

Handicraft Marketing Incentive Scheme

About:

The craftsmen covered under this scheme will be provided Incentive assistance for fairs and setting up stalls including reimbursement of transportation cost.

In Uttar Pradesh, various artisans are providing their invaluable support in different crafts like carpets, bangles, locks, zari embroidery, handloom, chikankari, stone carving, wood carving, black pottery, cane weaving, wooden toys, terracotta, brass art, jute wall hangings, and more. Despite being skilled, most artisans remain extremely poor. To help the artisans market their products, the state government provides a financial aid of Rs. 20,000, at the rate of Rs. 10,000 per fair, to cover transportation costs and stall rentals for attending up to two fairs.

Benefits:

- Financial aid of Rs. 20,000, at the rate of Rs. 10,000 per fair

Eligibility:

- Minimum age should be 18 years and one should have a Handicraft Identity Card.

Apply Link: Applicants can apply directly from DI UP portal through given Link.

<https://www.diupmsme.upsdc.gov.in/>

Documents Required

- Identity proof i.e. Aadhaar Card, Voter ID Card, etc.
- Proof of age
- Caste certificate, if applicable
- Disability certificate, if applicable
- Any other document, if required.