

# **Policy for Online Handicraft Websites promotion**



## **INTRODUCTION**

E-ticketing through IRCTC website, www.irctc.co.in has revolutionized the way the common man deals with the railways and has been biggest success story of e-governance in India. Taking this further, IRCTC is now taking an initiative to facilitate sale of Handicrafts of State/Central Government and Affiliated Corporates through its Websites. Handicrafts play very important role in representing the culture and traditions of any country or region. Handicrafts are a substantial medium to preserve of rich traditional art, heritage and culture, traditional skills and talents which are associated with people's lifestyle and history. Hence, IRCTC envision to become part of Government's initiative in promoting Handicrafts business.

IRCTC Website www.irctc.co.in is a highly commercial and market oriented in e-Commerce Industry. IRCTC operates 4 websites 1. Reserved Rail e-Ticketing, 2. Tourism, 3. e-Catering & 4. Air Ticketing. These websites have a potential of capturing huge number of customer presence for various rail services that can be channelled to promote sale of Handicrafts.

Taking into account the affordability of various Government Handicraft Organisations and the consumer potential of each website of IRCTC, the following norms are formulated for the integration of Handicrafts Websites. These Websites will provide Tabs through Hyper Link to Handicraft Websites.

### **Norms**

Interested/ willing Handicrafts websites of State/Central Government Ministries/ or affiliated Corporates/SHGs may be integrated on IRCTC Website through Tab (Hyper Link) for promoting online sale of Handicrafts through their websites, subject to fulfilment of the following terms and conditions:

**I. Name of the Policy:** Policy for integration of “**Online Handicraft Websites on IRCTC Website -2017**” .

#### **II Eligibility Criteria**

Any State/Central Government Ministries /Departments or affiliated Corporates/ Self Help Group with their own website for sale of Handicrafts shall be eligible.

**(a) For Any State/Central Government Ministries /Departments or affiliated Corporates:**

Proposal shall be sent by State/Central Government Office Ministries /Departments or affiliated Corporates duly signed by authorised signatory of concerned Official of State/Central Government.

**(b) For Self Help Groups**

A letter of recommendation from the State/Central unit of NABARD that applicant is authorized Self Help Group and its web site can be linked to the IRCTC web sites.

### **III. Applicable Charges**

#### **(a) For Any State/Central Government Ministries /Departments or affiliated Corporates**

- i). IRCTC Website for Reserved Rail e-Ticketing Services. [www.irctc.co.in](http://www.irctc.co.in) - Rs. 5 Lakhs + Service Tax, per Annum.
- ii). IRCTC Website for Air Ticketing Services. [www.air.irctc.co.in](http://www.air.irctc.co.in) - Rs. 3 Lakhs + Service Tax, per Annum.
- iii).IRCTC Website for Catering Services. [www.ecatering.irctc.co.in](http://www.ecatering.irctc.co.in) - Rs. 2 Lakhs + Service Tax, per Annum
- iv).IRCTC Website for Tourism Services. [www.irctctourism.com](http://www.irctctourism.com) - Rs. 2 Lakhs + Service Tax, per Annum.

#### **(b) For Self Help Groups:**

- (i) IRCTC Website for Air Ticketing Services. [www.air.irctc.co.in](http://www.air.irctc.co.in) - Rs. 10,000 + Service Tax, per Annum.
- (ii) IRCTC Website for Catering Services. [www.ecatering.irctc.co.in](http://www.ecatering.irctc.co.in) - Rs. 10,000 + Service Tax, per Annum .
- (iii) IRCTC Website for Tourism Services. [www.irctctourism.com](http://www.irctctourism.com) - Rs. 10,000 + Service Tax, per Annum.

**(IV) Indemnity:** State/Central Government Ministries /Departments or affiliated Corporates as the case may be hereby undertakes and agrees to indemnity, defend and hold harmless IRCTC including their directors, officers, and agents from and against all actions proceedings claims, penalties, demands and cost (including without limitation legal cost), awards, damages, losses, and / or expenses arising directly or indirectly as a result of breach or non-performance of declaration or obligations under this policy.

**(V) Exit Clause:** State/Central Government Ministries /Departments or affiliated Corporates which has been integrated on IRCTC Website has an option to withdraw from the scheme by serving three month notice . However, Annual Charges, once paid, shall not be refunded being non-refundable charges.

**(VI) Arbitration:** The dispute if any shall be resolved through arbitration by way of appointment of sole arbitrator by CMD IRCTC.

**(VII) Governing Law and jurisdiction:** The transactions under the policy shall be governed by Indian Laws and the courts at Delhi shall have the exclusive jurisdiction as regards any claim or matter arising out of the policy.

**(VIII) Termination:** Violation of any of the terms & conditions of the policy at any point of time, the concerned Handicrafts website shall be made offline.