



GOVERNMENT OF KERALA

Abstract

Industries Department - Handicrafts Development Corporation of Kerala Ltd. .
Thiruvananthapuram - Introduction of State Awards to the outstanding craft person
of Kerala - Sanction accorded - Orders issued.

Industries (E) Department

G.O.(Rt) No. 1414/09/ID.

Dated, Thiruvananthapuram, 05.11.2009

Read:- Lr. No. HC/H/2850/2009/ dtd. 30.09.2009 from Director of Industries &
Commerce, Thiruvananthapuram.

ORDER

Director, Industries & Commerce had submitted a proposal to Govt. to institute
State Awards for the craft men of Kerala in recognition of their outstanding
contribution, craftsman ship and development of crafts every year in similar tones
with the scheme introduced by the Govt. of India.

Government examined the proposal in detail and are pleased to accord sanction to
institute State Awards for the craftsmen of Kerala in recognition of their outstanding
contribution, craftsmanship and development of crafts every year in similar tones
with the scheme introduced by the Government of India. Proposal for State Awards
for craftsmen of Kerala is appended here with.

BY ORDER OF THE GOVERNOR,

P. VIJAYAKUMARI

Under Secretary to Govt.

To

- ✓ The Director of Industries & Commerce, Thiruvananthapuram
- The Managing Director, Handicrafts Development Corporation of Kerala Ltd.
Thiruvananthapuram.
- The Managing Director, Kerala Artisans' Development Corporation Ltd.
Thiruvananthapuram .
- The Secretary, SURABHI, Thiruvananthapuram.
- The Finance Department / Planning & Economic Affairs Department
S/F, O/C.

Copy to:- PS to Minister (Industries)
PA to Principal Secretary (Industries)

Forwarded/ By order

Section Officer

-3-

PROPOSAL FOR STATE AWARDS FOR CRAFTSMEN OF KERALA

1. BACKGROUND

The National Awards for craftsmen were first instituted by the All India Handicrafts Board under the Government of India in 1965 to give recognition to craftsmen of outstanding merit. Government of India is conferring 40 National Awards and 40 National Merit Certificates to outstanding craftsmen every year. It has been the long cherished ambition of the Craftsmen of Kerala to receive State Awards for Craftsmen for their outstanding work in order to enable them to enjoy the benefits and privileges being extended to all Craftsmen by the Government of India.

2. OBJECTIVE

The objective of the scheme of State Awards is to give recognition to Master Craftsmen who have made outstanding contribution in terms of excellence of craftsmanship and development of crafts. The award is to serve an incentive to such craftsman to continue their pursuit as well as an example to others who may strive to receive the same.

3. Eligibility

- 3.1 All Craftsmen residing in Kerala for more than 10 years are eligible to compete for the State Award.
- 3.2 A Craft person shall be eligible for a State award or state Merit Certificate in a given craft only once in his/her life time.
- 3.3 Any Craft person who has previously been won the State award/awarded a Merit Certificate shall not be eligible for being awarded another award/State Merit Certificate in the same craft. However the existing Merit Certificate holders shall be eligible for applying for State Award.

4. The Award contents

There shall be 7 State Awards and 7 State Level Merit Certificates. Each State Awards shall consist of a cash prize of Rs. 10,000/- , a brass plaque and an angavastram. Each State Level Merit Certificate shall consist of, besides a certificate, a cash prize of Rs. 2,500/-

5. SCOPE

Then State Award shall be open to all craftsmen residing in Kerala and shall be made on the basis of State Level selection. The Awards shall be given to the Craftsmen for their outstanding work in the following:

Major Crafts

1. Wood craft
2. Natural fibre
3. Cane and Bamboo
4. Lace and Embroidery
5. Metal ware
6. Coconut shell based handicrafts
7. Miscellaneous crafts (items not included above)

6. CRITERIA FOR SELECTION

The following may be the main criteria which may be kept in view for selection of craftsmen.

- a. Excellence⁶ of craftsmanship (This can be judged from samples received as entries and / or from photographs and other evidences which may be produced)
- b. Contribution of the Craftsman for development of crafts in terms of training other crafts persons.
- c. Related achievements (This may be judged from Bio-data and other materials submitted by the craftsman/sponsoring organization)
- d. Special consideration may also be given while selecting the craftsman and the crafts to the following.
 - i) If the craft practised is a languishing craft.

- ii) If there has been a noteworthy effort in terms of reviving a languishing craft by way of product diversification or application to contemporary use.
- iii) Design innovation by the craftsman.

7. PROCEDURE FOR SUBMISSION OF ENTRIES

The crafts persons of Kerala may submit their entries to the District Industries Centres concerned. In addition to the above, to ensure quality and competitiveness, the State Level Selection Committee may accept for consideration entries recommended by:

- i) The Regional design and Technical Centre ✓
- ii) State Design Centres ✓
- iii) The office of the Development Commissioner (Handicrafts) of the concerned region. ✓
- iv) The Handicraft Development Corporation Kerala
- v) Surabhi ✓

8. The Selection Procedure

The selection procedure for selecting the items for State Award will be through a 2 tier procedure.

- 8.1 The first stage selection would be at the District Level.
- 8.2 In the second stage of Selection Process the handicraft entries recommended by various District Level Selection Committee/other agencies mentioned in para would be next screened by the State Level Selection Committee for final selection of the items for the State Award/Merit Certificate.

9. Selection Committee

- 9.1 There shall be a State Level Selection Committee for final selection of the items for State Awards from amongst the items recommended by the District Level Selection Committee/other agencies. Thus the selection of the entries for handicrafts will be as follows.
- 9.2 The process of selection shall first start at the district level. The General Manager of all District Industries Centres shall initiate the process by getting it propagated among the concerned. The final selection of the entries from the handicrafts shall be made by the State Selection committee constituted at the State Level. The State Selection Committee shall receive entries from the District Level Selection Committee /other agencies as mentioned in para.

9.3. District Level Selection Committee shall consist of the following:

- i) General Manager, District Industries Centre Chairman
- ii) Faculty Representative of District Fine Arts College Member
- iii) 2 Non Officials from Handicrafts sector to be Nominated by DI&C Member

9.4. State Level Selection Committee shall consist of the following:

- i) The Principal Secretary to Government, Industries Department - Chairman
- ii) Director of Industries and Commerce - Convener
- iii) Deputy Director/Asst. Director, office of the DC(H) - Member
- iv) Managing Director, State Handicrafts Development Corporation Member
- v) President of the Surabhi Member
- vi) Faculty Member from Fine Arts College nominated by Govt. - Member
- vii) Two non officials representing voluntary organizations and individuals with experience in arts and crafts nominated by the Govt. - Members

10. TIME SCHEDULE FOR SELECTION PROCESS FOR EVERY YEAR

- a. Advertisement/Press Release in Newspaper by - By 10th December
- b. Issuing of circulars by DI&C to the District Industries Centres, Field Offices, Corporation, societies and related Offices - By 10th December
- c. Last date for submission of entries - By 31st January
- d. Last date for receiving recommendation for other agencies (see para 7) - By 31st January
- e. Selection meetings at District Level - By 28th February
- f. Submission of selected entries along with affidavit and duly filled application with recommendations of the District Level Selection Committee to the Directorate of Industries and Commerce, Thiruvananthapuram. - By 15th March
- g. Selection by the State Level Selection Committee - By 30th April

-7-

11. CONFERRING OF STATE AWARDS

The State Awards and State Level Merit Certificates shall be awarded to the Master Craftsmen/Crafts persons every year in a function to be arranged for the purpose.



Director of Industries and Commerce.