

**File:** HHDC/CO/BD/CHIANGMAI/2025/174/

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**SUBJECT : APPLICATION FOR CHIANGMAI DESIGN WEEK 2025**

NEHDC will undertake a selection process to identify suitable entrepreneurs / designers from Northeast India for participation in Chiangmai Design Week 2025. The procedure is as follows:

**1. Eligibility Criteria**

To qualify for consideration, applicants must meet the following minimum requirements:

**1. Professional Recognition**

- The applicant must be a *National Awardee* or *recognized Designer*, or a *reputed Social Entrepreneur* from the Northeastern region of India.

**2. Artisan Network**

- The applicant must be associated with or leading a **minimum of 20 artisans** actively engaged under their craft cluster or production unit.

**3. Legal & Business Documentation**

- The applicant must possess a valid **UDYAM Registration Certificate**.

**4. Product Alignment with Priority Categories**

- Products must fall under the **priority product categories** identified by NEHDC and shared with Thai authorities for the festival.

**5. Product Uniqueness and Suitability**

- Submitted products should reflect authenticity, innovation, and cultural relevance of Northeast India.
- Items must be **unique, high-quality, and suitable** for an international design platform.

**2. Submission of Documents**

Eligible applicants should submit the following to NEHDC by 25<sup>th</sup> Nov 2025:

- A **detailed professional bio** outlining achievements, experience, and area of expertise.
- **Product catalogues** with high-quality images, descriptions, materials used, production processes, and indicative pricing.
- Details of their artisan network and production capacity.
- Copy of **UDYAM Registration Certificate**.

CIN: U36101ML1977GOI001696

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शिल्प संवर्धन एवं अनुभव केंद्र, गरचुक, पमोही रोड, गुवाहाटी- ७८१०३५

Crafts Promotion & Experience Center, Garchuk, Pamohi Road, Guwahati-781035

- Any additional supporting documents showcasing awards, recognitions, or participation in national/international exhibitions.

### **3. Initial Screening**

NEHHDC will conduct a preliminary review to:

- Verify eligibility criteria and completeness of documents.
- Assess overall professional credentials and organizational capacity.
- Ensure the products align with the priority categories and are suitable for representation.

### **4. Technical Evaluation**

A committee consisting of NEHHDC officials and domain experts will evaluate:

- **Uniqueness & design quality** of products
- **Craftsmanship and authenticity**
- **Market relevance and appeal** for international buyers
- **Capacity to represent the region** and maintain required production standards
- **Potential for successful participation** at the event

### **5. Final Selection**

Based on the evaluation, NEHHDC will prepare a final list of recommended entrepreneurs/designers.

The final selection will be made in accordance with:

- Quality scoring
- Product relevance
- Diversity of crafts from different Northeastern states
- Availability of stalls and event requirements

Selected participants will be formally notified by NEHHDC.

### **6. Confirmation and Participation**

Upon confirmation, selected participants must:

- Submit their final product lists and shipping details as required.
- Coordinate with NEHHDC regarding logistics, travel, stalls, and display arrangements.
- Abide by the guidelines provided by NEHHDC and Chiangmai Design Week organizers.

Your's sincerely



**Shri Subharsish Hazarika**  
**Manager (DoBD)**  
**NEHHDC**