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SUPPLEMENT

GOVERNMENT OF GOA

Department of Handicrafts, Textile & Coir

Notification

6/8/2025-HT&C

Date : 06-Aug-2026

The Government of Goa is pleased to introduce a new Scheme “Scheme for providing Clay Pugmill Machines for Clay Idol Makers, 2026” and the same is published in the Official Gazette for information of general public.

1. *Short title and commencement.*— 1) This Scheme may be called as “Scheme for providing Clay Pugmill Machines for Clay Idol Makers, 2026”

2) It shall come into force from the date of its publication in the Official Gazette.

2. *Nature of Scheme.*— The Scheme for providing subsidy for Clay Idol Makers initiated in 2008, with the aim to support the traditional art of making Clay Ganesh Idol, particularly in response to competition from cheaper, environmentally harmful alternative like Plaster of Paris (PoP). The Scheme promotes eco-friendly practice by encouraging artisans to produce Clay Idol for Ganesh Chathurthi festival. Clay Ganesh Idol maker artisans face difficulties due to the high cost of materials and labour towards preparation and clay for moulding Ganesh Idols. Hence, to support artisans and encourage new artisans to accept above trade, Government of Goa decided to give Clay Pugmill Machines to Clay Ganesh Artisans/Pottery Artisans of Goa registered with Goa Handicrafts, Rural and Small Scale Industries Development Corporation Ltd. (GHRSSIDC).

3. *Objective of Scheme.*— To provide a Clay Pugmill Machine free of cost to the Artisans once in a life time and he/she is not entitled to avail the scheme once availed.

To preserve the traditional art of Clay Idol making in Goa, promote environmentally friendly Idols and to support artisans facing challenges of rising cost of clay/paints and transportation, as well as labour shortage.

4. *Implementation.*— To be managed by GHRSSIDC, to facilitate the sale of Clay Idols through Handicraft Emporium at various places in Goa and provide a platform for artisans to make their products, such as clay kullad, etc.

5. *Potential for equipment support.*— Pugmill is critical for processing clay efficiently, reduce manual labour and improving consistency. Pugmill knead and die-air clay, making it easier to produce high quality idols. The scheme therefore focuses on:

- 1) Providing a Clay Pugmill Machines free of cost to the Artisans provided he/she should be registered with GHRSSIDC.
- 2) Reducing labour-incentive process of clay preparation, addressing challenges, like clay shortages and high labour cost.
- 3) Aligning with environmental goal of promoting clay idols which are eco- friendly.

6. *Eligibility.*— Based on the existing subsidy Scheme for Clay Idol Makers, eligibility criteria for artisans include:

- 1) Artisan must be registered with Goa Handicrafts, Rural and Small Scale Industries Development Corporation Ltd. (GHRSSIDC).
- 2) Application will have to be filled in prescribed Performa provided by GHRSSIDC upon payment of Rs. 1000/- per form.
- 3) Artisans from all the Talukas of Goa where clay idol making is preserved are primarily beneficiaries.
- 4) Applicant shall give self declaration for eco-friendly practice, as pugmill would help standardize clay quality for sustainable idol production.

7. *Economic need.*— The Scheme target artisans facing financial challenges due to rising material cost, labour shortage and competition from cheaper alternative.

8. *Additional eligible criteria includes.*— 1) Applicant shall demonstrate need for equipment to enhance productivity eg. Artisans supplying large quantity of idols to GHRSSIDC.

2) Preference is given to the artisans engaged in traditional Clay Idol making, manufacturing eco-friendly clay Ganesh idols.

9. *Appraisal Committee.*— Appraisal Committee shall consist of Chairman GHRSSIDC, Managing Director, GHRSSIDC, one Director to be nominated by the Board of GHRSSIDC, representative of Department of Handicrafts, Textiles and Coir and Senior Officer from GHRSSIDC Ltd.

10. *Functions of the Committee.*— 1) The Committee will scrutinize the applications for subsidy or equipment support to ensure genuineness and compliance with Scheme guidelines.

2) Suggest modification to proposal to align with Scheme objective, such as, promoting eco-friendly practice and improving artisans productivity.

3) Meet periodically i.e. once in a three months to review the applications and to monitor Scheme implementation.

4) The Committee will also assess the technical sustainability of Pugmill for artisan need i.e. capacity, die-airing capability and cost effectiveness.

11. *Expenditure.*— The expenditure under the Scheme shall be met from the Pattern of Assistance by the State Government. The cost of each Clay Pugmill Machine shall not be more than ₹35,000/- (Rupees Thirty five thousand only) per unit.

12. *Decision Making.*— The decision of the Committee shall be final.

13. *Power to relax.*— The Government with reason recorded in writing shall be empowered to relax any or all clauses/conditions of the Scheme.

14. *Redressal of Grievances.*— Grievances if any, arising out of the implementation of the Scheme shall be heard and decided by the Managing Director, GHRSSIDC.

15. *Validity of the Scheme.*— The Scheme shall remain in force for a period of 5 years from the date of its publication unless extended or modified by the Government.

This issues with the concurrence of the Finance (Expenditure) Department vide their U.O. No. 1400129868 dated 28/07/2026.

By order and in the name of the Governor of Goa.

Raghuraj A. Faldesai, Under Secretary (HT& C).

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PROFORMA

Date:

To,
The Managing Director,
GHRSSIDC Ltd.,
Panaji-Goa.

Sub.: Application for Pugmill Machine

Sir,

I desire to avail the Pugmill Machine.

My details are as follows:

1. Name of the applicant: _____
2. Address: _____
3. Address of the manufacturing Unit: _____
4. List of the items produced: _____
5. List of the items sold during the year: _____
6. Amount of subsidy received from GHRSSIDC: _____
7. I have enclosed the following documents:
 - a) Proof of items produced and sold
 - b) Amount of subsidy received from GHRSSIDC for Clay Idol Makers.

I have read and understood the terms and conditions of the Scheme and agree to abide by the Scheme.

(_____)
Signature of the applicant