

File No. UST/2/2022-USTTAD-MOMA  
Government of India  
Ministry of Minority Affairs

11th Floor, Pt. Deendayal Antyodaya Bhawan,  
CGO Complex, New Delhi - 110003  
Dated: 14<sup>th</sup> June 2024

OFFICE MEMORANDUM

**Subject: Invite for participation at the 'Artisan Mahakumbh 2024' to be held from 16<sup>th</sup> – 31<sup>st</sup> July 2024 for showcase of cultural and traditional initiatives undertaken by this Ministry – regd.**

The undersigned is directed to request your participation in 'Artisan Mahakumbh 2024' whereby the Ministry intends to showcase its schemes and achievements during a mega artisanal event from 16<sup>th</sup> to 31<sup>st</sup> July 2024 at Dilli Haat (INA), New Delhi.

2. With an objective to display the Ministry's efforts to empower and promote the traditional arts and crafts of India during the 'Artisan Mahakumbh 2024', stalls are proposed to be allotted to the artisans to enable them to showcase the work done for the promotion of traditional arts and crafts of India, with a special focus on projects undertaken in collaboration with the Ministry of Minority Affairs.

3. Further, PIAs of the USTTAD Scheme may encourage and support their artisans to send their nominations for Ministerial review at [support-usttad@gov.in](mailto:support-usttad@gov.in) along with the following details:

- i. Name of nominated artisans:
- ii. Contact Number:
- iii. Craft in focus:
- iv. Current Location of the artisan:
- v. Availability for the 15-day event in Delhi: Yes/ No
- vi. Photographs of the artisan developing a craft product and product image:
- vii. Details of any training undertaken from MoMA projects:

4. The Ministry shall also provide the artisans with TA/DA as applicable under the PM VIKAS guidelines. Notably, PIAs/ artisans may submit the information sought above latest by Friday, 28.06.2024 to the Ministry.

5. This issues with the approval of the Competent Authority.

Yours faithfully,

*Nivedita*  
(Nivedita Roy Choudhury) 14/6/24

Under Secretary to the Govt. of India