



AUTHENTIC BHUTANESE CRAFT MARKET, THIMPHU

MANAGEMENT RULES AND REGULATIONS

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Ministry of Economic Affairs

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Introduction

Bhutanese art and craft, represented by *Zorig Chusum* or 13 traditional arts and crafts have withstood the test of time. These arts and crafts are deeply rooted in Buddhist philosophy and are not just attractive and decorative but also subjective and symbolic. While art and craft works have developed and flourished in response to the necessity of daily lives of people, preservation and promotion of these works have direct bearing on the rural livelihood and economy.

Craft market in Thimphu, as identified as a marketing outlet under the ABSD (Accelerating Bhutan's Socio-economic Development) program for preservation & promotion of culture industry aims to improve the distribution channels for genuine Bhutanese art and craft works and will ensure the following:

- 1) Preserve the rich culture of Bhutan,
- 2) Organise marketing of indigenous art and crafts product lines,
- 3) Enhance the rural livelihood and the economy.

Management of the craft market

The success of the craft market will hinge on how well the bazaar is organized, monitored and managed, keeping in mind the broad objectives of setting up this bazaar. The purpose of having this management rules and regulations are as follows:

- i) To ensure that only those individuals, groups, communities and institutions who manufacture and market the works of arts and crafts that relates to our culture and traditions that are actually designed , made and created in the country,
- ii) To ensure that the market structures are well maintained,
- iii) To ensure proper maintenance of security and cleanliness within the facility,
- iv) To ensure best business practices in the market.

Management Committee

APIC will facilitate the formation of a management committee who will be elected from amongst the vendors. There will be 7 members. Once the committee has been constituted, a chairperson and a deputy chairperson will be selected from amongst them, where the sole role of the management committee is to ensure the smooth functioning of the craft bazaar.

Vendors once allocated a space in the bazaar and signed a lease contract agreement with APIC will have to strictly abide by this 'Management Rules and Regulations' book. APIC will liaise very closely with this committee.

Craft market rules and regulations:

General Rules

- 1) Vendors shall pay the monthly rental as specified in the lease agreement;
- 2) The rental charge is only rental for the use of the stall and excludes all other charges;
- 3) APIC shall start charging rent from the day a distinct stall has been allocated to the vendor and a lease agreement signed;
- 4) A vendor should start sales operation latest by five days after the distinct stall has been allocated to and lease agreement has been signed with the vendor;
- 5) Vendors must open their stall latest by 10.00 a.m and close by 9.00 p.m;
- 6) The stalls will remain closed on Tuesdays, but if Tuesday falls on public holiday or festivals/fairs, the mandatory closing day for the week would be the next day following the event;
- 7) Vendors must use environmentally friendly CFL bulbs;
- 8) Vendors will have to pay for the use of electricity;
- 9) Any damage of the stall will have to be paid/ repaired by the vendor, failing which APIC will use its security money to do so including all charges and penalty that will be decided at the time of surrendering of the allocated stall;
- 10) The care and protection of the entire stall allocated to a vendor is fully with the vendor;
- 11) Sub-leasing of stalls is not allowed. But APIC will consider request to operate the stall jointly between 2 vendors if items to be displayed/sold are same and that there is problem of space in the craft bazaar, but should have separate business license and other conditions will apply;
- 12) All furniture used in the stalls must be made of cane and bamboo or wood;
- 13) Vendors must have a sign board that identifies the name of the craft stall and the size of the signboard should be uniform for all stalls with the text written first in Dzongkha followed by English;
- 14) Vendors must maintain stock statement and must be updated regularly;
- 15) Vendors may have insurance for their craft items in the stall from theft and fire;
- 16) Storing of other items including personal belongings in the stall space which are not for display and sale is not allowed.

Craft products on display should:

- 1) Not be the imported items;
- 2) Be products that reflects our culture;
- 3) Be products which are designed, created and made in the country;
- 4) Be of standard quality- good finishing;

- 5) Either have been produced by vendors themselves and their employees (using Bhutanese artisans and not mass produced across the border) or by artisans in rural areas with whom the vendor has links;
- 6) The vendors should be in a position to mention the name of artisan/artist who actually made the product if inquired by APIC to verify the authenticity of the product especially in case of bronze, gold & silver casting and paintings.

Dos and Don'ts

- 1) Respect each other as an owner of different stalls in the bazaar;
- 2) Observe Bhutanese cultural etiquette – be in national dress and show good behavior;
- 3) Give good customer care;
- 4) No smoking, alcohol and drugs within the facility;
- 5) Urinal in the stall and bazaar premises is not allowed;
- 5) Do not spit *doma* and dirty the place, but use a fixed disposal;
- 6) Do not throw wastes of any types and litter the place, but put in their own garbage bins;
- 7) Take good care of the stall structure and facility: they belong to all of us;
- 8) Adhere to the opening and closing timings.

Safety and Security Clauses

- 1) Royal Bhutan Police (RBP) will assist the Management Committee and APIC in the security of the bazaar;
- 2) All vendors shall ensure that their stalls are secured at all times particularly in the night;
- 3) Vendors shall render full cooperation with the security policing;
- 4) Any security arrangement that costs money will be paid by vendors;
- 5) All stall structure and belongings are at vendor's own risk;
- 6) APIC will maintain sufficient fire extinguisher balls for the craft bazaar to avert fire risk and for preparedness in the event of fire;
- 7) All vendors must know how to handle fire extinguisher balls;

- 6) Cooking food items in the stall is not allowed;
- 4) Electric socket points are not allowed to be used for cooking (boiling water is allowed)

Sanitation and Waste Management

- 1) Vendors must have dustbins and separate wastes into degradable and non-degradable,
- 2) Dustbins have to be cleared with City Garbage Collectors and recycling units and any expenses on wastes collection and disposal shall be borne by the vendors;
- 3) Each vendor is responsible for general cleanliness in areas in front of their respective stall;
- 4) Vendors may access toilet facility in the public toilet located above the bazaar by paying user fees as managed by Thimphu Thromde.

Eviction

- 1) Vendors who are recorded to be generally defaulting in following this rules and regulations will be served a warning notice in the first instance and repeated defaulters will then be served one month notice to vacate the stall;
- 2) A vendor caught displaying and selling imported art and craft works will be in the first instance warned but also lose the opportunity to extend next lease contract. He/she could apply for the space only in the subsequent phase;
- 3) A vendor caught displaying and selling imported art and craft works for the second time will have to surrender the stall space immediately and APIC will also confiscate the security deposit of the vendor;
- 4) A vendor found sub-leasing of a stall will be asked to vacate the stall when the month ends as well as confiscate the security money;
- 5) A vendor who is a nuisance to fellow vendors such as enticing customers for his own benefit, disturbing the bazaar community mood, etc. will be asked to vacate the vendor with one month notice and his/her 50% of the security money will be confiscated.