

Subject:- Shortlisting of 05 exhibitors/artisans producing quality handicrafts for Ministry's upcoming programmes- reg

Office Order No: JKTPO/5/61/01
Dated: 16/01/2025

A communication has been received from the Administration Department, along with a copy of the D.O. received from Secretary, Ministry of Minority Affairs, Government of India, regarding the invitation of nominations of artisans producing quality handicrafts for the Ministry's upcoming programs for minorities.

In this regard, a Committee is hereby constituted to shortlist five (05) exhibitors/artisans from among the registered sellers in accordance with the guidelines conveyed by the Secretary, Minority Affairs, Government of India:

1. Mr. Mirza Shahid Ali, General Manager
2. Mr. Sourabh Sharma, General Manager
3. Mr. Rouf Jan, J.E (Chemical)
4. Ms. Radhika Gandotra, Office Executive

The Committee shall complete the shortlisting process and submit its report/recommendations 18th January, 2025.

Further, **Mr. Rouf Jan** is designated as the Single Point of Contact (SPOC) for smooth coordination with the Ministry of Minority Affairs regarding the 2nd Lok Samvardhan Parv and Bharat Tex 2025.


General Manager
JKTPO

Copy to:

1. Managing Director, JKTPO for favour of information.
2. All Officers/Officials.

**Government of Jammu and Kashmir
Industries & Commerce Department
Civil Secretariat, Srinagar/Jammu**

The Managing Director,
J&K Trade Promotion Organization.

The Director,
Handicrafts & Handloom,
Kashmir/Jammu.

No. IC-HHD/121/2024-02

Dated: 15.01.2025.

Subject:- Inviting nomination of artisans producing quality handicrafts for Ministry's upcoming programmer for Minority - reg.

Sir,

I am directed to forward herewith a copy of D.O. No. PMV/1/2024-SAK-MOMA, dated. 24th December 2024, received from Dr. Chandra Shekhar Kumar, IAS, Secretary, Government of India, Ministry of Minority Affairs, regarding the subject cited above and request you to kindly furnish the inputs/comments in the matter.

Yours faithfully,

Akshi Gupta

(Akshi Gupta) JKAS
Technical Officer

डॉ. चन्द्र शेखर कुमार, भा.प्र.से
सचिव
Dr. Chandra Shekhar Kumar, IAS
Secretary



भारत सरकार
Government of India
अल्पसंख्यक कार्य मंत्रालय
Ministry of Minority Affairs

D.O. No. PMV/1/2024-SAK-MoMA

Dated: 24th December, 2024

Subject: Inviting nomination of artisans producing quality handicrafts for Ministry's upcoming programmes - reg.

Dea Madan / Sir,

As you may be aware the Ministry of Minority Affairs works towards socio-economic empowerment of the minority communities in the country through its various schemes, building the capacity of the artisans and youth. Additionally, the Ministry seeks to provide exposure to the artisans from the notified minority communities through various marketing platforms/events (like Hunar Haat, Lok Samvardhan Parv and other events of the Ministry).

2. I am pleased to inform that the Ministry is now organising the 2nd Lok Samvardhan Parv and is also supporting the Bharat Tex 2025, to provide platform for the artisans to showcase and market their products. The Ministry of Minority Affairs through the aforesaid mentioned events would like to provide marketing opportunities to the minority artisans. The details of the events are enclosed.

3. In view of above, you are requested to identify and nominate five (05) suitable artisans who have exceptional craftsmanship and creativity for participation in each of the aforesaid platforms/events in the enclosed format latest by **10th January, 2025** and email soft copy at **pmvikas-mma@gov.in**. The participating artisans would be provided free of cost stalls with reimbursement of travelling/daily allowance, the details of the same would be shared separately with the selected artisans.

4. It is requested to nominate a **Single Point of Contact (SPOC)** from your State/UT to facilitate seamless coordination. For any queries or clarifications, your team may connect with **Shri Jagdish Kumar, Joint Director**, at **jd-mma@gov.in** or **+91-9871663118**.

Regd

Yours sincerely,

Encls: As above.

(Dr. Chandra Shekhar Kumar)

To,

Chief Secretaries/Advisor to Administrator of States/UTs (as per list).

Annexure - I

Details of Event

| Sr. No. | Event | Venue & Dates | Details of Programme |
|---------|--------------------------------|---|---|
| a) | 2nd Lok Samvardhan Parv | New Delhi, from 24th January to 2nd February 2025 | <p>To be organised by the Ministry of Minority Affairs.</p> <p>The event aims to celebrate the traditional arts and crafts of India's minority communities, providing a unique platform for artisans to showcase their work and participate in cultural programs promoting folk traditions and heritage.</p> <p>This initiative focuses on artisans with untapped potential, providing them with visibility, recognition, and opportunities for direct engagement with buyers, thereby fostering B2C connections and supporting sustainable livelihoods.</p> |
| b) | 2nd Edition of Bharat Tex 2025 | <p>12th to 15th February 2025 at the India Expo Centre & Mart, IEML, Greater Noida, featuring handicrafts, handcrafted textiles, fashion accessories, textile machinery, and chemicals.</p> <p>Additionally, the event will be co-located from 14th to 17th February 2025 at Bharat Mandapam, New Delhi, highlighting textiles, apparels, fabrics, yarns, fibers, and technical textiles.</p> | <p>This event would be Organised by the Consortium of Indian Textiles Export Promotion Councils and supported by the Ministry of Minority Affairs.</p> <p>Spanning over 2,00,000 sq. meters, Bharat Tex 2025 will host 3,000+ exhibitors, 3,500+ overseas buyers, and attract over 1,20,000 trade visitors. The event provides artisans with export potential a platform to showcase their products, gain recognition, and foster B2B engagements on an international scale.</p> |

Annexure-II**Format for Nominations of Artisans**

| S No. | Parameter | Details |
|--------------|---|----------------|
| 1 | Name of Event for which nominated (Refer Annexure-I) | |
| 2 | Art/ Craft in focus | |
| 3 | Type of Products | |
| 4 | Location of Art/ Craft (City/ State) | |
| 5 | Details/profile of the business'/ SHG (what does the artisan/brand do, any key USPs) | |
| 6 | Name of the Artisan | |
| 7 | Contact No. | |
| 8 | Email | |
| 9 | Aadhaar No. of Artisan (enclose copy) | |
| 10 | Artisan belong to which minority community i.e. Buddhist, Christian, Sikh, Jain, Parsi or Muslim (please specify) | |
| 11 | Whether trained under any scheme of the Ministry of Minority Affairs | |
| 12 | Photographs of products | |
| 13 | Website link (if any) | |