

## **Standard Operating Procedure For Selection of Beneficiaries and Conduct of Exhibitions/Fairs/Shilp Samagam Melas**

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### **1. Objective**

To establish a transparent, equitable, and standardised procedure for selection of NSFDC-assisted beneficiaries and for effective conduct of Exhibitions/Fairs/Shilp Samagam Melas, ensuring wider outreach, fair representation and opportunities for new artisans.

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### **2. Scope**

This SOP applies to all Exhibitions/Fairs/Shilp Samagam Melas in which NSFDC participates or acts as the nodal/organising agency.

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### **3. Agencies Eligible to Nominate Beneficiaries**

Nominations shall be invited from:

1. **State Channelising Agencies (SCAs)** and **Other Channelising Agencies (OCAs)** functional during the preceding **two financial years**.
2. **Project Implementing Agencies (PIAs)** of NSFDC-assisted cluster projects.
3. **Partner Agencies** under the NSFDC-implemented SEED Project.

All agencies will be informed through official correspondence and email.

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### **4. Eligibility Criteria for Beneficiaries**

#### **4.1 Mandatory Criteria**

A beneficiary must:

1. Be an **assisted beneficiary under any NSFDC loan scheme** (individual or group-based), OR an artisan under an approved **Cluster** or **SEED** project.
2. Submit valid documentary proof:
  - Loan sanction letter (NSFDC schemes)
  - Aadhaar Card/Bank Passbook/Voter ID
  - For Cluster beneficiaries: PIA letter + Artisan Card
  - For SEED beneficiaries: Partner Agency letter + SHG name
3. Have a **clearly identifiable and saleable product** suitable for national exhibitions.
4. Be willing and available to participate for the **full duration** of the Mela.

#### **4.2 Priority Criteria**

Priority shall be given to:

1. **New beneficiaries**, i.e.:
    - Never selected before, OR
    - Last participated more than **two years** ago.
  2. **Women beneficiaries** (subject to fulfilling point 1 above).
  3. Beneficiaries from **low-representation States/Regions**, including **Aspirational Districts**.
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## 5. Product-Related Criteria

Products must meet the following:

1. **Saleability & Market Potential**
  2. **Balanced Product Mix** to ensure diverse categories such as:
    - Handicrafts
    - Handlooms
    - Traditional arts
    - Contemporary craft items
    - Processed food/local specialties (where permitted)
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## 6. Annual Calendar From MoSJ&E

NSFDC shall receive a tentative calendar of events from MoSJ&E in the **first quarter** of the financial year, indicating nodal/organising responsibilities.

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## 7. Procedures When NSFDC Is the Nodal Agency

### 7.1 Selection of Venue and Duration

For events other than IITF, Dilli Haat and Surajkund, NSFDC shall finalise a suitable venue and duration.

### 7.2 Selection of Programme Implementing Agency (PIA) / Event Management Company (EMC)

- Tender to be floated on **GeM** with adequate timelines.
- Scope includes stall erection, publicity, branding, logistics, cultural events, protocol, photography/videography etc.

### 7.3 Evaluation & Appointment of PIA/EMC

- Technical bids and presentations shall be evaluated by a duly constituted committee using **QCBS**.
- The highest-scoring bidder (H1) on GeM will be selected.

## 7.4 Issue of Work Order

- Work order with terms & conditions issued in duplicate.
  - H1 agency must return a signed copy and submit the Performance Security.
  - In case of refusal by H1, the offer moves to the next highest-ranked bidder.
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## 8. Selection of Beneficiaries

### 8.1 Invitation of Nominations

Nominations shall be invited **4–6 weeks before** the event. The agency must submit:

- Nomination form (prescribed format)
- Proof of NSFDC loan assistance / PIA or SEED Partner Agency letter
- Aadhaar/Bank Passbook/Voter ID
- Artisan Card (Cluster) or SHG details (SEED)
- Product photographs (minimum three)
- Brief beneficiary and product description

### 8.2 Scrutiny of Applications

- Member Secretary places all applications before a **three-member internal committee**.
- Incomplete applications may be returned for correction or rejected.

### 8.3 Evaluation & Scoring Matrix (100 Marks)

Criterion	Weightage
New/First-time participation	30
Quality & saleability	30
Regional representation / Aspirational Districts	20
Product diversity	20

**Women beneficiaries receive +5 marks**, without exceeding 100.

### 8.4 Approval & Communication

- Beneficiaries will be selected to fill **80%** of NSFDC's allocated stalls.
- **20% stalls reserved** for:
  - References from Ministries
  - TULIP-registered artisans
- An additional **waiting list of 20%** will be maintained.

- If selected nominees are fewer than allocated stalls, **surplus stalls will be surrendered**.
  - After approval by the Competent Authority, confirmation letters shall be issued at least **10 days prior** to the event.
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## 9. Allotment of Stalls

Stalls shall be allotted to selected beneficiaries **through a transparent lottery system**.

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## 10. TA/DA and Cartage Charges

Applicable TA/DA and cartage for beneficiaries and assistants will be paid **uniformly by all three Apex Corporations**, except IITF, Dilli Haat and Surajkund, within **one month** of event completion.

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## 11. Transparency Measures

NSFDC shall ensure:

1. A **master database** of previous participants.
  2. Publication of selection criteria on the NSFDC website.
  3. Maintenance of all records for audit.
  4. Rotation of beneficiaries to avoid repetition unless justified (special category awardees, high-demand products etc.).
  5. **Biometric attendance** of beneficiaries and assistants.
  6. Providing written reasons for non-selection upon request.
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## 12. Code of Conduct for Beneficiaries

Participants must:

- Exhibit only products made by themselves.
  - Maintain stall discipline, cleanliness and adherence to timings.
  - Ensure pricing transparency.
  - Submit sales and feedback report after the event.
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## 13. Post-Event Reporting

Within **two weeks**, the concerned desk will submit a report covering:

- Sales figures
- Footfall

- Beneficiary feedback
  - Issues and constraints
  - Suggestions for improvement
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#### **14. Review of SOP**

The SOP shall be reviewed annually or after major events to incorporate improvements.