

**Framework for Organising Lok
Samvardhan Parvs under
Pradhan Mantri Virasat Ka
Samvardhan (PM VIKAS) scheme
Of**

**Ministry of Minority Affairs
Government of India**

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A. Background and Vision of Lok Samvardhan Parv (LSP)

The Pradhan Mantri Virasat Ka Samvardhan (PM VIKAS) scheme of the Ministry of Minority Affairs (MoMA) aims to empower minority communities by addressing key socio-economic challenges. The scheme focuses on providing targeted support for minority youth, women, artisans, and the working-age population to enhance their economic independence, educational opportunities, and preservation of cultural heritage.

Aligned with the vision of *Viksit Bharat*, the PM VIKAS Scheme works towards contributing to building an inclusive and self-reliant India by strengthening traditional skills and transforming them into sustainable livelihoods as one of its key components. The initiative recognizes that India's cultural and economic strength lies in its diversity.

The scheme lays a special focus on preserving and promoting the arts and crafts of the six notified minority communities viz. Muslims, Christians, Sikhs, Buddhists, Jains, and Parsis by supporting craftspersons in showcasing and marketing their products and traditional cuisine; facilitating buyer-seller meets; promoting inter-community solidarity and cultural exchange; and enhancing the visibility of local art in alignment with the '*Vocal for Local*' campaign. Under this framework, the **Lok Samvardhan Parv (LSP)** is organized as part of the PM VIKAS serves as a national platform to translate these objectives into action. Each *Parv* brings together artisans, entrepreneurs, and knowledge partners to exhibit traditional skills, connect with wider markets, and demonstrate the social and economic impact of the Ministry's interventions. By positioning artisans at the centre of development, these *Parvs* reaffirm the Ministry's commitment to inclusive growth and cultural preservation. Collectively, these initiatives contribute to the vision of *Viksit Bharat* - a nation where

traditional craftspersonship, local enterprise, and cultural heritage drive sustainable economic progress and social empowerment.

B. Strengthening Partnerships with States and Union Territories

In order to bolster the visibility and marketing opportunities to artisans through the LSPs, and to ensure impactful organization of LSPs, active involvement of States and Union Territories is essential to advance the objective of empowering minority communities through economic and cultural development.

The Ministry is adopting a **Challenge Method** framework for selecting States and Union Territories to host the *Parvs*. The Challenge Method is intended to promote high-quality, locally appropriate planning while ensuring fairness of opportunity for all proposers.

In accordance with this method, States/Union Territories will be invited to submit structured proposals as per the formats to be provided by the Ministry. Thereafter, shortlisting of proposals shall be done to prepare an annual calendar for organizing 6 *Parvs* in a financial year by MoMA. It is expected that the proposals thus submitted by the States/UTs shall cover the following aspects:

- i. Demonstrate geographical and cultural strengths.
- ii. Innovative and resource-efficient approaches for effective execution.
- iii. Facilitate well-coordinated implementation.
- iv. Alignment of LSP dates with local festivals, tourism circuits, or culturally significant milestones.

C. Scale, Coverage and Outreach of LSPs

The scale and coverage shall be designed to ensure balanced regional representation, inclusion of diverse art and craft forms, and alignment with the overall objectives of the Ministry:

- i. 6 LSPs to be organized in a financial year covering 6 regions viz. North, South, East, West, Central and North-East, chosen in accordance with the evaluation of the proposals received from various states/UTs.
- ii. Each LSP will have 300-400 stalls, ensuring wider participation of minority artisans, culinary experts, and cultural practitioners.
- iii. Events/*Parvs* to be organized in a manner that they mandatorily cover 2 weekends; and for a maximum of 14 days.
- iv. 40% of the artisans would be from the organizing State/UT. The proposals shall also include a tentative list of artisans from the organizing State/UT, along with details of their respective specializations.
- v. 60% of artisans to be nominated by MoMA (from other States/UTs).

- vi. 33% of the participation slots proposed to be reserved for new artisans to encourage fresh talent and ensure diversity.
- vii. Additionally, the Ministry may collaborate and participate in events with similar objectives organized by other Central Ministries/Organisations or State/UT Governments, or India Trade Promotion Organization (ITPO)-led national and international events. Such convergence will offer eligible artisans enhanced marketing opportunities. In these events, the norms of the organizing Ministry/Department/Institution shall apply, while MoMA will extend the applicable assistance and financial support accordingly.

This will help maximize outreach, bring forward talent from minority communities who are eligible to participate, and also enable the emergence of new talent.

D. Role of Organizing States/UTs

The Organizing State/UT shall play a pivotal role in ensuring smooth and successful implementation of the LSP under the overall guidance of MoMA. The State/UT authorities shall act as the nodal implementing entity responsible for planning, coordination, execution, and post-event reporting:

- i. **Identification of SPOCs from State/UTs** to coordinate the event with MoMA.
- ii. Identification, finalization, and booking of the venue.
- iii. **Procurement of Event Management Agency (EMA)'s services** through Government e Marketplace (GeM) portal and continuous coordination with EMA.
- iv. Finalization of branding (logos/hoardings) in consultation with MoMA.
- v. **Mobilization and selection** of artisans and culinary experts from their State/UT in line with the provisions of the LSP framework.
- vi. **Protocol Management** and required arrangements including special lounge and security for dignitaries and VIPs.
- vii. Ensuring **timely disbursement of the allowances** to the artisans and helpers.
- viii. Organizing panel discussions, B2B networking meet ups, cultural programs, skill development sessions, and live demonstrations.
- ix. **Timely set up and winding up of stalls** in coordination with the EMA as defined in Section I below.
- x. Starting **social media engagement** at least 15 days before the inaugural day as per Section F.

- xi. **Promotion and Publicity** as per the norms and activities mentioned as per Section F.
- xii. **Security & Crowd Management** for artisans, visitors, and as per Section H.
- xiii. **Coordinate with Local Authorities** for required permissions- traffic management, public utilities, fire safety, waste disposal, and medical services as per Section H.
- xiv. **Arrange Accommodation, Local Transport, and Meals** for officials as per approved norms, in consultation with the Ministry.

E. Participants' Profile and Shortlisting Criteria

Participants of the LSP shall be drawn from the ecosystem of traditional arts, crafts, and cuisines, primarily comprising beneficiaries of Ministry of Minority Affairs (MoMA) schemes and other nominees identified based on their credentials, experience, or awards. Collaboration with other Ministries and State initiatives supporting indigenous arts, crafts, and traditional cuisines may be explored to expand outreach and enable broader participation of eligible minority talent.

Eligible participants may include:

- i. Individuals trained under PM VIKAS, erstwhile USTTAD, or any scheme of MoMA and National Minorities Development Finance Corporation (NMDFC).
- ii. Beneficiaries trained by MoMA's Knowledge Partners such as National Institute of Design (NID), National Institute of Fashion and Technology (NIFT), and Export Promotion Council for handicrafts (EPCH).
- iii. Beneficiaries nominated by Central/State Governments and their agencies.
- iv. Recipients of National or State Awards for excellence in Art, Craft, or Cuisine.
- v. Minority-owned micro-enterprises or start-ups in creative, craft-based, or cultural sectors supported under MSME or similar programmes.
- vi. Craft clusters or GI-certified artisan groups where minority communities are key custodians.
- vii. Young artisans and next-generation practitioners trained through design institutes or State craft academies.
- viii. Culinary practitioners associated with Tourism Departments, Food Craft Institutes, Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme, or similar entrepreneurship programmes.
- ix. Cultural practitioners and performers supported by State cultural academies or boards (optional segment for cultural evenings).

Selection and stall allocation shall ensure diversity, fairness, and equitable opportunity, with preference given to:

- i. Artisans and practitioners from all six notified minority communities.
- ii. Female and youth artisans, particularly first-time participants.
- iii. Experts representing unique or languishing art forms.
- iv. Participants from varied States/UTs and diverse art/craft forms to ensure multi-cultural and non-duplicative representation.
- v. Food stalls (up to 15% of total) to showcase traditional delicacies.
- vi. Non-minority artisans/culinary experts (up to 25% of total) to promote inter-community solidarity.

Selection shall be based on submission and evaluation of nominee forms by the States/UTs, ensuring merit-based inclusion and balanced regional representation.

F. Media, Promotion and Publicity

An effective plan for Media, Promotion and Publicity shall play a critical role in the success of the event. It may include all or some of the following:

- i. Venue and city branding through hoardings, standees, banners, and advertising on modes of public transport.
- ii. Digital content such as photography, videography, short documentaries, TV/radio spots, and social media reels.
- iii. Coordinated social media campaigns with live streams, countdowns, event trailers, and email/web marketing.
- iv. Print media engagement through newspaper advertisements, brochures, booklets, and invitations.
- v. Collaboration with influencers, media houses, press agencies, and digital platforms for wider reach.
- vi. Press releases and targeted media outreach to highlight event impact.
- vii. Formal invitations to relevant Ministries and senior officials to encourage participation and visits.

Relevant social media pages/handles (on Instagram, X, Facebook, etc.) shall post daily updates featuring stalls, live demonstrations, performances, and key highlights, tagging relevant dignitaries, partners, and departments. Engagement shall commence at least 15 days prior to the event and continue up to 7 days post-event to sustain visibility and showcase outcomes. Additionally, the use of Artificial Intelligence (AI) should be encouraged in social media engagement and promotional activities wherever feasible.

G. Engagement Activities

LSP shall serve as a platform to showcase rich traditional culture of India through activities that are relevant and stand out as crowd-pullers. This may include the following:

- i. **Live Demonstrations:** Artisans showcasing handicraft/handloom making techniques.
- ii. **Skill Training Workshops:** Sessions on digital marketing, financial literacy, e-commerce and other entrepreneurial topics.
- iii. **Panel Discussions:** Policymakers, industry experts, community leaders.
- iv. **Cultural Performances:** Traditional dance, music, storytelling, performances by celebrity artists.
- v. **Networking and B2B Meetings:** Connecting artisans/craftsperson with potential buyers and markets.
- vi. **Youth and Student Engagement:** Special sessions for students, young entrepreneurs, and skilling institutions to promote artisan heritage among the next generation.
- vii. Organizing a minimum of 6 **cultural programs** including on the inaugural day of LSP, 02 weekends, and closing day.
- viii. Organizing live **demonstrations, panel discussions**, and B2B collaborations meet.

H. Safety and Crowd Management

The organizing State/UT shall ensure seamless event execution through comprehensive logistical and safety arrangements, including:

- i. **Security & Crowd Control:** Coordination with police and private security agencies.
- ii. **Medical Emergency Readiness:** Ambulance, first aid facilities on standby.
- iii. **Fire Safety Compliance:** Coordination with fire department.
- iv. **Local Municipal Permissions:** For waste management, sanitation and public utilities.
- v. **VIP Protocols:** Necessary special lounge and security arrangements for dignitaries.
- vi. **Infrastructure Setup:** Tents, stalls, AV equipment, furniture, Wi-Fi, CCTVs, control room, IT infrastructure, etc.

I. Key Areas of Consideration for Event Implementation

For ensuring smooth and successful implementation of the Event, various factors to be considered by the organizing, including the following:

- i. **Accessibility:** Select venues with convenient transportation and access to maximize participation of artisans, craftspersons, and visitors, preferably in major cities or trade hubs for higher visibility and sales.
- ii. **Safety and Approvals:** Obtain all necessary local permissions and approvals well in advance.
- iii. **Weather Preparedness:** Schedule LSPs during favourable seasons and plan for contingencies such as indoor or weatherproof arrangements in case of extreme conditions.
- iv. **Cultural and Tourism Alignment:** Align events with local festivals or peak tourist seasons to enhance visibility and footfall.
- v. **Essential Infrastructure:** Ensure provision of sanitation, drinking water, medical support, lighting, and robust IT facilities including Wi-Fi, digital payment systems, CCTV surveillance, and a control room.

J. Key Timelines

Ensuring sufficient timelines by the organizing State/UT is key for effective implementation of an Event/ *Parv*, the following timelines may be adhered to:

- i. **Finalization of location of the venue:** 60 days before the start date.
- ii. **Booking of the venue along with necessary approvals:** Within 5 working days of finalization of the venue.
- iii. **Procurement of Event Management Agency (EMA)'s services** through Government e-Marketplace (GeM) portal and finalize branding (logo/ branding/ hoarding): 40 days before the start date.
- iv. **Finalisation of artisans:** 30 days before the start date.
- v. **Social Media/digital/print/advertisement and promotions** through various channels: minimum 15 days before the start date.
- vi. **Day-wise agenda of the program:** 10 days before the start date.
- vii. **Invitation to key dignitaries and chief guests:** 7 days before the start date.
- viii. **Intimation of stall allocation to artisans/culinary experts:** 3 days before the start date.
- ix. **Pre-event activities at the venue including putting up of stalls, display of storyboards/hoardings etc.:** To be initiated 48 hours before the start date.
- x. **Event wrap up and handover of venue:** within 48 hours post event.

K. Post Event Action Plan

I. Impact Assessment

Organizing State/UT to conduct an analysis of feedback and draft event summary, within 15 days after the event to review the collected feedback and recognize key trends along with key improvement areas, which includes the following:

- i. **Review & Feedback:** During the event from attendees, exhibitors, and stakeholders through surveys, social media, digital forms, etc. to document their experience.
- ii. **Analysis of Digital Footprint:** Monitor social media reach including views, shares, likes and comments on reels and posts, media reports, reach of collaborative/influencer posts within 7 days.
- iii. **Sales & Economic Impact:** Track total sales, business collaborations, and employment generated throughout the event.

II. Digital Assets

- i. **Upload Event Records:** Within 7 days after the event- upload event proceedings, stakeholder lists, presentations, photos, videos, and media clippings on a common cloud/ hard drive.
- ii. **Share Event Photos/Videos:** Within 7 days after the event, distribute media assets to partners, sponsors, speakers, and upload posts on social media.

L. Financial Norms

The following norms would be applied for organizing the Events/*Parvs*:

i. Assistance for participants

(The assistance laid down in the table below is on a presumption that 01 stall is allocated to 01 craftsman/ artisan accompanied by 01 helper)

S. No.	Budget Head	Financial Norms
1	Theme based water roof (Artisan/ Food) stalls	10 x 10 stall on wooden platform with banners, furniture & fixtures, carpets, electrical installation, and decoration. Additional cooking area in the back and eating area in the front for food stalls. 300-400 artisan stalls with each artisan stall up to a maximum of Rs. 30,000 and each food stall up to a maximum of Rs. 60,000. (Food stalls shall be restricted to maximum of 15% of the total

		stalls.)
2	Travel Allowance	Sleeper class by train; or ordinary bus; or economy class air ticket* fare for 2 persons (on actuals) *Only for participants other than host state/UT from NER States, island territories and hilly areas with no direct access to railways or with railway journeys exceeding 24 hours subject to prior approval by the Ministry on a case-to-case basis.
3	Daily allowance	Rs.1000/- per craftsperson/artisan and Rs. 1000/- for 1 helper per stall
4	Raw Material cost Live Demonstration	Up to Rs. 1500/- per activity per day

ii. **Other heads**

S. No.	Budget Head	Financial Norms
1	Media, Promotion and Publicity	<ul style="list-style-type: none"> i. Branding at relevant locations like metro stations, highways including hoardings, standees, banners etc. ii. Digital screens at relevant metro stations (if the host city has metro trains) iii. Coordinated social media campaigns like Live streams, countdown posts, event trailers, live Q&A sessions and e-mail/web-based marketing etc. iv. Print media: Newspaper advertisements in all participating states/UTs (including full page ads), Invitation cards, printed brochures, booklets, ID cards etc. <p>Prior approval from MoMA is required for the use of any State/UT government pictures, logos, or other creative assets. A maximum budget of Rs. 60 lakh may be utilised for all expenses under this head.</p>
2	Theme based ambience	A maximum budget of Rs. 85 lakhs for heads including ambience with lighting, decor, stage, sound, VIP areas, electrical setup, buyer-seller meets, and specialized

	creation	workshops.
3	Utilities	A maximum budget of Rs. 60 lakhs for heads including security personnel, CCTV, housekeeping, portable toilets, water supply, power backup, fire services, and emergency medical aid, including ambulances.
4	Miscellaneous	A maximum budget of Rs. 40 lakhs for heads including cover ushers, insurance, mementos, branded attire (caps, T-shirts, aprons, gloves), taxi hire, health kits with sanitizers and masks, fire arrangements and any other contingencies.
5	Cultural Programs	A maximum budget of Rs. 2.50 lakh per day (focusing on 2 weekends, inaugural day and last day).
6	Rent of the venue	As per actuals
7	Administrative Charges	5% of the total expenditure excluding TA/DA, travel cost of artisans/craftsperson/helper, raw material, and rent of the venue. The details of expenditure under this head should be furnished by the State/UT for claiming it.

In case total planned/actual expenditure exceeds the aforementioned capping due to extraordinary/unforeseen circumstances, then necessary approval of competent authority in MoMA is to be obtained.

II. Financial Settlement & Invoicing

Releases will be made to the organising State/UT in two instalments as follows:

- i. 50% will be released as 1st instalment upon the finalisation of venue and EMA by the organising State/UT.
- ii. 50% will be released after submission of Utilisation Certificate (UC) by the organising State/UT along with requisite documents to the Ministry within 3 weeks from completion of the event/*parv*.
