

Scheme of setting up of Urban Haats (Revised Scheme)

Project

VISHAQA
(6)

The proposal envisages setting up of Urban Haats at prime locations in the country. The participating craftpersons / weavers will sell handicrafts / handlooms products directly to the customers. This will provide adequate direct marketing facilities to the craftpersons / weavers and eliminate middle agencies. Another feature of the Haat is that there will be adequate stall selling authentic Indian cuisines of various regions in the country by rotation. The Food & Craft Bazar will provide leisure and recreational facilities for both Domestic and International tourists in line with Dilli Haat which has reached International status in just three years of its existence. It is proposed to set up 20 Haats in the metropolitan cities in the country during the Xth Five Year Plan. The scheme will be implemented through State Handicrafts / Handlooms Development Corporations / Tourism Development Corporations / NGO's with sufficient funds resources.

Locations

The Urban Haat will be set up at strategic locations in consultation with concerned State Governments. The area should be developed providing the ambience suited to such a Haat which presupposes creation of green belts in and around the Haat with sufficient open spaces. The area of the Haat may vary depending on availability of land. It may however not be less than 18000 sq. meters. The responsibility of providing developed land at a suitable locations will be of the concerned State / Implementing agencies.

Design Concept

The area will be developed as a part where, constructed area is limited to around 10% of the total area i.e. 18000 sq. meters. The shops / stalls will be set up on platforms which act as a link in the Haat Design. The courtyards in between the shops will be paved in stone interspersed with grass to retain visual softness. The entire complex will be designed to keep a low profile in harmony with the surrounding environment and stalls themselves will be constructed to reflect local construction culture.

The complex will also have tensile structures for cultural programmes ; performing arts, exhibitions etc. The entire area will be extensively landscaped to provide a conducive environment for recreation and leisure.

It is planned to have 40-50 stalls where the craftpersons/weavers will sell their wares directly to the buyers. The stalls will be available on hire on day to day basis. The food side of the Haat will have properly serviced 5-7 stalls with plumbings, counters and space to accommodate

kitchen equipment.

There will also be a provisions of 2 exhibitions halls / museums in the haat to cater to the requirement of organizing STATE DAYS and other exhibitions. Provision for dormitory for outstation craftpersons / weavers may also be made.

Cost estimates of the project

The Project is estimate to cost Rs. 195.70 lakh as follows :

Sl. No.	Item	(Rs. In lakh) Proposed estimated cost
1.	Site Development	30.00
2.	Building	90.00
3.	Sanitary & water supply	14.00
4.	Electricals	09.00
5.	Plant & Machinery	19.00
6.	Furniture & Fixtures	04.00
7.	Vehicles	03.00
8.	Operating supplies	01.00
9.	Pre - operative & Organisation expenses	04.50
10.	Technical consultants fees	02.50
11.	Contingencies 10%	17.70
12.	Working capital margin	01.00
	Total	195.70

Both kinds of stalls will be provided to the artisans / weavers / State Handicrafts & Handlooms Corporations / NGO's / Tourism Corporations on rotation basis for fifteen days on nominal charges per day. The system of allotment of stalls would be transparent so as to accommodate artisan / craftperson. No trader or middlemen will be considered for allotment of stalls in these haats. Selection of craftpersons / weavers and the organizations will be made by the respective local Haat Management Committee. There will be a souvenir shop and a meeting room of moderate size to cater to the administrative requirement of the Haat.

Means of Finance

The capital cost of the project which is expected at Rs. 200.00 lakh is to be financed as under :

Ministry of Textiles	70%	Rs. 140.00 lakh to be shared equally by DC (HC) & DC (HL)
State Govt.	30%	Rs. 60.00 lakh

The Central assistance will be frozen at Rs. 1.40 crore per Urban Haat and any escalation in the cost shall be borne by the State Govt. / implementing agencies.

As lump sum grant of Rs. 10.00 lakh in the first year and Rs. 5.00 lakh in the second year will be allowed from Govt. of India, Ministry of Textiles for publicity of the project.

Sources of Income in the first year

A. Rental Income from artisans

(i) Artisans per fortnight	40 (on average) .
(ii) Charges per day	Rs. 50/- per day
(iii) Total charges per day	40 X 50 = Rs. 2000/-
(iv) Annual Income	365 X 2000 = Rs. 7,30,000/-
Expected dropouts 10%	Rs. 73,000/-
Total Income	Rs. 6,57,000/-

B. Income from Exhibition Hall

(i) Charges for 2 exhibition halls	Rs. 3000/-
@ Rs. 1500/- per one hall	
(ii) If it is occupied for 100 days	
In a year	
Annual Income	Rs. 3,00,000/-

C. Income from Food Stalls

(i) Rate per month	Rs. 5,000/-
(ii) No. of Food Stalls	5
(iii) Per month Income	Rs. 25,000/-
Presuming occupancy for	
10 months in a year	
Total Income	Rs. 2,50,000/-

D. Income from Entry Tickets

If we assume that an average
500 visitors visit the haat in a day
@Rs. 3/- as entry ticket and
presuming 500 visitors to come
for 200 days

Total Income $500 \times 3 \times 200 = \text{Rs. } 3,00,000/-$

Other Incomes

Say from tickets for parking = 10% of total income
vehicles Allotment of open space
to craftpersons, Cultural programme
and souvenir shop

Total Income Rs. 1,50,000/-

F. Total Estimated annual Income Rs: 16,50,000/-

Assessment of Total Expenses

The host agency will be responsible for management of the Haat. The assessment of total expenses in this regard is as follows :

	Salary & wages	One month	Annual (In Rs.)
1.	a) Manager (1)	6000/-	72,000/-
	b) Dy. Manager	5400x2	1,08,000/-
	c) Utility workers (5)	2000x5	1,20,000/-
	d) Accountant / Asslt. (1)	4,000/-	48,000/-
	e) Electrical / Maintenance / Asslt. (1)	2,500/-	30,000/-
	f) Security Officer (1)	4,500/-	54,000/-
	g) Security Guards (6)	2500x6	1,80,000/-
	h) Typist (1)	3,000/-	36,000/-
	i) Peon (1)	2,000/-	24,000/-
	Total		6,72,000/-

Perquisites 40% of Rs. 6,72,000/-

Total : say Rs. 10,00,000/-

2.	Expenses on power & fuel		1,00,000/-
3.	License fee of local Admn.		50,000/-
4.	Consumable stores & permanent stores		1,00,000/-
5.	General Admn. Expenses		50,000/-
6.	Insurance, repairs & maintenance		2,00,000/-
7.	Misc. & unforeseen exp. On publicity etc.		1,50,000/-
	Total		16,50,000/-

The implementing agency will deploy staff at Urban Haats according to the needs assessed by the local management. However the security and other services may preferably be arranged only on contract basis.

The manpower required for setting up the Urban Haats would be on contractual basis or through redeployment. No additional staff would be provided.

Governing Body

A Governing body consisting of the following members shall be constituted and notified by the State Govt. The Government body shall be responsible for policy formulation and overall control of the haat.

- (i) Secretary to the State Govt. Incharge of Handlooms / Handicrafts.
- (ii) Secretary to the State Govt. Incharge of Tourism.
- (iii) Director, Handlooms / Handicrafts of the State Govt.
- (iv) DC (Handlooms), Ministry of Textiles.
- (v) DC (Handicrafts), Ministry of Textiles.
- (vi) Representative of Finance Deptt. Of State Govt.
- (vii) Nomination of around 4 eminent people in this field of Handicrafts / Handlooms to be made.

All Indian Governing Council

With a view to providing policy guidelines to the various Haats in the country there shall be a National Level Body to be notified as ALL INDIA GOVERNING COUNCIL which will comprise of the following members :

- (i) DC (Handlooms)
- (ii) DC (Handicrafts)
- (iii) Representative of the Planning Commission
- (iv) Chairman of all the Haats in the country.

Check List for Urban Haat Scheme

Particulars of applying agency :

- a) Name
- b) Full Address of its Hqrs.
- c) Telephone No.
- d) Fax No.
- e) Authorised persons (with designation) for correspondence
- f) Any other information of relevance

Location of the proposed Haat :

- a) Complete postal address
- b) Approach Road
- c) Site Map showing boundaries and approach road
- d) A brief note on locations suitability for the purpose

A brief note on the city viz. Population, tradition, historical background, tourism, influx of visitors / buying capacity / Handicrafts & Handlooms Export etc.

Land Particulars :

- a) Total area of the land against Standard requirement of 18000 sq. mtrs.
- b) Paper in support of ownership / Lease etc. in favour of the agency
- c) If the land has been offered by State Govt. etc. the details / supporting papers thereof
- d) If land is still to be possessed the progress thereof with reference to agreement etc.

Design / Construction Plan:

- a) Whether the proposed layout reflects local construction culture if so how
- b) Proposed total construction / covered area in square meter
- c) Proposed total open area to create ambience for Haat concept
- d) Plantation and greenery concept

e) Details of construction with carpet area of each unit x No. of units :

- i) Office
- ii) Store
- iii) Exhibition Hall
- iv) Stalls
- v) Pavillion
- vi) No. of food stalls (Plumbing, Counters & space for kitchen)
- vii) Souvenir Shop
- viii) Meeting / Conference Room
- ix) Space for cultural programme

f) Complete architectural map of the Haat with a brief write up

g) Cost of the Project to be evaluated by a Chartered Engineer :

- i) Site Development
- ii) Building
- iii) Sanitary / water supply
- iv) Electricals

- v) Plant / Machinery
- vi) Furniture & Fixture
- vii) Vehicles
- viii) Operating supplies
- ix) Pre - operative / organisation expenses
- x) Technical consultant fees
- xi) Contingencies
- xii) Working capital margin
- xiii) Any other expenses

h) Means of Finance :

- i) Total cost of the project
- ii) 35% of the total cost to be borne by O/o DC (Handicrafts)
- iii) 35% of the total cost to be borne by the O/o-DC (Handicrafts)
- iv) 30% of the total cost to be borne by the implementing agency

N.B. i) Share of Office of DC (Handicrafts) & Office of DC (Handlooms) will be 36% each of the project cost or Rs. 70.00 lakh each which ever is less.

ii) Another sum of Rs. 15.00 lakh will be provided for publicity of the Haat in equal share basis by Office of DC (Handicrafts) & Office of DC (Handlooms).

A brief by the implementing agency as to how it proposed to mobilise 30% of the project cost or the balance cost after grant - in - aid from Office of DC (Handicrafts) an DC (Handlooms)

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A brief running methodology :

How to make the project as self sustained ? :

Staffing proposals and how to meet the expenses
of such establishment Details of local

Managing Committee :

Details of National Governing Body :

Any additional Information :

Date :

Signature :

Designation :

Complete address :

Enclosure :

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3.

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