Office, Porvorim.
 4. Guard file