



**Upgrading the Skills
and
Training in Traditional Arts/
Crafts for Development**

1. Introduction

India is known for its traditions and culture, Minority communities in India are known for their traditional skills, arts & crafts but due to forces of competitive market and globalization and also due to deteriorating socio-economic condition of master craftsmen/artisan, these skills are not being pursued by the young generation. Ministry of Minority Affairs is of firm conviction that these arts/ crafts are needed to be preserved especially **traditional skills, arts & crafts** of the minority communities. USTTAD scheme aims to preserve heritage of traditional arts and crafts of minority communities and build capacity of traditional crafts persons and artisans and establish linkages of traditional skills with the global market.

Under the scheme Ministry would involve **National Institute of Design, National Institute of Fashion Technology, Sectoral Export Promotion Councils and other renowned organizations/ professionals** from similar filed for the promotion, capacity building and upgradation of the craftsmen/artisans in minority communities.

2. Important Instructions

- a. Ministry of Minority Affairs invites proposals in the prescribed format from the eligible organizations/ institutions for empanelment to undertake training programme under “Upgrading the Skills and Training in Traditional Arts/Craft for Development” (USTTAD) during 2018-19 to 2019-20.
- b. PIAs who have been empanelled under the scheme during 2016-17 and 2017 – 18, should submit a fresh proposal.
- c. Indicative list of courses is enclosed at annexure – III. PIA may also propose any other courses/ trades which are in demand and having employment opportunities.
- d. The scheme will be implemented through the following Project Implementing Agencies:
 - i. Registered institutions/ organizations having expertise /experience of implementation of training in Traditional Skills, Arts & Crafts for at least last three years and establish linkages with market for forward and backward linkages of the products/services.
 - ii. Any industry or an association of industries having Financial Capacity to set-up training infrastructure for implementation of training in traditional arts & crafts, and provide market linkages/ establish linkages with financial institutions for availing concessional loan.
 - iii. Any institution of Central/State Governments including Universities, Public Sector Undertakings and Training institutes of Central/ State Governments including Panchayati Raj Training institutions having the capacity to conduct such training programmes.

- e. Preference would be given to those organisations:
 - i. having similar work experience in traditional skill training would be given preference. The organization who have executed work/sanction order of any traditional skill training with single sanction order of minimum project cost of Rs. 50 lakhs or two sanction orders of project cost of Rs. 30 lakhs each during last three years would be given preference.
 - ii. having Master Craftsmen who are National or State Awardee would be given preference.
 - iii. proposing skill training in languishing arts/crafts being practiced by the 6 notified minorities of the country.
- f. Institutions/organizations should be registered on the portal of NITI Aayog Darpan Portal.
- g. PIA should submit the complete information along with all supporting documents in prescribed format. Proposal should be duly signed by President/ Secretary/ CEO/ Head of Institution/organization. Incomplete forms online/ hardcopy will be rejected without any notice. No supplementary documents will be entertained after submission of proposal.
- h. Hard copy of the Proposal should be properly indexed and pages be numbered.
- i. The final selection is based on the power point presentation before inter-ministerial screening committee of the Ministry of Minority Affairs.
- j. The Ministry shall not be responsible for any loss of the proposals and postal delays, such cases will be deemed rejected. Proposal sent through courier will be not accepted.
- k. Detailed guidelines, eligibility criteria and proposal format is available on www.minorityaffairs.gov.in and <http://usttad.minorityaffairs.gov.in>.
- l. Proposals should be submitted online on the USTTAD Portal of MoMA <http://usttad.minorityaffairs.gov.in> and hard copy of the proposal should also be sent to “the Under Secretary (USTTAD)”, Ministry of Minority Affairs, 11th Floor, Pt. Deendayal Antyodaya Bhawan, CGO Complex, Lodhi Road, New Delhi-10003.
- m. The last date of submission of both online and hard copy (duly signed Application forms to the Ministry) is 29th October, 2018 by 5:00 p.m.
- n. Ministry of Minority Affairs reserves the right, without any obligation or liability, to accept or reject any or all the proposals at any stage of the process, to cancel or modify the process or any part thereof, or to vary any of the terms and conditions at any time, without assigning any reasons thereof.

- o. The Ministry may seek any additional information as per the requirement of the scheme USTTAD.
- p. For any information in this regard, the organizations may contact on the Helpline of the Ministry – 1800-11-2001 (Toll Free) between 9:00 a.m. to 5:00 P.M on working days (Monday to Friday).
- q. Those who are facing any difficulties/issues for submission of online application on the portal. May please send query/any technical assistance on support-usttad@gov.in.

Sd/-
Under Secretary, (USTTAD)