

B8. Retail and Wholesale price (in US\$ or local currency) Indicate the price for wholesale and for retail. Use EXB prices (prices not including any transportation cost).

If you submit a set of items which can be sold separately, indicate the price for each item.

B9. Weight and measurements

Indicate the dimensions and weight

B10. Where do you sell your products?

Domestic market signifies both the local markets and foreign tourists visiting the country.

This information will help the judges assess the potential of the submitted product in the targeted market.

B11. What are your usual sales channels?

Oftentimes, local craft producers sell their products directly to the customers. These direct selling methods include: own shops, street vending, tourist outlets, public markets, exhibitions and fairs. Another emerging sales method that is increasingly used worldwide is promoting and selling crafts through internet and e-commerce (online stores, producers' and exporters' websites, and online fair trade organizations). Please tick the most appropriate market channels.

Respect for environment

B12. Explain any specific attention given for the environment protection in terms of materials and production process (use of recycled materials; use of natural fibres, natural dyes, waste management...)

Environment concerns should be addressed at all stage of production: selection of materials, production, and management of waste products. For instance, the use of natural dyes is usually considered as eco-friendly, but the dye should not come from an endangered specie, mordants used to fix the dyes can be toxic, and should not be disposed carelessly.

No Award product should contain endangered or protected raw materials. Ideally, all SEAL materials should be gathered in an ecologically sustainable manner.

Producers who use chemicals to treat -- prepare, dye, fix, polish, and varnish -- textiles, wood, and metal should state if they are using environmentally friendly processes and safe disposal methods for their waste chemicals. For instance, does the waste go to the rubbish dump, river, and ocean or burned?

Endangered: A species of plants or animals that is considered to be of imminent danger of extinction unless the factors threatening its survival are removed. This includes those materials taken from endangered forests and aquatic systems such as coral from reefs in the ocean.

Protected: Those that are safeguarded by means of law and other rights-based agreements such as ivory or any other materials gathered from the national parks. Provide an official document supporting your use of these endangered or protected materials.

Ecologically sustainable: Materials that can be harvested sustainably without adverse effect on the local ecological system. For example, harvesting of birds' nests is NOT ecologically sustainable. Using natural fibres from a plantation is usually sustainable.

Note: Respect for the environment is a pre-condition to enter a product in the award programme. Products which do not fulfil this pre-condition

will not be evaluated by the panel. Detailed information under questions B7 should be provided to prove to the experts that the pre-condition is fulfilled.

C. Declaration

In submitting this product for the UNESCO 'Award of Excellence for Handicrafts', the undersigned affirms (please tick):

That the manufacturing and distribution process of this craft does not violate any labour laws, does not exploit craftsmen, does not violate environmental laws, does not involve the use of materials derived from endangered / protected species.

It is the responsibility of the applicant to remain informed about labour laws, environmental laws and copyrights laws in his/her country.

That UNESCO may keep submitted sample of awarded product, without compensation, and use it for the purposes described in the programme regulations and guidelines. For non-awarded products, please refer to part D. below. The awarded products will become the property of UNESCO. Those that receive the award will be used for exhibition, promotion, and marketing. However, all patent, copyright and other reproduction rights are retained by the producer. The submitted products that do not receive the award can be returned upon request with the delivery expenses to be shouldered by the applicant/producer (go to part D)

The 'Award of Excellence' will be valid for 4 years (renewable at no cost pending conditions described in the regulations) for the submitted product/product line only. Any changes (in design, raw material, quality standard, production process) will lead to a new and therefore a Non-Awarded product.

A product line is a group of related products that have the same characteristics and may have various sizes, colours, and prices: for instance, a set of baskets in different sizes. It also signifies a group of products with various functions but sharing a pattern or design details. For example, a set of bed and mattress sheets and pillow covers with a similar motif, design, and production technique is one product line.

That all information provided on and with this application is true and accurate, and that any wrong or incomplete information will lead to the cancellation of the award.

UNESCO and the Regional partners reserved the rights to revoke the award in case some information is found inaccurate.

D. Request for the return of the submitted product (for non-awarded products only)

Fill this section ONLY if you want the product to be returned to you if not awarded. All costs and logistical arrangements must be done by you.



The Crafts Council of India
GF "Temple Trees"

37, Venkatanarayana Road,
T. Nagar, Chennai - 600 017, India

Tel : +91 44 2434 1456 Tel/Fax : +91 44 2432 7931

Email : craft@satyam.net.in www.craftscouncilindia.org



United Nations
Educational, Scientific and
Cultural Organization

Guidelines How to fill in the Application form

UNESCO "Award of Excellence for Handicrafts"
2008 programme

This document provides guidelines on accurately completing the application form. In order to avoid disqualification or delay in certification, provide accurate and complete information below and submit either to the UNESCO National Representative or the Sub-regional Partner.

Please refer to the SAMPLE form for further information.

1. Name of the handicraft product: How you wish the product name will appear on the Award Certificate. Try to provide a meaningful and attractive name that will appeal to buyers.
2. Product designed by: Name of the person or organization who conceived the product (shape, pattern, colour, etc.).
3. Product manufactured by: Name of the person or community who crafted the product. If the product is submitted by a retailer, distributor, designer, the name of the artisan must appear here.
4. Brief and attractive description of the product: Briefly describe the submitted product, highlighting aspects illustrating the criteria and the uniqueness of the product. Please use a meaningful and attractive description.

A. General information about the producer

Contact Information

A1. Submitted by:

Write the complete name of the applicant and address.

If the applicant differs from the producer, the producer's contact information and the business relationship must be provided under question A13.

Indicate the preferred means of communication. For example: Email. Awarded products will be advertised on UNESCO and its partners' websites. Potential customers will need valid and up-to-date contact information so that they can make orders. Products without valid contact information will be removed from the website.

A2. Name of the contact person(s) in charge of export sales:

If available, this is the person responsible for sales, promotion, and communication to be contacted by interested and potential buyers.

A3. Can your sale staff handle communications in other languages?

To have someone who speaks a main language like English is most helpful in handling or processing communications, information requests and orders from abroad. Otherwise, you may contact the National representative or Sub-regional partner for assistance (ex. interpretation & translation).

A4. Nature of the organization - Tick the box that is closest to the applicant's type of organization.

Craft organizations are usually small and medium-sized, and family-owned. For countries with strong craft industries, it is increasingly common for craft entrepreneurs to be associated with cooperatives, craft organizations, and crafts-related NGOs.

Some craft organizations function as retail enterprises that sell

directly to the public or act as wholesalers who purchase large quantities of goods with the intention of reselling them to retailers. Indicate these under the category "other".

Production capacity

- A5. How many employees are there in your enterprise/cooperative/workshop?
- A6. How many years of experience do you have in making this type of crafts?
- A7. Does your enterprise offer apprenticeship or training opportunities?

A5-A7. The purpose here is to assess the sustainability of the product and the business by measuring the capability and competence in making the craft in the medium-long term through the quantitative information you will provide. Apprenticeships and trainings are also considered as good social practices.

Copyrights

- A8. Can you ensure that the products are not violating any copyright, patent, or trademark?
- A9. Have you copyrighted your products? If yes, please provide the patent number and attach a copy of the supporting documents.

It is producers' responsibility to be aware of and inform UNESCO of the copyrights and intellectual property rights protected or violated in any stages or throughout the craft design and production process. The following questions may serve as a guideline to answer this section:

- Is your product (design, pattern, shape, size, colour, production process, etc.) copied from elsewhere? Is it a copy of a traditional shape/design? Or is it a copy of a newly created product?
- If you copied a new product, did you ask authorization of the initial creator to produce it?

Social responsibility

A10. In case you (the applicant) are not the craftsman(s) who manufactured the product, specify the relationship between the concerned artisan(s) and you. Also indicate the specific input made by the applicants in producing the submitted product.

A11. In case you are a distributor, please provide the name and contact information of the artisans.

Do you have a written agreement with the artisans who produced the handicraft?

It is producers' responsibility to be aware of and inform UNESCO of the social and legal rights protected or violated in any stages or throughout the craft design and production process. The following questions may serve as a guideline to answer this section:

- Are the social and working conditions of employees and workers making the product (e.g. number of working hours, factory location, wage/salary, etc.) safe and appropriate?
- Are minors or physically-disabled legally hired to work?
- If you are a middleman or distributor, do you sell at fair prices and respect the producer or artisan's rights for transparency and fair distribution? Do you have a formal long-term agreement with the artisans? Do you inform them about the places where their products are sold and distributed?

Note: Respect of social responsibility and copyrights are a pre-condition to enter a product in the award programme. Products which do not fulfil this pre-condition will not be evaluated by the panel. Detailed information under questions A8 to A11 should be provided to prove to the experts that the pre-condition is fulfilled.

B. Information about the submitted product

Provide photos of the finished product and of the major production steps: Make sure the photos are sent with the entry form. Failure to comply will lead to disqualification.

The photos will be used for information and promotional purposes in our websites, and for judges' information and evaluation. For copyrighted photos, the name of the photographer including a signed agreement will provide UNESCO the right to use the work.

B1. Category of product (you can tick one or several): Product categories and examples

- Homeware: furniture, kitchen and bathroom accessories, lamps
- Decoration: cushion covers, table runners, photo frames
- Clothing & scarves: shawls, clothing, ties etc.
- Jewellery: earrings, necklaces, etc.
- Fashion Accessories: bags, purses etc.
- Toys and Games: dolls, chess set
- Stationery: paper, writing utensils, letter writing sets
- Musical Instrument(s): pipes, drums etc.
- Other: anything that does not fit into one of the above categories

This section will help interested persons to search for your product(s) on the UNESCO New Delhi and the partners' website.

Material

B2. List ALL materials used in the production of the handicraft product and their origin. Indicate also if non-natural, modern materials such as glue or fire retardants etc. are used.

UNESCO measures excellence of a product by examining quality of its materials and its impact on the environment. Do not hesitate to provide detailed information in this section and/or in section B4.

For instance, if you are a wood-product manufacturer, indicate if your timber is obtained from an ecologically sustainable source.

Indicate as much as possible the origin of the materials, not the immediate source:

- Do not write: Glue bought in the market
- Write: Special Glue for wood products, from Company XX from country YY

Use of Materials:

Traditional use of materials: This pertains to the customary use of material. For instance, the use of silk and cotton for threads and plants for dyeing in weaving textiles; bamboo, rattan, and palm leaves in making baskets; and mulberry paper for manuscripts.

Modern use of materials: This relates to the innovative use of a material for a product typically made out of another material. For example, the use of silk in a felt garment. Both silk and felt are used in Central Asia but they are traditionally used separately.

Type of Materials

Harmless: Materials that are considered safe for the environment and the crafts workers' or users' health. For example, lead and fire retardants can be toxic and detrimental to health.

Recycled: Items that are re-used such as paper and cardboard carton packaging, glass, and cans.

In case you wish not to disclose certain elements to protect a production or trade secret, please provide a declaration from a government-related scientific body that the materials and production process are harmless and ecologically sustainable.

Production

B3. Briefly describe the steps in the production process. Specify if each step is made by hand or with the help of tools/machine (see definition of handicrafts):

Handicrafts are defined as products which are produced either completely by hand or with the help of tools. Mechanical tools may be used as long as the direct manual contribution of the artisan remains the most substantial component of the finished product.

For each step of the process, describe in a detailed manner the type of tools you are using.

For instance, for woven products, specify if you are using: a blackstrap loom, a frame loom with hand-shuttle, or a frame loom with automatic shuttle

For carved product, specify if you are using manual or electrical turning tools.

Please be reminded to take photos of the product in each major production step.

Authenticity (if space is not sufficient, please provide information on a separate sheet)

B4. How does the product reflect the craft tradition of your area?

This can be described by an effectual use of traditional patterns and methods that express the cultural identity of a group. Also, this can be illustrated by the use of conventional or established manner, way, style, and method – usually handed down from one generation to another – of making products using materials that are usually natural such as stones, clay, bark, wood, silk, metals and others for functional, spiritual, and aesthetic purposes.

B5. If applicable, tell us a story or a legend about this craft or some of the patterns you used, or provide any information you may find relevant for the evaluation of the product

Legends and stories can make the product more interesting (for experts and buyers). They help understand the traditional aspects and sources of inspiration of a craft.

Innovation

B6. Explain what is new or original about the submitted product? This can be demonstrated through the artistic and aesthetic use of technology and new methods in product-making and design. For example: using traditional silk-weaving technique to make a modern-style textile or garment.

Marketability of the submitted product

B7. Production Capacity

How many of the product can be produced per week, month, or year? It is a useful information for a buyer, to assess which quantity of crafts can actually be produced.