

**ANDAMAN & NICOBAR ADMINISTRATION
DIRECTORATE OF INDUSTRIES
PORT BLAIR**

Dated 03/08/2026

PRESS RELEASE / NEWS ITEM

**MARKETING SUPPORT FOR HANDICRAFT PRODUCTS THROUGH
DEPARTMENTAL OUTLETS OF A & N EMPORIUM “SAGARIKA”**

This is for the information of all the local registered Self Help Group Co-operative Societies, SMEs, Artisans, Individuals, engaged in manufacturing of Handicrafts products, who are interested to avail marketing support through the departmental outlets of Andaman & Nicobar Emporium - “Sagarika”.

They are requested to submit their application (in the prescribed format in Annexure-A) with proposed pricing for handicraft products, accompanied by samples and photographs (in JPEG format) of each sample for acceptance and final sales price fixation **on or before 19.08.2026**. The application format is available at all the outlets of Andaman & Nicobar Emporium - “Sagarika”, as well as at the Office of the Assistant Director(Tech), Extension Offices of the Department of Industries located in Sri Vijayapuram, Bakultala, Diglipur, and Car Nicobar.

The received Applications will be evaluated based on established guidelines , with a preference extended to new, emerging, and first-time applicants, particularly those from remote regions of the Andaman and Nicobar Islands. **The notified guideline dated 3rd May 2019 may be seen** at

<https://industries.andamannicobar.gov.in/admin/whatsnewfile/2026080332Notification%20ANE-Sagarika.pdf>. However, applications found to be in violation of Clauses 9.15 and 9.16 of ANE-S guidelines will not be considered, while Clause 9.14, has been granted interim relaxation by Competent Authority.

This does not confer any right on the applicants for marketing assistance and the Administration reserves the right to withdraw the notice.

S/d

Director Of Industries

