

No.13/5/2016-DCH/NHDP/Cluster  
Government of India  
Ministry of Textiles  
Office of the Development Commissioner for Handlooms

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Udyog Bhavan, New Delhi  
Dated: the 11<sup>th</sup> July 2017

To

Secretary in-charge of Handlooms of all States/UTs

**Sub: Guidelines for implementation of National Handloom Development Programme (NHDP) during the period from April 2017 to March 2020 - reg.**

Sir/Madam,

In continuation of this office letters No.5/1/2015-DCH/Cluster dated 30<sup>th</sup> December 2013 and 23<sup>rd</sup> June 2015, I am to enclose herewith revised guidelines of the National Handloom Development Programme (NHDP) for implementing during the period April 2017 to March 2020.

2. The Government after considering views of the State Governments/Weavers' Service Centres/Implementing Agencies etc. and experience of implementation of the scheme, has made following changes in the guidelines of the scheme:

- Inclusion of common workshed within existing ceiling i.e. Rs.23.33 lakhs of construction of individual worksheds in the Block level clusters.
- SPV/Implementing Agency (IA) may have their own land or on lease from Government/Government agency for atleast 15 years for setting up of CFC/Dye House etc.
- Provision of 75% fee support to SC/ST/Women weavers to pursue NIOS/ IGNOU courses. Weavers from minority communities and handicapped categories may be given preference in BPL category.
- Inclusion for setting up of Handloom Park.
- Participation in Integrated Sales cum Exhibition combining handlooms, handicrafts, silk, wool sectors etc.
- Enhancement in cost of participating in Fairs (Domestic + International) and participants from 10 to 20 in International Fairs.
- Payment of freight and TA/DA to weavers for participation in marketing events.
- CFCs in clusters should be made operational within six months by SPV/IA in leased/rented/Government building so that the benefits percolate down to the weavers immediately, without waiting for construction of building of CFC.
- Payment of TA/DA to all participating weavers in Textiles India.
- Marketing Incentive (MI) will be given to those agencies, which really need marketing support and will be given maximum for 3 years so that the agency sustains an its own afterwards.
- All assets created through each project must be geotagged Details will be submitted by Office of Development Commissioner (Handlooms) separately.
- All grants should have clear outcomes expected from the project.
- All assistance to individual beneficiaries must be mandatorily through Direct Benefit Transfer (DBT).
- Real time monitoring of skill up-gradation programmes is necessary. Therefore, information about the skill up-gradation programmes should be in Public Domain concurrently. Details will be submitted by Office of Development Commissioner (Handlooms) separately.
- Details of individual beneficiaries catered by Implementing Agencies should be available in Public Domain.

3. Further, the proposals of Block Level clusters are required to be submitted on-line to this office with the recommendation of the State Level Project Committee (SLPC), supported by relevant documents and followed by its hard copy. The release of funds will be made directly to the implementing agency under intimation to the State Government/WSC concerned.

4. To implement the scheme in 2017-18, based on the availability of the budget, number of handlooms in the State & number of Block level clusters (BLCs) sanctioned, State-wise tentative targets of new BLCs have been fixed. A statement showing State-wise tentative targets of new BLCs is enclosed.

5. In view of the above, you are requested to kindly ensure successful implementation of the scheme by giving wide publicity and suitable instructions to the all concerned. The guidelines of the scheme are also available on website: [handlooms.nic.in](http://handlooms.nic.in) and if required, the same may be downloaded. Hindi version of the scheme follows.

Yours faithfully,

Encl: As above.

Sd/-  
(Shantmanu)  
Development Commissioner (Handlooms)

Copy to:

1. Commissioner/Director In-charge of Handlooms of States of all States/UTs.
2. Managing Director, National Handloom Development Corporation (NHDC), Ltd., Lucknow.
3. Executive Director, Handloom Export Promotion Council, Chennai.
4. Secretary, All India Handloom Fabric Marketing Cooperative Society.
5. All ADCs, O/o DC (Handlooms), New Delhi.
6. Officers In-charge of all Weavers' Service Centres (WSCs).
7. Officer In-charge of all IIHTs.
8. Advisor (VSE), NITI Aayog, New Delhi.
9. Senior PPS to Secretary (Textiles).
10. IF Wing, Ministry of Textiles, Udyog Bhavan, New Delhi.
11. Pay & Accounts Office (Textiles), Udyog Bhavan, New Delhi.
12. A copy to NIC for uploading the broad guidelines of the scheme on the website: [www.handlooms.nic.in](http://www.handlooms.nic.in)

Sd/-  
(Shantmanu)  
Development Commissioner (Handlooms)

**State-wise tentative targets of new Block Level Clusters (BLCs) under NHDP for the year 2017-18.**

S.No.	State	BLCs sanctioned during 2015-16 & 2016-17	Indicative Target for BLC for 2017-18
	<b>General</b>		
1	Andhra Pradesh	17	4
2	Bihar	1	2
3	Chhatisgarh	7	2
4	Delhi	-	1
5	Gujarat	3	1
6	Goa	-	1
7	Haryana	-	1
8	Himachal Pradesh	5	2
9	Jammu & Kashmir	7	2
10	Jharkhand	-	3
11	Karnataka	1	1
12	Kerala	4	3
13	Madhya Pradesh	5	3
14	Maharashtra	5	1
15	Odisha	19	3
16	Punjab	-	1
17	Rajasthan	1	1
18	Tamilnadu	10	4
19	Telangana	8	1
20	Uttar Pradesh	25	4
21	Uttarakhand	1	1
22	West Bengal	4	3
	<b>Total (Gen)</b>	<b>123</b>	<b>45</b>
	<b>NER</b>		
1	Arunachal Pradesh	6	3
2	Assam	30	8
3	Manipur	10	5
4	Meghalaya	3	3
5	Mizoram	7	3
6	Nagaland	13	3
7	Sikkim	1	1
8	Tripura	3	4
	<b>Total (NER)</b>	<b>73</b>	<b>30</b>
	<b>Grand total (Gen+NER)</b>	<b>196</b>	<b>75</b>

**NATIONAL HANDLOOM  
DEVELOPMENT PROGRAMME (NHDP)**

**Guidelines  
(2017-18 to 2019-20)**

**Office of the Development Commissioner for Handlooms,  
Ministry of Textiles,  
Udyog Bhavan,  
New Delhi**

## **Guidelines of National Handloom Development Programme (NHDP)**

### **1. INTRODUCTION**

The handloom sector has a unique place in the Indian economy and plays a vital role in terms of providing employment, cloth production and value addition while at the same time preserves India's rich cultural heritage. The sector provides direct and indirect employment to more than 43 lakh weavers and allied workers, mostly from the SC/ST, backward and minority community. The sector has been sustained by transferring of skills from one generation to another. The sector accounts for approximately 15% of textile production and makes a significant contribution in export earnings. Because of the uniqueness and exclusivity of designs, capability to produce small batch sizes and being eco-friendly fabric, handloom products are in high demand in the international market besides the domestic market and discerning retailers look for reliable source for constant supply of authentic handloom products on regular basis. However, handloom weavers, being unorganised, face problems in supplying their products of large orders in absence of systemised production wherein they may cater to the stringent quality and timely delivery. Therefore, there is a need to bridge the gap through infrastructure development, skill up-gradation, design and product development as per the market demand so that weavers get better remuneration for their products and an assured market. Through sustained efforts of the Ministry of Textiles, there has been significant development of handloom sector which is now able to sustain the competition with machine made fabrics.

The Government of India has been following a policy of promoting and encouraging the handloom sector through a number of policies and programmes. Most of the schematic interventions of the Government of India in the Eleven Plan and Twelve Plan period have been through the State Agencies and Cooperatives in the Handloom Sector. However, in the face of growing competitiveness in the textile industry both in the national and international markets and the free trade opportunities emerging in the post MFA environment, a growing need has been felt for adopting a focused yet flexible and holistic approach in the sector to facilitate handloom weavers to meet the challenges of a globalize environment. A need has also been felt to empower weavers to chart out a sustainable path for growth and diversification in line with the emerging market trends. The National Handloom Development Programme (NHDP) is an attempt to facilitate the sustainable development of handloom weavers located in and outside identified handloom clusters into a cohesive, self-managing and competitive socio-economic unit.

### **2. National Handloom Development Programme (NHDP)– A CENTRAL SECTOR PLAN SCHEME**

National Handloom Development Programme (NHDP) has been formulated for its implementation during 2017-18 to 2019-20. The scheme will follow need based approach for integrated and holistic development of handlooms and welfare of handloom weavers. The scheme will support weavers, both within and outside the cooperative fold including Self Help Groups, NGOs etc. towards raw material, design inputs, technology up-gradation, marketing

support through exhibitions, create permanent infrastructure in the form of Urban Haats, marketing complexes, development of web portal for e-marketing of handloom products etc.

**3. COMPONENTS OF THE SCHEME**

- a. Block Level Cluster Projects
- b. Handloom Marketing Assistance
- c. Concessional Credit
- d. Handloom Census
- e. Handloom Park
- f. National Centre for Textile Design
- g. R&D Projects
- h. J&K Wool Development Project
- i. Special Projects for Special Category States
- j. National Institutes of Open Schooling(NIOS)
- k. Cluster Cell at Hq.
- l. Innovative Ideas
- m. Publicity, Advertisement, Monitoring, Training & Evaluation of Scheme

## **A - Block Level Cluster**

The cluster development approach focuses on formation of weavers' groups as a visible entity so that the groups become self-sustainable. Cluster will be set up at Block level, having concentration of handlooms. In a Block, more than one cluster may also be taken up depending upon need with respect to number of handlooms.

While selecting the Block Level Cluster, preference should be given to the clusters having concentration of weavers belonging to Scheduled Castes community, contiguity of clusters, backwardness of the cluster based on classification of Ministry of Rural Development, Common Service Centres (Department of Electronics & Information Technology), Tourist potential etc. Criteria followed for selection of cluster should be highlighted for each cluster in the SLPC minutes.

### **(1) Quantum of financial assistance for new clusters**

The quantum of assistance for each cluster would be need based, depending on the requirement of the cluster, the scope of the activities envisaged in the cluster development project, technical, financial and managerial capacity of the Block level cluster Organization, level of maturity and past track record of the cluster etc. Maximum permissible GoI financial assistance is upto Rs. 2.00 crore per cluster.

### **(2) Baseline Survey, Diagnostic study, formation of Self Help Groups (SHGs)/Joint Liability Groups (JLGs), Awareness Programmes**

#### **(i) Baseline Survey**

The baseline survey would require visit to every weaver of the cluster for preparing the profile of the cluster i.e. number of active handlooms, type of handlooms, number of weavers (men/women – General/SC/ST/OBC/Minority etc.), type of yarn used, product range, average weaver income etc. A proforma for profile is at **Annexure-A (1)**

#### **(ii) Diagnostic Study**

Diagnosis of the cluster is the first step towards taking any implementable action plan. It will help in identifying the strengths and weaknesses, environment that the cluster operates in and what strategic steps need to be undertaken for effective output. The diagnosis will provide strategic direction and likely outputs that the clusters should aspire to reach over a period of time. The exact action points will emerge largely out of the trust building and validation by the cluster actors. The objective of a diagnosis is to a) understand and analyse the current scenario under which the handlooms are operating in the cluster i.e. analysis of business operations, nature of production activity, profiling of products, patterns of production and existing market potential for it. A proforma for profile of cluster is at **Annexure-A (2)**

#### **(iii) Formation of Consortium**

The consortium would involve stake-holders from the Self Help Groups (SHGs), Co-operative Societies, Master weavers, Private Entrepreneurs, NGOs etc. who would be required to interact with the weavers and tie up linkages with the connected organizations like; banks/financial

institutions, market institutions/marketing experts, marketers, legal experts, Government machineries, weavers etc.

**(iv) Awareness Programmes**

In order to generate awareness among the weavers about the Scheme, Weavers' Credit Cards, Yarn Pass books and other handloom schemes etc., awareness programmes will be conducted in the cluster.

**(v) Product Development**

To innovate the handloom products with the time, there is a need to develop the product so as to stand in the market. Cost towards purchase of stationery for preparation of paper designs, purchase of raw material for development of prototypes, cost of transfer of paper design on the fabric will be met under this component.

**(vi) Purchase of Computer Aided Textile Design System (CATD) System**

Financial assistance towards purchase of requisite hardware and software for Computer Aided Textile Design (CATD) System, colour forecast, trend forecast and other allied requirement will be provided to develop new designs. Single CATD system is permitted for purchase for the block level clusters in the State, which shall be installed in the premises of Weavers' Service Centre (WSC) concerned. Funds released by this office for the purpose will be transferred to WSC concerned for purchase of suitable CATD who in-turn shall provide new designs to the weavers.

**(vii) Documentation of cluster activities**

After the cluster development programme is over, it is necessary to document the activities undertaken so that a record is built up.

**(viii) Payment of Administrative cost to designated agency under HSS.**

Administrative cost should be paid to designated agency for transfer of funds through DBT in beneficiaries account for purchase of looms, dobby, jacquards etc. as per the guidelines of Hathkargha Samvardhan Sahayata (HSS)

Designated agency i.e. NHDC etc. will be paid service charges @ 1.25% to 2% of the Govt share on the lines of Yarn Supply Scheme.

**(3) Hathkargha Samvardhan Sahayata (HSS)}**

**(i) Introduction**

"Hathkargha Samvardhan Sahayata" introduced to meet the needs of handloom weavers for assistance on larger scale for looms and accessories.

**(ii) Objective**

It aims to provide financial assistance for technological up-gradation to improve quality of the fabric and productivity.

**(iii) Sharing of financial assistance**

Under HSS, financial assistance to the extent of 90% of cost of technological up-gradation item shall be borne by the Govt. of India while remaining 10% shall be borne by the beneficiary.



(iv) **Admissible items with cost**

<b>Items</b>		<b>Cost</b>
a)	Pneumatic jacquard system for a set of 4 handlooms	Rs.40,000/-
b)	Motorized jacquard on the existing handloom	Rs.15,000/-
c)	Take-up & let off motions on the existing handloom (including fitting charges)	Rs.5,000/-
d)	Multiple box motion	Rs.3,000/-
e)	Multiple buti weaving sley	Rs.7,000/-
f)	Twin cloth weaving mechanism (including fitting charges)	Rs.5,000/-
g)	Jacquard with complete set including installation	Rs.15,000/-
h)	Dobby	Rs.5,000/-
i)	Healds reeds, bobbins, shuttles etc. (set)	Rs.4,000/-
j)	Frame loom a) upto 60" b) above 60"	Rs.25,000/- Rs.40,000/-
K)	Asu Machine (Mannual)	Upto Rs.10,000/-
l)	Asu Machine (Motorized)	Upto Rs.30,000/-
m)	Warp beam & fabric beam	Upto Rs.5,000/
n)	Normal warping machine	Upto Rs.25,000/
o)	Motorized warping machine	Upto Rs.45,000/
p)	Motorized Pirn Winding machine	Upto Rs.3,000/
q)	Motorized Prin- cum bobbin/ dubba Winding machine	Upto Rs.4,000/
	Street Sizing Kit (brush, sticks, spray gun etc.)	Upto Rs.10,000/
r)	Any other item recommended by the Expert Committee and approved by the DC (Handlooms)	

(v) Guidelines for implementation of the HSS are as follows:

- **Lead Agency:** Weavers' Service Centre (WSC) shall act as lead agency in purchase of technological up-gradation (looms/accessories) by the weavers from Empaneled Suppliers.
- **Empanelment of Suppliers:** List of empanelled suppliers for each item shall be prepared by the WSC concerned through a transparent process by following standard document (Expression of Interests) prepared by the Office of the Development Commissioner (Handlooms). As per the document, a Committee, chaired by the officer in-charge, WSC concerned with officials of the State Directorate of Handlooms & Textiles and NHDC shall empanel the Suppliers.
- **Collation of items:** A list of technology up-gradation items for which funds have been sanctioned/released by the O/o DC (Handlooms) shall be prepared for each cluster by the WSC concerned. Items with same specifications shall be collated to assess total requirement (in number) of each item for all clusters.
- **Selection of beneficiaries:** A list of beneficiaries shall be prepared by the WSC concerned in association with the Implementing Agency and State Directorate of Handlooms concerned. Selection of beneficiaries shall be done through organizing camps. They will be informed to participate in camps through SMS etc. Weavers shall be informed to bring copy of Aadhar Card, photograph and weavers' I-card in the camps. Looms/accessories shall be given only to those weavers who have undergone training in weaving in last 2 years under various Govt. programmes, including Block Level Clusters and are willing to contribute 10% of the cost.

- **Organising Camps, payment of advance payment to supplier and supply order**
  - i) A Camp of empaneled suppliers shall be held at central location in the cluster as decided by the WSC concerned wherein Suppliers shall display their products. WSC concerned shall assure that quality of the item displayed in the camps matches with the sample submitted by the supplier at the time of submission of bid. Supplier shall indicate timelines for delivery of the item concerned.
  - ii) In the camp, selected weavers shall be called to place order for supply of particular item/s and pay their 10% financial contribution digitally to the supplier through RTGS/NEFT/UPI etc.
  - iii) On the spot, WSC shall consolidate the order and convey to the supplier.
  - iv) Supply order shall contain the details of the weavers i.e. name, address, mobile no., name of the item/s to be supplied alongwith their specifications and cost, expected date of supply etc.
  - v) A copy of the supply order shall be endorsed to NHDC and weaver concerned.
  
- **Release of funds:**
  - i) Of the total cost of technological up-gradation items, 90% share of the Gol shall be released to NHDC for onward release to the beneficiaries through DBT.
  - ii) On depositing 10% financial contribution by the weaver to the Supplier, 90% Gol share shall be transferred by Office of DC (HL) in the Bank account of the NHDC after getting details of beneficiaries. This amount shall be transferred immediately in the Bank account of beneficiaries through DBT after the installation of item/s to enable payment to supplier.
  - iii) 90% payment to the supplier by the beneficiary shall be done after getting satisfactory inspection report from WSC concerned. In this regard, due intimation shall be made to WSC concerned to the weavers so that payment may be released to the supplier on time.
  
- **Supply of items by Supplier:**
  - i) In accordance with supply order and delivery schedule, Supplier shall get the items ready and inform the same to the applicants, WSC concerned and NHDC.
  - ii) The item/s will be collected by the weavers from the Weavers' Service Centre (WSC)/Common Facility Centre (CFC) or from a place at a Block level as decided by the WSC concerned. For this, prior intimation shall be given to the weaver concerned by the WSC through SMS etc.
  - iii) WSC concerned shall be responsible for conducting test checks to ensure adherence to quality of supplied material as per sample displayed, and also the timelines assured for delivery.
  - iv) Installation of loom, jacquard, doobby etc. shall be responsibility of supplier at the site of weaver.

- **Inspection of items:**

- i) Quality and physical verification of the item/s supplied shall be done jointly by the official of the WSC concerned and NHDC/State Directorate of Handlooms & Textiles. It should be completed within 07 days of the supply/installation.
- ii) In case, quality of the item is not upto the mark, same shall be informed to the supplier for corrective action.

- **Penal Action:** Finally, if the Supplier does not provide items as per requirement, the agency shall be debarred from empanelment along with suitable penalty as decided by WSC. In case, beneficiary utilizes assistance for other purposes with malafide intention, suitable penal action will be taken to recover the funds.

- **Monitoring:** WSC concerned shall furnish cluster-wise physical progress to NHDC, which in turn will submit physical and financial progress to Office of DC (Handlooms).

- **Administrative Cost:** NHDC will be provided 1.25-2% administrative charges (on Gol share) for rendering their services. This is on the lines of Yarn Supply Scheme

**Note:** In case, cost of any item comes out to be more than the prescribed cost in the guidelines of scheme, shall be borne by the beneficiary.

#### **(4) Lighting Unit**

Cost of the lighting units, depending upon its model may be in the range of Rs. 3500/- to Rs. 14,500/- per unit. Funds shall be released to the IA for onward transfer in the bank account of the beneficiaries electronically.

#### **(5) (a) Construction of Individual Workshed**

For Construction of workshed, financial assistance will be provided @ Rs. 70,000/- per workshed, measuring 20 sq. mtrs on the basis of norms for Indira AwasYojana (IAY). Funds will be transferred directly in the bank account of the beneficiaries through Implementing Agency on the pattern of IAY.

Sharing pattern- For BPL/SC/ST/women- 100% by Gol and for others - 75% by Gol and 25% by beneficiary

Additional cost, if any will be borne by beneficiaries.

#### **(b) Construction of Common Workshed**

Financial assistance will be provided to IA for construction of Common Workshed within existing ceiling i.e. Rs. 23.33 lakh of construction of individual worksheds in the each cluster (excluding land cost). It will be fully funded by Gol. To release financial assistance, project proposal will be required to be submitted highlighting area (in Sq. ft.) of common workshed, location of land, items (looms etc.) to be installed with their number, title of land to be in the name IA supported by relevant documents, plan layout etc.

#### **(6) Engagement of Fashion Textile Designer-cum-Marketing Executive**

Designs will be developed by the Weavers' Service Centre concerned. However, looking into the requirement of designs by the Clusters in Blocks, the requirement of designs will be supplemented by engaging Fashion Designers passed out from reputed institutes, preferably with experience of working in handlooms. In case, such designers are not available, designers passed out in Textile designing from reputed institutes may be engaged. A transparent selection process shall be follows. In order to make the role of such designers more effective in the cluster, they shall undergo 5 days orientation programme in the WSC concerned.

By inviting Expression of Interests (Eols), Selection of Fashion Textile Designer-cum-Marketing Executive will be done by a Committee, Chaired by State Director of Handlooms with representatives of Implementing Agency, Weavers' Service Centre concerned, representative of Cluster and academic Institutions like NIFT/IIHT etc. as per the criterion laid down in the ToR given at **Annexure –A(3)**. Decision of the committee shall be final and binding on all the applicants. It would be preferred to prepare a panel of designers so that the same may be used as and when required.

After selection, IA will sign the MoU with Fashion Designer-cum-Marketing Executive, highlighting the deliverables of the project for implementation/completion of the project in time.

The performance of the designer shall be evaluated and monitored by a Committee at local level, headed by Officer In-charge WSC concerned with representatives of State Govt., NIFT, NHDC, State Handloom Corporation/Apex Society and any other member as decided by the Chairman. In case, performance of the designers is not found satisfactory, services of IA shall be discontinued on the recommendations of the Committee.

#### **(7) Corpus fund for Yarn/marketing**

(i) Presently, weaver/agency is required to pay National Handloom Development Corporation (NHDC) an advance amount for purchase of yarn and the delivery of yarn is made by NHDC in a time frame of about 3-4 weeks. This delays the production process. Thus, in order to ensure regular availability of yarn of requisite counts, one-time financial assistance upto Rs.5.00 lakh per cluster will be provided as a Corpus Fund to the NHDC to enable it to ensure supply of yarn to the weavers through the yarn depot at the cluster. Yarn will be supplied to the weavers by the yarn depots against payment. Release of corpus will be considered based on the requirement of the cluster assessed by NHDC.

(ii) Alternatively, Corpus of Rs.5.00 lakh will be provided for marketing of handloom products of the cluster to Central PSU engaged in marketing of handloom products.

#### **(9) Skill up-gradation**

Financial assistance will be provided for Skill up-gradation for the Cluster in a Block for imparting training in technical areas like weaving, dyeing, designing, managerial areas and IT. Within the approved cost norms for various components, training programmes to meet the special needs of a cluster would also be permissible. Training programmes should be carried out in the block and not in the premises of WSC.

Implementing Agency (IA) will release funds for training in technical areas like designing, dyeing & weaving to the WSC concerned for conducting the training in the Block concerned. In case, technical training is to be conducted through any other agency, NoC will be obtained by the IA from WSC concerned. Batch size of training is 20 trainees and duration for weaving programme is 45 days and Dyeing/Designing/Printing programme is 15 days. Details of each training

programme are at **Annexure – A(4)**. For training in IT/managerial, cost of training per batch of 20 trainees in each discipline i.e. IT/managerial for 5 days is Rs. 50,000/-.

### **Disposal of samples & looms**

- (i) For disposal of the samples developed during the training programmes, the preference for their purchase may be given to the trainees. The cost of the sample may be worked out by adding the cost of raw materials, dyes and chemicals and 10 % overheads.
- (ii) The looms purchased for the training programme may be used for the purpose of training of weavers in different batches. Finally, these may be handed over to the cooperatives for production or loom-less trained weavers with due acknowledgement. A decision in this regard may be made by a committee with representative of the WSC, State Govt. and Implementing Agency.

**Assessment** of trainees, who have undergone training in weaving in the Block Level Cluster, into be done to know the extent to which the weavers acquired/upgraded skills during training programme. Detailed guidelines are as follows:-

#### (a) Objectives

Training aims to enhance skills of the weavers to ensure that they earn improved wages by producing value added products. Hence, it is imperative to assess effectiveness of the training programmes to know the extent to which the weavers achieved/upgraded skills during the training programme.

#### (b) Preliminary assessment of trainees

It has to be made by the training agency concerned to arrive at a reference point with respect to the current skill level of the trainees, which would eventually help in assessing the improvement achieved by the trainee under the current training programme. The expected outcome of the training programmes for each of the trainees would also be planned under preliminary assessment. Since nature of training will vary from block to block and group to group based on the products manufactured, skill level of trainees, hence utmost care is to be taken in designing the training programmes and setting up of expected outcomes.

Before commencement of the training programme, training agency concerned ensure display of the chart in the training premises indicating the names of the trainees, present and proposed skills, date of commencement of training, name of the master trainer etc.

#### (c) Final assessment

Final assessment needs to be conducted upon completion of training programme. The assessment would consider preliminary assessment report too.

i) Criterion of assessment: Performance of the trainee shall be assessed through practical test on various parameters such as number of defects in weaving (minimum defects to ensure quality products), efficiency (how quickly and effectively the trainee can weave), ability to produce/weave new/ intricate designs and adopt new technology. Marks allotted for assessment on each parameters are as follows:

i.	Quality	40 Marks
ii.	Efficiency	25 Marks
iii.	Adopt new technology	20 Marks
iii.	Ability to weave new/intricate designs	15 Marks
	Total	100 Marks

ii) Agency other than training agency to assess training programme: Assessment of the training programme will be done by an agency other than training agency and will be approved by Zonal Director of WSC concerned. Final assessment plan should be prepared sufficiently in advance by the WSC concerned and it should be conducted immediately on completion of the training programme so that necessary infrastructure/raw material, trainees and master trainer are available.

iii) Qualifying marks: Trainees scoring 50 or more marks shall be considered to qualify the assessment test and shall be eligible to get the training certificate.

iv) Penal Action: If in the assessment of any batch of trainees, more than 50% of them score less than 50 marks, it is presumed that master trainer has not taken due care in imparting training and in such cases, master trainer shall be debarred for being considered as master trainer for a period of next two years and due intimation shall be made to State Directorate of Handlooms & Textiles and Zonal Director, WSC concerned.

#### (d) Submission of Assessment Report

Assessment report of each trainee of a batch shall be sent to the O/o DC (Handlooms), State Directorate of Handlooms & Textiles and Zonal Director of WSC concerned.

### **(10) Setting up of Common Facility Centre (CFC)**

In a block the CFC will be set up, having an area of about 3000 sq.ft. with administrative office, internet facility, facilitation room, storage room, small dyeing unit, warping section, training centre, yarn godown etc. with an estimated cost of not more than Rs. 50.00 lakh (including a Common Service Centre), excluding land cost. Details are at **Annexure – A(5)**. This facility may also be set up by gap filling in the existing infrastructure available in the identified Block. Implementing Agency (IA) may have their own land or on lease from Government/Government agency for atleast 15 years.

CFC in the clusters should be made operational within six months by SPV/IA in leased/rented/Government building so that the benefits are percolated down to the weavers immediately, without waiting for construction of building of CFC.

### **(11) Project Management Cost**

A full time Cluster Development Executive, who should not be the employee of implementing agency will be engaged, who should be Diploma in Handloom Technology (DHT), preferably with an experience of working of 2 years. He will be responsible to manage all activities, including CFC of the Cluster. Also, one Security-cum-Assistant, preferably ex-serviceman will be engaged after setting up of CFC (to support the CDE), who should be Computer friendly for maintaining accounts etc. CDE will be paid consolidated amount upto Rs. 25000/- p.m. and Security-cum-assistant will be paid consolidated amount upto Rs. 10,000/- p.m. In exceptionally deserving case or in very remote area, CDE will be paid upto Rs. 30,000/- p.m. but within the overall budget. Of the total financial assistance of Rs. 5.00 lakh/year as Project Management cost, remaining/balance amount can be used towards stationery, local travel etc.

### **(12) Implementing agency**

- i. National Level Handloom Organizations

- ii. State Handloom Development Corporations
- iii. State Apex Handloom Weavers' Co-operative Societies.
- iv. Central Government Organizations.
- v. Bigger Primary Handloom Weavers' Co-operative Society, having large presence in the Block as identified by the State Govt. but their project should cover atleast 30% non-member weavers of the Cluster
- vi. Self Help Groups registered as legal entity.
- vii. Non-Government Organizations, engaged in the handlooms (recommended by the State Govt. and approved by DC(Handlooms). A format for grading of NGOs is at **Annexure-A(6)**. Besides, NGO is required to register on NITI Aayog Portal and also, send PAN No. and Aadhar No. of each trustee/office bearer of NGO.
- viii. Any other appropriate legal entity working for handlooms (recommended by the State Govt. and approved by the DC (Handlooms).

Note - For implementation of Block Level Cluster, eligible Agency (except NGO, WSC, IIHT etc.) should have net profit in last 2 years. A proforma for profile of IA is at **Annexure-A(7)**

### **(13) Opening of a Bank Account by Implementing Agencies (IA)**

IA will open a New Bank A/c, preferably in a scheduled commercial bank, which should be jointly operated by two authorized persons. One of the person may be representative of State Govt./DHT, If so required by the guidelines of the State. However, it may be ensured that such representative is available on day-to-day basis so that implementation of the project is done smoothly and without delay.

### **(14) Duration**

Duration of implementation is 3 years from the date sanction of 1<sup>st</sup> instalment.

### **(15) Submission of the proposal**

State Govt. will submit the proposals alongwith the recommendations of the State Level Project Committee (SLPC) and funds will be released directly to the Implementing Agencies under intimation to the State Govt. concerned.

Direct submission of proposals of block level cluster, requiring only skill upgradation intervention by Weavers' Service Centre (WSC)/Indian Institute of Handloom Technology(IIHT) concerned, in cases where, there has been inordinate delay (of atleast 6 months) at the level of State Government in forwarding the proposal to the office of the Development Commissioner for (Handlooms). In such cases, proposal for skill upgradation will be sent by WSC/IIHT under intimation to the State Govt. concerned.

Proforma for submission of the proposals for the Block level Cluster are at **Annexure- A (1), A (2), A(6), & A (7)**. In Annexure- A (1), Col. 5 to 11 should be filled up for each weaver and ensure that of the total weavers to be covered in the cluster, atleast 30% weavers should be non-member weavers of the IA.

### **(16) Release of financial assistance**

Funds will be released in two equal installments to the IA of total Gol share. 1<sup>st</sup> installment will be released in advance, and 2<sup>nd</sup> installment will be released on receipt of following documents:-

- i) Utilization Certificate of atleast 70% of release of 1<sup>st</sup> instalment in GFR-12-A, duly signed by head of Implementing Agency (IA) and countersigned by Director of Handlooms & Textiles of the State concerned.
- ii) Intervention-wise physical & financial progress report signed by IA and countersigned by Director of Handlooms & Textiles of the State concerned.
- iii) Impact Report of the cluster signed by IA and countersigned by Director of Handlooms & Textiles of State concerned.
- iv) Intervention-wise expenditure Statement duly signed by Chartered Accountant.
- v) Certificate to the effect that IA is uploading physical & financial progress of the cluster through MIS portal regularly, duly signed by the head of IA & countersigned by Director of Handlooms & Textiles of the State concerned.
- vi) As per the instruction issued vide this office letter No.5/13/2015-DCH/NHDP/Cluster dated 25.11.2016, a certificate may be furnished, stating that total transactions for Rs.\_\_\_\_\_ were made through ECS, & Rs\_\_\_\_ through account payee cheque and Rs.\_\_\_\_ in cash (not exceed 5% or Rs.30.000/- of amount released to the IA whichever is low), duly signed by head of IA and countersigned by Director of Handlooms & Textiles of the State concerned.

In respect of individual interventions, except Hathkargha Samvardhan Sahayata (technology up-gradation) benefitting individual weavers, financial assistance will be released in the Bank account of the beneficiary by IA through DBT. For Hathkargha Samvardhan Sahayata (technology up-gradation), funds shall be released to designated agency of DC (Handlooms) i.e. National Handloom Development Corporation (NHDC) for onward release to the beneficiaries for payment to the supplier.

#### **(17) Component-wise upper limit of funding**

- Upto Rs. 50.00 lakh for setting up of CFC, including Common Service Centre
- Upto Rs. 70.00 lakh for interventions directly benefitting the individual weavers, like loom/accessories, construction of individual, lighting unit. Funding for construction of individual/common Workshed is limited to 1/3<sup>rd</sup> of Rs. 70.00 lakh.
- Upto Rs. 35.00 lakh for skill up-gradation in technical, managerial areas and IT.
- Upto Rs. 15.00 lakh for engaging designer-cum-marketing executive,
- Upto Rs. 15.00 lakh as Project Management Cost,
- Upto Rs. 5.00 lakh as corpus fund for yarn depot/marketing,
- Upto Rs. 10.00 lakh for other interventions, including product development, documentation of cluster activities. Computer Aided Textile Design (CATD) system, service charges to designated agency for transfer of funds through DBT in the Bank account of beneficiaries for purchase of looms/dobby/jacquards etc.

Note: CATD will be made available preferably for a group of clusters at Weavers' Service Centre concerned.

#### **Total: Upto Rs. 2.00 crore per cluster in a Block**

In addition, upto Rs. 50.00 lakh for setting up of dye house, with Effluent Treatment Plant (ETP), if required at district level. Implementing Agency (IA) may have their own land or on lease from Government/Government agency for atleast 15 years.



**(18) Funding Pattern**

- (i) Infrastructure like CFC, Dye House, Common Workshed etc. will be 100% funded by Gol, excluding land cost.
- (ii) Other direct benefits to individual - 90:10 by the Gol:Beneficiary
- (iii) Individual Workshed-BPL/SC/ST/Women – 100% by Gol  
Others – 75% by the Gol: 25% beneficiary

Note: For infrastructure development, Implementing Agency (IA) may have their own land or on lease from Government/Government agency for atleast 15 years.

**(19) State Level Project Committee (SLPC)**

The State Level Project Committee (SLPC) will be headed by the State Commissioner/Director of Handlooms & Textiles with representatives drawn from a reputed NGOs working in the Handloom Sector, Handloom Organization (Apex Weavers' Coop. Society or State Handloom Corporation), leading Exporter, Officer In-charge of the Weavers' Service Centre concerned, representative of the Implementing Agency and a weaver from the group of SHGs, SLPC will be responsible for scrutinizing the project proposals, validating the action plan, monitoring, evaluation etc. and will also recommend the Implementing Agency.

**(20) Monitoring**

- i) Project shall be monitored by the SLPC, as the case may be and submit report to Office of DC(HL) on quarterly basis.
- ii) Committee chaired by the Officer in-charge, Weavers Service Centre concerned with the following members shall monitor the progress:
  - a) Representative of National Handloom Development Corpn.(NHDC).
  - b) Representative of State Director of Handlooms & Textiles
  - c) Local weaver/Master weaver.
  - d) Any other members as considered necessary.

WSC shall monitor the progress and submit report to Office of DC(HL) on monthly basis.

## Cluster at Block Level

## PROFORMA FOR BASELINE SURVEY OF A CLUSTER

Name of the Implementing agency Registration No. Name of Block District State No. of Weavers proposed to be covered Total assistance required.															
Sl. No.	Name	Male	Female	Age	Member of Society(Yes/No)	Covered by						Whether the weaver is		Whether the loom is	
						Cooperatives	SHGs	NGOs	Master Wrs	Independent	Others	With loom	Without loom	Active	Idle
1	2	3	4		5	6	7	8	9	10	11	12	13	14	15

Family income	Religion	Caste	No. of days engaged in a year	Type of looms	No. of looms	Type of yarn used	Products manufactured	Remarks, if any
16	17	18	19	20	21	22	23	24

Details of assistance required under Technology up-gradation																	
No. of pneumatic jacquard/ motorized jacquard	No. of motorized jacquard	Take-up & let off motions	No. of Multiple box motion	No. of Multiple buti weaving sley	No. of twin cloth weaving mechanism	No. of Jacquard	No. of dobby	No. of heads, reeds, bobbins, shuttles, harness	No. of warp beam and fabric beam	No. of New handloom	No. of normal warping machine	No. of motorized warping machine	Asu Machine (Manual)	Asu Machine (Motorized)	Motorized Pirn Winding Machine	Motorized Pirn-cum bobbin/dubba Winding Machine	Street Sizing Kit (Brush, Sticks, spray gun etc.
25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42

Details of assistance required						
Workshed				Skill up-gradation		Lighting Units
Whether worksheds exists (Yes/No)	Whether BPL/SC/ST/ Women/General	Whether Worksheds required? (Yes/No)	No of worksheds required.	Total no. of Common worksheds required	Discipline of training and discipline – wise number of trainees	No. of units required
43	44	45	46	47	48	49

Signature of the Director of Handlooms &amp; Textiles

Cluster at Block LevelPROFORMA FOR SUBMITTING THE DIAGNOSTIC STUDY CONDUCTED AND THE ACTION PLAN FOR CLUSTER DEVELOPMENT

Sl. No.	Parameters				
1.	Name of the Block and District				
2.	Implementing Agency	Parameters	Year ( )	Year ( )	
		Sales Turnover (Rs. in lakh) in each of last 2 years			
		Net profit (Rs. in lakh) in each of last 2 years			
		<b>Pl. enclose the Balance Sheet, Profit &amp; Loss account in support of the above</b>			
<b>Profile of the Cluster</b>					
3.	Geographical location of the cluster (enclose a map of the cluster)				
4.	Total number of handlooms in the cluster				
5.	Type of handlooms in the cluster				
6.	Infrastructure available				
7.	Present skills of the weavers				
8.	Number of handloom weavers in the cluster	<b>Category</b>	<b>Men</b>	<b>Wome n</b>	<b>Total</b>
		SC			
		ST			
		OBC			
		Minority			
		General			
		<b>Total</b>			
		Total weavers of IA			
		Total weavers who are non- members of IA			
9.	Status of the weavers of cluster	Existing		Proposed to be covered	
	A) Number of Primary Weavers Cooperative Societies				
	B) Number of weavers in Co-operative fold.				
	C) Number of Master Weavers				
	D) Number of weavers with Master Weavers				

Sl. No.	Parameters		
	E) Number of NGOs working in handlooms.		
	F) Number of weavers with NGOs.		
	G) Number of SHGs working in handlooms		
	H) Number of weavers with SHGs.		
	I) Number of traders		
10.	Sales turnover of handlooms in the cluster (Rs. in crore)	Present turn over	Anticipated turn over
	a) Domestic		
	b) Exports		
	<b>Total</b>		
11.	Average earning of the weaver per day (In Rs.)	Present	Anticipated
12.	Av. no. of working days in a year	Present	Anticipated
13.	Main handloom products of the Cluster	Present	Anticipated
14.	Number of Powerlooms in the cluster		
15.	Whether handlooms of the cluster face competition with Powerlooms?		
<b>Status of cluster 5 years back</b>			
16.	Economic condition of the cluster in relation to the position 5 years back from now.		
<b>SWOT Analysis</b>			
17.	a) Strengths		
	b) Weakness		
	c) Opportunities		
	d) Threats		
<b>Justification for recommending the cluster</b>			
18.	Justification for recommending the cluster for development		
<b>Strategy</b>			
19	a) Cluster		
	b) Objectives of the development strategy.		
<b>Action Plan</b>			
20.	Interventions required for development over a period of 3 years, with financial outlay for each intervention.		

Sl. No.	Parameters							
21.	Total Project Cost.	S. No	Name of the component	Amount (Rs. in lakh)			Number of weavers to be covered	
				GOI	IA/Be n,	Total		
		1.	Baseline Survey, diagnostic study, formation of Consortium and SHGs, awareness progs.					
			Product development					
			Purchase of CATD					
			Documentatio n of cluster activities					
			Administrative cost to designated agency					
			Any other activity					
			<b>Sub-total (A)</b>					
			<b>2. Individual Intervention</b>					
			i. Technology up-gradation					
			Pneumatic jacquard system for a set of 4 handlooms					
			Motorized jacquard on the existing handloom					
			Take-up & let off motions on the existing handloom (including fitting charges)					
			Multiple box motion					

Sl. No.	Parameters					
		Multiple buti weaving sley				
		Twin cloth weaving mechanism (including fitting charges)				
		Jacquard with complete set including installation				
		Dobby				
		Healds reeds, bobbins, shuttles etc. (set)				
		Frame loom a) upto 60" b) above 60"				
		Asu Machine (Manual)				
		Asu Machine (Motorized)				
		Warp beam & fabric beam				
		Normal warping machine				
		Motorized warping machine				
		Motorized Pirn Winding machine				
		Motorized Pirn-cum bobbin/ dubba Winding machine				
		Street Sizing Kit (brush, sticks, spray gun etc.)				
		Any other item recommended by the Expert Committee and approved by the DC				

Sl. No.	Parameters						
			(Handlooms)				
			<b>Sub-total (B)</b>				
		ii.	Construction of Worksheds				
		a	Individual Worksheds				
			BPL/SC/ST/ Women (100% by Gol)				
			Others				
		b	Common Workshed (100% by Gol)				
			<b>Total(ii)</b>				
		iii	Lighting Unit				
		iv	Any other intervention directly benefitting the weavers				
			<b>Sub-total (C)</b>				
		3.	Engaging Designer				
		4.	Setting up of CFC, including CSC				
			<b>Sub-total (D)</b>				
		5.	Skill up-gradation programme-				
		a	Weaving				
		b	Dyeing				
		c	Designing				
		d	Managerial				
		e	IT				
			<b>Sub-total (E)</b>				
		6.	Corpus fund for yarn depot/ marketing				
		7.	Project Management Cost (engaging of CDE)				

Sl. No.	Parameters				
			<b>Sub-total (F)</b>		
			<b>Total (A+B+C+D+E+F)</b>		
		8.	Dye House with ETP at District level		
			<b>Grand total (A+B+C+D+E+F+8)</b>		
			<b>Total</b>		
22.	Proposed Action Plan for the cluster.	Year-wise and intervention-wise action plan highlighting the physical and financial targets for 3 years alongwith a brief project report should be enclosed. The Action Plan should clearly bring out the deliverables of the project in terms of increase in production, productivity, no. of working days, employment and income of the handloom weavers of the selected Block.			

1. The beneficiary has not availed of similar assistance under any other scheme of the State or the Central Government.
2. It is certified that the Implementing Agency is in existence, functioning and has net profits in last 2 years.
3. Certified that the assets created out of the assistance under the scheme will not be disposed of without the prior approval of Office of the Development Commissioner for Handlooms.
4. There is no reason to believe that these organizations are involved in corrupt practice.
5. Certified that no UC is pending for rendition in respect of the above grantee organisation towards any grant(s) received by it under any scheme of the office of Development Commissioner for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
6. Certified that the above particulars are correct and are verifiable from Books of accounts of the grantee agency.
7. Certified that no complaint(s) in respect of the above mentioned agency have been received in the State in respect of disbursement of assistance released by the GOI and State Govt. in the past.
8. Certified that the Implementing agency (s) has obtained necessary approval from the Banks/financial institutions for credit linkages, wherever required.
9. Certified that the Implementing Agency has furnished the requisite details in the proforma (Baseline Survey of Cluster), enumerating, inter-alia, the names of the individual weavers, components required and the assistance required thereof etc. and is verifiable from records.
10. Certified that selection of implementing agency/ agencies has been done in a fair and transparent manner in accordance with relevant GFR rules and as per eligibility criteria prescribed in the scheme guidelines



11. The State Level Project Committee in its meeting held on\_\_\_\_\_ has recommended the proposal. A copy of the minutes of the meeting is enclosed.
12. Certified that the land of the title is in the name of the weaver.

(Signature)  
Authorized Signatory of Implementing Agency

Countersigned  
(Signature)  
Director In-charge of Handlooms & Textile

No. \_\_\_\_\_

\_\_\_\_\_  
**(Name of Implementing Agency)**  
**(Address)**

**INVITING EXPRESSION OF INTERESTS (Eols)**

Expression of Interests (Eols) are invited for engaging Fashion Textile Designer in Block level Cluster at \_\_\_\_\_ under National Handloom Development Program (NHDP)/Comprehensive Handloom Cluster Development Scheme (CHCDS).

The designer will be selected through evaluation of his/her profile and experience in the relevant sector. The details of eligibility criteria, broad Terms of Reference (ToR), Guidelines for submission of EOs and other terms and conditions are available on the website \_\_\_\_\_.

The eligible organizations/agencies/individual interested in rendering their services as Designer may submit Eol in sealed envelope, superscribing the title "Eol for engaging designer at Block Level Cluster \_\_\_\_\_" within 21 days of the date of the advertisement to Shri. \_\_\_\_\_, \_\_\_\_\_. In case, the 21st day falls on a holiday, the next working day will be considered as the last day.

Sd/-

\_\_\_\_\_

## **Notice Inviting Expression of Interests (EoIs) for engaging Fashion Textile Designer in Block level Cluster at \_\_\_\_\_, implemented by \_\_\_\_\_**

Last date of receipt of Eoi: 21 days from the date of the advertisement. In case the 21st day falls on a holiday, the next working day will be considered as the last day.

### **Introduction**

The office of the Development Commissioner for Handlooms, Ministry of Textiles, Government of India has amended the existing provision for engaging designer in Block level cluster under National Handloom Development Program (NHDP)/ Comprehensive Handloom Cluster Development Scheme (CHCDS). As per the amended provisions, a qualified designer/agency will be engaged in the Block level cluster by the Implementing Agency for producing new designs and marketable products for the cluster. Designer will develop the design portfolios, which will be further developed into sellable products by the handloom weavers who do not have much exposure to market and thus not aware of the consumer preference and other market trends.

Once the design portfolio is developed, the process of product development will begin. Products will be developed by the weavers of the cluster. The total cost of designers and sample development will be borne from the funds provided by the GoI to the IA. Designs created by the designers will be provided free of cost to all the interested weavers of the cluster.

### **1. Objective**

The objectives of engagement of Designer in the Block level Cluster are as follows:

- To assist the Implementing Agency in modifying the designs, colour combination and textures of the fabrics and product samples.
- To develop a range of handloom products as per market requirements.
- To train weavers and technical staff of the Implementing Agency to convert paper designs into fabrics/end products.
- To coordinate with the marketing consultant and the Implementing agency for establishing market linkages with the importers/buying agents/overseas buyers for marketing of the products developed under the project from the stage of designs into products.
- To document the designs and products developed.

Design development activities include designer input towards textile techniques, motifs, design & color trend and redefined usage of fabrics, usage of existing garment styles, product development using new techniques.

### **2. Eligibility Criterion**

A firm/agency is eligible to support the cluster by providing their designer, fulfilling the eligibility norms. In such a case, CV of the designer should be forwarded by the agency concerned to the Implementing Agency (IA). If the designer recommended by the agency is engaged in the cluster, he/she will continue to work in the cluster. However, change of the designer in the cluster is permitted only on two occasions and that too with the prior permission of the IA.

An individual, fulfilling the eligibility norms can also apply directly to the IA.

## 2.1 Eligibility Norms

The applicant should have passed out from a Fashion Design Institute of repute. The applicant should have atleast 2 yrs. experience of working as Fashion Designer, preferably with experience of working in handlooms and should have track record for promotion and development of textile, including handlooms.

## 3. Duration of the Project

Project duration is for 3 years. The designer will be engaged initially for a year which is extendable, subject to satisfactory performance.

## 4. Scope of Work

### a) Design Development

- Selecting the right yarn keeping design and products in mind.
- Work on the
  - Combination of weaves
  - Motifs and patterns
  - Colour ways
  - Value Addition
  - Design concepts
  - Colour References in the form of pantone number/thread card number to be provided along with designs, if required
  - Prototype (sample) development

### b) Product Development

- Develop various product ranges like yardage fabrics, sarees, furnishing keeping in mind the weave and patterns of cluster and how it can be modified according to buyer's need, local, national and international market.
- The designer shall identify the products before commencement of the project by visiting the cluster.
- The designer will provide only those ranges of products, which are acceptable to the targeted market/buyer and shall be responsible for the success of the products.

### c) Train the weaver

- To train/enroll the weavers to translate the paper designs onto the fabric.

### d) Marketing of the handloom products

- To ensure marketing of the new products developed by the designer.

### e) Documentation of the Designs & Products developed

- To document the designs and products developed by the designer.

## 5. Project Work

- Extensive field visits to the Block level cluster to identify the various types of design skills of the different weaver groups,
- Assess existing design patterns and products of the cluster and suggest the product range,
- Each design is to be developed in two colour ways,
- Assist implementing agency in marketing the developed products,
- Designer to stay atleast 12 days per month in a cluster for undertaking the assigned activities,

- Weavers' Service Centre (WSC) concerned will be actively involved in supervision of the work of the designer engaged.

## 6. Project Fees

- The IA agrees to pay Rs. 5.00 lakh per annum for time frame of three years. This includes lodging & boarding and also the travel cost.
- Designer shall be paid a minimum amount of Rs. 24,000/- per month and the remaining amount shall be paid quarterly on pro-rata basis, on achievement of the deliverables.

**Table 1: Measurable Minimum Targets for Designing and Product Development**

S.No.	Time frame from the date of signing of MoU	No. of new designs to be introduced	Value of newly introduced product/designs sold (Rs. in lakh)
1	1 <sup>st</sup> Quarter	10	1.00
2	2 <sup>nd</sup> Quarter	20	1.00
3	3 <sup>rd</sup> Quarter	20	1.00
4	4 <sup>th</sup> Quarter	20	1.25
5	5 <sup>th</sup> Quarter	25	1.25
6	6 <sup>th</sup> Quarter	25	1.25
7	7 <sup>th</sup> Quarter	25	1.25
8	8 <sup>th</sup> Quarter	25	1.25
9	9 <sup>th</sup> Quarter	30	1.50
10	10 <sup>th</sup> Quarter	30	1.50
11	11 <sup>th</sup> Quarter	30	1.50
12	12 <sup>th</sup> Quarter	30	1.50
	<b>Total</b>	<b>290</b>	<b>15.25</b>

**Note: The designer has to ensure marketing, promotion and support for sales of the new product/samples developed**

## 7. Designer Selection Criteria

- The designer shall be selected by a Committee
- Selection will be made on the assessment of the profile of the designer.
- Qualifications and the relevant experience for handling similar projects.
- The committee reserves the right to recommend amendments in the proposed project. The selection in that case will be subject to incorporation of those amendments.
- Decision of the committee shall be final and binding on all the applicants

### 7.1 Marking Criterion

- Qualification (20%)
- Years of experience (20%)
- Experience of working in handloom sector (30%)
- Approach and methodology towards development of proposed cluster, etc. (30%)

## 7.2 Procedure for Submission of Expression of Interest

The following are to be submitted in sealed cover:

- I. Designer's profile in brief with details of experience in designing, promotion and product development in the handloom/textiles sector including awards won and details of its creativity, works done in the past in connection to the scope of the work suggested.
- II. Proof of Experience and of handling relevant activities mentioned.
- III. Any other supporting documents relevant to the project
- IV. Copy of concept of depicting and focusing on development of Handlooms by providing design inputs and promotion to the domestic and international market

## 8. Other Information

Applicants may submit requests for clarification to this Eol by sending an email on our address \_\_\_\_\_ . Clarification requests must be received by \_\_\_\_\_ .

The selected Agency/individual has to sign an Agreement with the Implementing Agency for rendering satisfactory services and completion of the projects in a time bound manner.

## 9. Last Date For Submission of Eol

The last date for submission of Eol is 21<sup>st</sup> day from the date of advertisement (upto 3.00 p.m). The Eol received after due date shall not be accepted. The Eol should be addressed to Shri \_\_\_\_\_, \_\_\_\_\_. The envelope should clearly be marked '**Proposal for engaging Designer/Agency for the \_\_\_\_\_ Cluster**'. The applications should reach within 21 days from date of publication of advertisement.

### Rights of Implementing Agency

The Implementing Agency reserves the right to accept / reject the proposals received without assigning any reasons whatsoever, or may call for any additional information / clarification, if so required.

## 10. Court Jurisdiction

This shall be subject to the exclusive jurisdiction of local courts.

## 11. Miscellaneous

In case any further clarification or information is required, following may be contacted:

Shri \_\_\_\_\_, \_\_\_\_\_. Tel – 011-\_\_\_\_\_, Fax – 011-\_\_\_\_\_

## 12. Attachments to be furnished with Eol.

- 1) CV of the applicant
- 2) Documents establishing the credential of the Designer- qualification of the designer, years of experience, working experience in handloom sector, approach and methodology towards development of cluster, etc. should be submitted as part of Eol.
- 3) If a company/agency is recommending a designer, profile of the company/agency along with the CV of the designer should be submitted.

**GUIDELINES FOR SKILL UPADATION/ TRAINING PROGRAMME**

The Handloom weavers/workers will be provided training for upgrading their skills in weaving, dyeing/printing & design development area so as to enable them to produce a diversified range of products in keeping with the latest market trends.

**TRAINING IN WEAVING**

Batch size for each Programme : 20 trainees

Duration of training : 45 days

<b>S.No.</b>	<b>Component</b>	<b>Provision of funds under training component (In Rs.)</b>
1.	Stipend for 20 weavers	1,89,000 @Rs. 210/-* per day for 45 days
2.	Honorarium to Master Trainer	27,000 @Rs. 600/- per day for 45 days
3.	Honorarium to Assistant	9,000 @Rs. 200/- per day for 45 days
4.	Cost of Equipments and tools (warping drum, looms & attachments (dobby/jacquard/accessories))	1,50,000
5.	Raw materials and consumables	20,000
6.	Hiring of shed, electricity and water charges	10,000
7.	Documentation of samples	3,000
	Total	4,08,000
8.	Administrative & Miscellaneous Expenditure 5% of the total cost	20,400
	Total	4,28,400 Rounded off to 4,28,000

**TRAINING IN DYEING/PRINTING**

Batch size for each Programme : 20 trainees

Duration of training: 15 days

<b>S.No.</b>	<b>Component</b>	<b>Provision of funds under training component (In Rs.)</b>
1.	Stipend for 20 weavers	63,000 @Rs. 210/-* per day for 15 days
2.	Honorarium to Master Trainer	9,000 @Rs. 600/- per day for 15 days
3.	Honorarium to Assistant	3,000 @Rs. 200/- per day for 15 days
4.	Cost of Equipments and tools	18,000
5.	Raw materials and consumables	20,000
6.	Hiring of shed, electricity and water charges	5,000

S.No.	Component	Provision of funds under training component (In Rs.)
7.	Documentation of designs	3,000
	Total	1,21,000
8.	Administrative & Miscellaneous Expenditure 5% of the total cost	6,050
	<b>Total</b>	<b>1,27,050</b> Rounded off to 1,27,000/-

### TRAINING IN DESIGN DEVELOPMENT

Batch size for each Programme : 20 trainees

Duration of training: 15 days

S.No.	Component	Provision of funds under training component (In Rs.)
1.	Stipend for 20 weavers	63,000 @Rs. 210/-* per day for 15 days
2.	Honorarium to Master Trainer	9,000 @Rs. 600/- per day for 15 days
3.	Honorarium to Assistant	3,000 @Rs. 200/- per day for 15 days
4.	Cost of Equipments and tools	18,000
5.	Raw materials and consumables	20,000
6.	Hiring of shed, electricity and water charges	5,000
7.	Documentation of designs	3,000
	Total	1,21,000
8.	Administrative & Miscellaneous Expenditure	6050
	<b>Total</b>	<b>1,27,050</b> Rounded off to 1,27,000/-

- All categories of skilled and semi-skilled weavers in batch of 20 at a time.
- Provision made for hiring sheds for providing training are nil, if in Weavers Service Centre campus.
- Training and re-training of the handloom weavers is essential to upgrade their skill so as to improve their earnings.
- Under the Block level clusters, skill up-gradation is one of its components where training can be provided in technical areas like weaving, designing, dyeing/printing etc.
- Weavers' Service Centres (WSCs) across the country have the mandate to impart training in technical areas. With this background, Weavers' Service Centres have to play a vital role in conducting/organizing training programmes for handloom weavers.
- Training programme should be conducted by WSC concerned in the Block concerned.



- Before commencement of the training programs, it is necessary to take following steps:
  - To identify the products proposed to be woven by the weavers, keeping in mind the market potential, skills of the weavers etc.
  - Once the products are identified, gap analysis of existing skills of weavers vis-à-vis required skills need to be done.
  - Following above, weavers should be identified who are willing to undertake the production of proposed products after undergoing training. Preference should be given to those who are below the age of 35 years.
  - WSC concerned should make an intimation to the State Directorate of Handlooms & Textiles and also, display a chart in the training premises, indicating the names of the trainees, present and proposed skills, date of commencement of the training, master trainer's name etc.
  
- Stipend/honorarium to the trainees/Master Trainer shall be paid through DBT/ECS in their Bank Account. Stipend to the trainees (weavers) may be made in two installments i.e. 1<sup>st</sup> installment of stipend of 21 days may be paid after 28<sup>th</sup> day of commencement of training and 2<sup>nd</sup> installment may be paid after completion of training programme.
  
- Officer in-charge of WSC concerned will be responsible for overall implementation, supervision and monitoring of the training programme/s.
  
- Weavers' Service Centres may incur expenditure more than Rs. 20,000/- per training programme in weaving for purchase of raw materials by diverting from the cost of equipments and tools/hiring of shed, electricity and water charges/administrative cost, keeping the overall cost of the training programme intact. Upper limit for purchase of raw materials per training in weaving is as follows:
 

a) For Cotton	: upto Rs. 30,000/- per programme
b) For Cotton+ other fibres	: upto Rs. 35,000/- per programme
c) For pure silk	: upto Rs. 50,000/- per programme
  
- Training programme should be documented, which should have name of weavers. their photographs, products developed, period of training, photographs of training prog. etc. in hard copy and soft copy (CD).
  
- On completion of the training programme, impact assessment will be done by the Officer in-charge, WSC concerned and will submit the report to this office with 15 day of its completion.

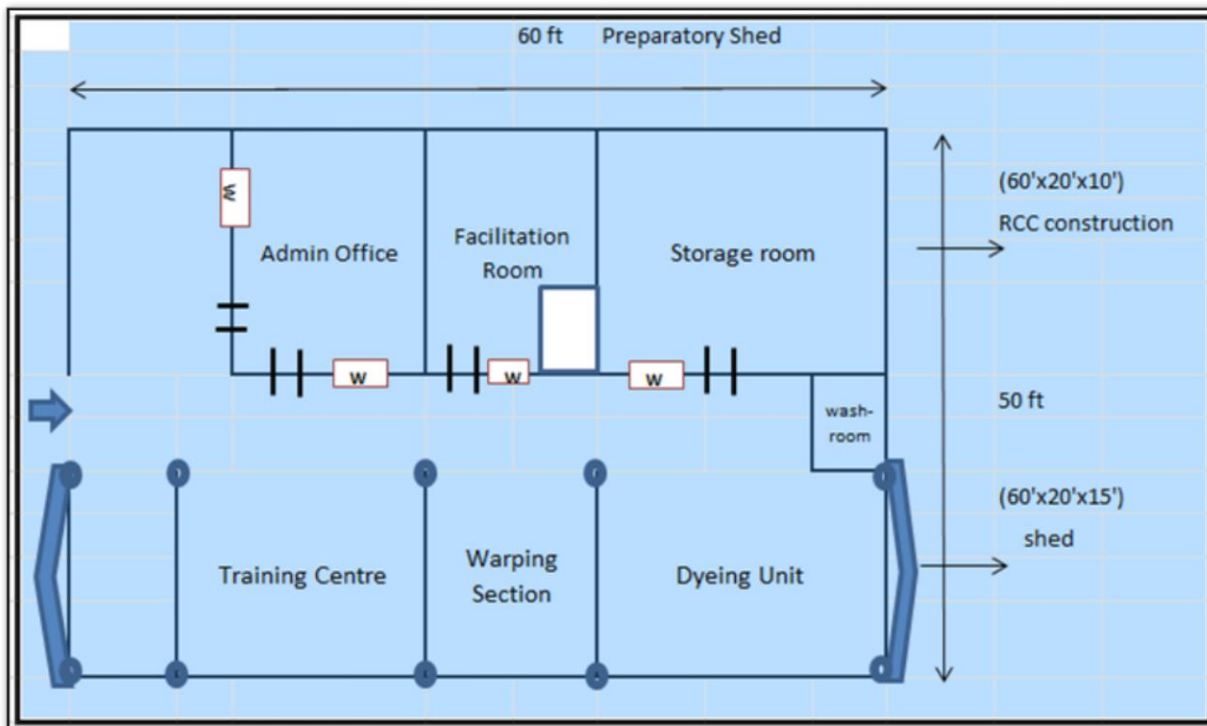
## Common Facility Centre: Revised Project Cost and Model Layout

Total Project Cost		
S.No.	Particulars	Estimated Cost (Rs. in lakh )
1	RCC Construction (Construction area of 1200 sq ft. @ 1400 per sqft )	16.80
2	Shed Construction (Construction area of 1800 sq ft. @ 700 per sqft )	12.60
3	Machinery + other equipments including open vat dyeing unit ( 20kg/day)	14.30
4	Contingency @ 5%	2.19
	<b>Total</b>	<b>45.89</b>

S.No.	Particulars	Estimated Cost (Rs. in lakh )
1	Admin Office	1.50
A	Table , Chairs(100) , Almira(4) ,Computer , Printer, Internet connection , fan , telephone +Fax , Xerox etc.	
2	Raw Material godown (Racks, weighing balance etc.)	1.00
3	Preparatory Sheds	3.80
A	Vertical Warping Machine	0.40
B	Bobbin Winding Machine	0.25
C	Computerised Punching Machine	2.50
D	Hank making machine	0.15
E	Furniture	0.50
6	Training room/ weaving shed	2.00
7	Open Vat Dyeing Unit with ETP	5.00
8	MFA (Generator, Water supply , borewell etc. )	1.00
	<b>Total</b>	<b>14.30</b>

**Design Layout of the CFC:**

S.No	Particular	Area	Unit
1	Admin Office	150	sq ft
	Covered Hall	300	sq ft
2	Storage Room	400	sq ft
3	Warping Section	300	sq ft
4	Dyeing Unit	500	sq ft
5	Training Centre	450	sq ft
6	Facilitation Room	300	sq ft
7	Open Passage Area	500	sq ft
8	Sanitation ( toilet + washroom)	100	sq ft
	<b>Total</b>	<b>3000</b>	



## Common Service Centre

### Services offered by CSC

<b>Government To Citizen (G2C) Services</b>	<b>Business To Cluster (B2C) Services</b>
1. Financial Inclusion: Banking, Insurance and NPS(PFRDA)	1. Mobile/Data Card Recharge
2. Unique identification Authority of India (UIDAI) Services.	2. DTH Recharge
3. Education NIELIT/NIOS/NDLM	3. CSC Bazaar - e commerce/shopping service
4. Election Commission of India (EC) Services	4. Mobile Bill Payments
5. Passport Services	5. Entertainment
6. PAN Card Services	6. E learning
7. Agriculture Services	7. IRCTC & Bus Ticketing
8. Health Care Services	8. Bill Payments – Electricity Billing & Water Billing
9. State G2C services – eDistrict/SSDG/MMP etc.	9. E-Learning
	10. Insurance policy sake and renewal

### Indicative cost per CSC

(Rs. in lakh)

<b>S.No.</b>	<b>Component</b>	<b>Amount per centre</b>
1.	Infrastructure Cost	2.57
2.	10% Admn. Fee/Project Management cost (per year)	0.257
3.	Trainer cost (Course Training Fee through NIELIT – 36 hrs. (Excl. Tax) per person one time	0.017
4.	Consumable (per year) on quarterly reimbursement basis	1.68
5.	10% Admn. Fee/Programme Management cost (on item at S. No.4)	0.014
	<b>Total</b>	<b>4.538 + Service Tax</b>

**CLUSTER APPROACH**  
**SCORE PATTERN FOR GRADING OF NGOs**

NAME OF THE ORGANISATION WITH COMPLETE ADDRESS:				
S.No.	Score Parameters	Maximum score	Points scored	Remarks
1.	Formal Registration	-		
2.	NGO in existence for more than 3 (three) years	-		
3.	Registration with any other Government Organisation/Department	3		
4.	Profile of the President/Executive Officer and experience & qualification of field staff	10		
5.	Experience of baseline survey, community mobilization and monitoring & Evaluation method	10		
6.	Experience of Cluster development in handlooms or any other related Sector	15		
7.	Experience of Marketing, Networking	13		
8.	Experience of Technical & Technological guidance	5		
9.	Achievements in Handloom Sector/rural development	20		
10.	Last three years audited accounts & filing IT returns regularly & obtained PAN	5		
11.	Funding by Government	2		
12.	Experience of direct international collaboration	5		
13.	Participation of women, SCs/STs/ Minorities on their Board/staff	7		
14.	Training of staff	5		
	<b>Total</b>	<b>100</b>		
	Total Marks awarded			
	Eligible/Ineligible			

Signature of  
Director In-charge of Handloom & Textiles

Note: Requisite documents must be submitted in support of the above parameters, else it will not be given weightage. NGOs securing atleast 60 marks, out of total 100 marks shall only be considered. Besides, NGO is required to register on NITI Aayog Portal and also, send PAN No. and Aadhar No. of each trustee/office bearer of NGO.

Block Level Cluster**PROFORMA FOR SELECTION OF ORGANISATIONS FOR CONDUCTING DIAGNOSTIC STUDY & BASELINE SURVEY AND PROFILE OF SELECTED HANDLOOM BLOCK****A. Profile of the Organization/Implementing Agency (IA):**

1.	Name of the Organization (With full address)			
2.	Registration Number and date of Registration.			
3.	Name & Designation of Office bearers with Phone No., FAX No. and E.mail etc.			
4.	Total number of regular manpower with the Organization.			
5.	Performance of the Implementing Agency	<b>Parameters</b>	<b>Year</b> ( )	<b>Year</b> ( )
		Sales Turnover (Rs. in lakh) in each of last 2 years		
		Net profit (Rs. in lakh) in each of last 2 years		
		Balance sheet and profit/ loss account for the last two years (enclosed)		
6.	Experience if any in Textiles/Handloom Sector			
7.	Bye laws/Resolution of the Organisation.			
8.	Previous experience in Cluster development.			
9.	Scoring of the IA (NGO) as per the pattern for grading.			

Certified that:

1. The Implementing Agency has been recommended by the State Level Project Committee in its meeting held on \_\_\_\_\_ for Baseline Survey and Diagnostic Study. The minutes of the meeting are enclosed.
2. There is no reason to believe that these organizations are involved in corrupt practice.
3. Certified that no UC is pending for rendition in respect of the above grantee organisation towards any grant(s) received by it under any scheme of the office of Development Commissioner for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
4. It is certified that the Implementing Agency is in existence and functioning.
5. Certified that the above particulars are correct.

6. Certified that no complaint(s) in respect of the above mentioned agency have been received in the State in respect of disbursement of assistance released by the GOI and State Govt. in the past.
7. Implementing agencies have already identified weavers/beneficiaries and obtained the consent in writing alongwith ID Proofs i.e. Aadhar Card number, Bank account number etc. who will share the project cost.
8. In respect of interventions directly benefitting the weavers, funds will be released through ECS in the bank account of the beneficiaries, preferably linking with Aadhar Card. However, before release of funds in the bank account of beneficiaries for purchase of looms/accessories, lighting units etc., IA will obtain an undertaking from the beneficiary that he/she shall purchase the items for which funds are provided in a period of two months from the date of transfer of funds in the bank account and confirm the same in writing to the IA.
9. In respect of construction of workshed, IA will release financial assistance in the bank account of beneficiary in two instalments on the pattern of Indira Awas Yojana (IAY). 2<sup>nd</sup> instalment will be released on satisfactory utilization of the first instalment and the physical inspection of the work undertaken & its certification by a Committee, Chaired by Officer In-charge, WSC concerned.
10. That beneficiary has not availed similar financial assistance for same purpose from Govt./Non-government organization before releasing fund and there will be no duplication of efforts on part of Gol.

Signature of the President/Secretary/Chief Executives

(Name & Designation)

Countersigned

Director In-charge of Handlooms

## **B. HANDLOOM MARKETING ASSISTANCE**

The objective of the handloom marketing assistance is to develop and promote the marketing channels in domestic as well as export market and bring about linkage between the two in a holistic and integrated manner. The handloom marketing assistance components will have following sub-components:

- I. Domestic marketing promotion
- II. Marketing infrastructure development
- III. Market access initiative
- IV. Handloom export promotion

### **I Domestic Marketing Promotion:**

Sub-components of domestic marketing promotion are as follows:

- i. Organisation of expos, events, and craft melas
- ii. Development of web portal for e-marketing
- iii. Publicity, awareness and brand building
- iv. Promotion of 'Handloom Mark'
- v. Implementation of Geographical Indications of Goods (Registration & Protection) Act, 1999.

### **II. Marketing Infrastructure Development:**

Sub-components of marketing infrastructure development are as follows:

- i. Setting up of urban haats
- ii. Setting up of retail stores
- iii. Marketing complex at Janpath, New Delhi
- iv. Setting up of display-cum- CFC and quality testing unit

### **III. Market Access Initiative:**

Sub component of market access initiative:

- i. Designer intervention for marketing support.

### **IV. Handloom Export Promotion:**

Sub-components of handloom export promotion are as follows:

- i. Export projects
- ii. International fairs & exhibitions
- iii. Organization of reverse buyer-seller meets
- iv. Miscellaneous promotional events/activities

### **Release of payment to suppliers, contractors, grantee/ loanee institutions etc.**

The Implementing Agency will ensure that all the expenditure incurred on marking ground level and other arrangements during organising the events/expos, all payment of Rs.5,000 and above to suppliers, contractors, grantee/ loanee institutions etc. shall be made through e-payment/cheques/DDs only.



## **I Domestic Marketing Promotion;**

### **i. Organization of expos, events, and craft Melas:**

Following types of marketing events & expos will be organised:

1. National handloom expo ( NHE)
2. Special handloom expo ( SHE):
  - (a) National level special handloom expo(NLSHE)
  - (b) State level special handloom expo (SLSHE)
  - (c) State level special handloom expo (NER)
  - (d) Special handloom expo in India international trade fair
  - (e) National level special handloom expo for north eastern region ( NER)
3. District level events.(DLE)
4. Craft melas

Details of various types of marketing events, their funding pattern, implementing agencies etc., are given below:

#### **1. National Handloom Expos (NHE):**

National handloom expos will be organized for a period not less than 14 days in metropolitan and big cities to assist sale of handloom products. Only registered users of handloom mark will be eligible for participation in the expo.

#### **Participants:**

- a. All levels of handloom cooperative societies, corporations/federations
- b. Self-help groups (SHG) engaged in handloom production
- c. Non-government organizations engaged in handloom and fulfilling the norms laid by CAPART
- d. Weaver entrepreneurs engaged in handloom weaving
- e. Sant Kabir awardees, national and state awardees and outstanding individual weavers
- f. Consortia/ producer companies and SPVs of handloom clusters
- g. Members registered with Handloom Export Promotion Council ( HEPC)

#### **Implementing agencies:**

- a. State Governments directly or through State agencies
- b. Weavers Service Centres(WSCs)
- c. National level handloom organizations like National Handloom Development Corporation (NHDC), Association of Corporations and Apex Societies of Handlooms (ACASH), Handloom Export Promotion Council (HEPC), Handicrafts and Handloom Export Corporation (HHEC)
- d. Other central government organisation supporting handloom sector
- e. Any other professionally managed agency having experience in handloom sector with the approval of Development Commissioner for Handlooms.

#### **Funding pattern:**

Financial assistance will be provided for infrastructural support, stall rent, electricity charges, publicity, organizing buyer-seller meet, backup services, administrative expenses etc. up to Rs 45.00 lakh for organizing NHE in cities with population above 25 lakh and Rs 22.00 lakh for

organising NHE in cities with population upto 25 lakh. Any expenditure above this limit would have to be borne by the implementing agencies. The NHE will be organised on no profit and no loss basis. The implementing agency will provide Rs.25,000/- to weavers service centre or any other organisation for the expenses related to display in the theme pavilion.

**Release of funds:**

50% will be released as advance to meet preparatory expenses. In case of WSC, 100% of grant will be released as on account advance.

**Theme Pavilion in Expos :**

The implementing agency with the assistance of the Weavers Service Centre may set up a theme pavilion of 500-2500 sq. ft. An amount of Rs.25,000/- would be paid by the office of Development Commissioner for Handlooms for the expenses related to display in the theme pavilion.

The Implementing Agency of NHE would be responsible for setting up of the WSC theme pavilion within the funds sanctioned for holding the National Handloom Expo.

**Inspection of NHE:**

For inspection purpose upto Rs.10,000/- or actual expenditure incurred should be transferred to WSC account by the implementing agency out of the overall sanctioned amount, on production of receipt.

Detailed guidelines for implementation of this component and parameters for financial assistance are further annexed.

**2. Special Handloom Expos (SHEs) :**

Special Expos will also be organised for specific fibre such as cotton, wool & silk; for area specific products like Banaras, Kanchipuram, Ikats and North Eastern products and for specific items such as sarees & home furnishings etc. These exhibitions will be organised for a period of not less than 14 days. Special expos will be at national level and state level. In addition, Association of Corporations & Apex Societies of Handlooms (ACASH) will organise a special expo at Handloom Pavilion, Pragati Maidan, New Delhi during India International Trade Fair.

**Participants for all the above special expos:**

- a. All levels of handloom cooperative societies, corporations/federations
- b. Self-help groups (SHG) engaged in handloom production
- c. Non-government organizations engaged in handloom and fulfilling the norms laid by CAPART
- d. Weaver entrepreneurs engaged in handloom weaving
- e. Sant Kabir awardees & National and state awardees & outstanding individual weavers.
- f. Consortia/ producer companies and SPVs of handloom clusters
- g. Members registered with Handloom Export Promotion Council ( HEPC)

**Note:** Handloom mark registered agencies/weavers will be eligible for participation in the expos.

**Implementing agencies:**

- (a) State Governments directly or through State agencies
- (b) Weavers Service Centres (WSCs)
- (c) National level handloom organizations like National Handloom Development Corporation (NHDC), Association of Corporations and Apex Societies of Handlooms (ACASH), Handloom Export Promotion Council (HEPC), Handicrafts and Handloom Export Corporation (HHEC)
- (d) Other central government organisation supporting handloom sector
- (e) Any other professionally managed agency having experience in handloom sector with the approval of Development Commissioner for Handlooms.

**Release of funds:**

50% will be released as advance to meet preparatory expenses. In case of WSC, 100% of grant will be released as on account advance.

**Funding Pattern:****a) National Level Special Handloom Expos:**

Financial assistance will be provided upto Rs.28.00 lakh for expenses relating to stall rent/infrastructure including electricity charges, publicity, backup services, live demonstration, theme display and administrative expenses. National level special handloom expos will be organised in cities having population of more than 15 lakh in general states and 10 lakh in NER.

**b) State Level Special Handloom Expos:**

Financial assistance will be provided upto Rs.12 lakh to the implementing agency for expenses towards stall rent/infrastructure including electricity charges, publicity and administrative expenses.

**c) State level special Expos in the North East Region:**

Financial assistance will be provided upto Rs.15 lakh in view of the difficult terrain for rent/infrastructure including electricity charges, publicity and administrative expenses.

**d) Special Expos for participation in India International Trade Fair, Pragati Maidan, New Delhi:**

Financial assistance up to Rs. 6.00 lakhs will be provided to the implementing agency for rent/infrastructure including electricity charges and publicity.

**Inspection of special expos:**

For inspection purpose of all types of special expos upto Rs.5000/- or actual expenditure incurred should be transferred to WSC account by the implementing agency out of the overall sanctioned amount, on production of receipt.

**e) National Level Special Handloom Expo for NER to be organized outside NER:**

National level special handloom expo for NER will be organised in cities having population above 15 lakh and above only for general States.

**Participants:**

- a. All levels of NER handloom cooperative societies, corporations/federations
- b. Self-help groups (SHG) engaged in handloom production
- c. Non-government organizations engaged in handloom and fulfilling the norms laid by CAPART
- d. Weaver entrepreneurs engaged in handloom weaving
- e. Sant kabir awardees, national and state awardees & outstanding individual weavers.
- f. Consortia/ producer companies and SPVs of handloom clusters.
- g. Members registered with Handloom Export Promotion Council (HEPC), agencies of NER registered for handloom mark only will be eligible for participation.

**Implementing agencies:**

All State Governments, State Handloom Development Corporations/ apex handloom coop. societies of NER, NHDC, ACASH, WSC.

**Funding pattern:**

Financial assistance upto Rs.30.00 lakh will be provided towards meeting the expenditure on infrastructure, publicity, administrative expenses etc. Out of the total grant, Rs.5 lakh as lumpsum assistance @ Rs.10,000/- per participant for 50 participants would be paid as travel grant, to meet the transportation cost, insurance etc.

**Release of funds:**

50% will be released as advance to meet preparatory expenses. In case of WSC, 100% of grant will be released as on account advance.

**Inspection of Expos:**

For inspection purpose upto Rs.10,000/- or actual expenditure incurred should be transferred to WSC account by the implementing agency out of the overall sanctioned amount, on production of receipt.

Detailed guidelines for implementation of the special expos mentioned above and parameters for financial assistance are further annexed.

**3. District level events (DLEs):**

DLEs will be held in the districts across the country to assist the sale of handloom products. Efforts will be made to organize DLEs in cities where population is above 5 lakh.

**Participants:**

- a. Handloom weavers
- b. Apex societies and primary handloom weavers' cooperative societies

- c. Self help groups engaged in handloom production
- d. Weavers entrepreneurs and NGOs working in handloom sector and fulfilling the CAPART norms will be eligible for participation.

### **Implementing agencies:**

- Directorate in-charge of Handlooms and Textiles in the State Governments/ UTs.
- State handloom development corporations
- State level handloom cooperative federations/apex societies,
- ACASH, WSC, NHDC
- District Rural Development Agencies
- Implementing agencies of the handloom clusters selected under Cluster Development Programme.

### **Funding pattern:**

Financial assistance of up to Rs.3.50 lakh ( Rs. 1.90 lakh towards expenditure on infrastructure, up to Rs.0.60 lakh towards expenditure on publicity and up to Rs. 1.00 lakh towards expenditure TA/DA including freight charges to participants) will be provided. The financial assistance will be permissible for rent of venue, display structure/decoration, transportation, electricity and water and publicity. Rent receipt towards space, construction etc., is required alongwith final claim for payment.

### **Release of funds:**

50% will be released as advance to meet preparatory expenses. In case of WSC, 100% of grant will be released as on account advance.

### **Inspection of DLEs:**

Further, a sum of upto Rs. 2500/- or actual expenditure incurred whichever is less should be transferred to WSC account by the implementing agency out of the overall sanctioned amount, on production of receipt.

Detailed guidelines for implementation of this component and parameters for financial assistance are further annexed.

**4. Integrated sales cum Exhibition:** - Integrated exhibitions will be organized for a period not less than 14 days in metropolitan and big cities to assist sale of all textiles products such as handloom, Jute, Wool, Silk and handicraft products. The participation in these expos/events will be organized jointly by Office of the Development Commissioner for Handlooms/Handicrafts, Office of the Jute Commissioner, Central Silk Board, Wool Board, Indian Silk Export Promotion Council and other export promotion councils. The proposal would be received as decided by Ministry of Textiles.

### **5. Craft Melas:**

Under this event, handloom weavers will be sponsored for participation in the craft melas such as Surajkund Mela : Surajkund Mela Authority, Govt of Haryana, Shilpagram : Shilpagram Mela

Authority, West Zone Culture Centre, Deptt. of Culture, Govt. of Rajasthan, Shilparamam : Designated agency, Govt. of Andhra Pradesh, Shilparamam : Designated agency, Govt. of Telangana, Taj Mahotsav : Taj Mahotsav Samiti, Tourism Department, Govt. of Uttar Pradesh, Shilpagram : Designated agency, Govt. of MP, Toshali (Zonal Craft Mela) : Designated agency, Govt. of Orissa or Any other craft melas like Pushkar, Tirupati etc., may be added to the list on need basis with the approval of Development Commissioner (Handlooms) & on the recommendation of State Government/Tourism Department.

### Participants:

Sant Kabir awardees, national awardees, merit certificate holders, State awardees will be given preference for participation; however other handloom weavers will also be eligible to participate.

### Implementing agencies:

The implementing agencies of craft melas will be the designated agency of the State Government where the craft mela is held.

### Funding pattern:

Financial assistance will be provided to implementing agency for expenditure on space rent/stall rent/electricity/infrastructure/publicity and other incidental expenses up to Rs. 12.00 lakh. The admissible items of expenditure include setting up of temporary/permanent structures at the mela site for making stalls, facilities for weavers, expenditure on electricity and water and incidental expenses to organise the event. Items of expenditure admissible under publicity include expenditure on advertisements, hoardings, printing of posters, pamphlets etc.

In addition participants will be entitled for re-imburement of freight charges & TA/DA on actual basis as per the following details.

Category	Intervention	Provision of freight, TA/DA		Remarks
		TA including freight charges	DA	
General States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkota & Chennai) 500/- and other cities 300/- per day per participant.	SC & ST participants will be paid for participation in every event. However, Genl. Category will be paid for one event per year only.
NER States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkota & Chennai) 500/- and other cities 300/- per day per participant.	Genl., SC & ST participants will be paid for participation in every event.

### Release of funds:

50% will be released as advance to meet preparatory expenses.

### Inspection of Crafts Melas:

Further, a sum of upto Rs.2500/- or actual expenditure incurred whichever is less should be transferred to WSC account by the implementing agency out of the overall sanctioned amount, on production of receipt.

Detailed guidelines for implementation of this component and parameters for financial assistance are further annexed.

**Textiles India Fair:** All weavers participating in the Textile India fair will be paid TA/ DA to encourage them to get a good response of participation. This payment of TA/ DA will be over and above the participation in all other fairs.

## **ii. Development of Web-portal for e-marketing and resource centre:**

Web portal will provide direct marketing facilities to the consumers as well as serve as a resource centre and provide e-marketing platform with b2b and b2c facility. The website will be a single point easy access to information pertaining to policies and schemes, map of handloom clusters with product details, traditional weaving and dyeing techniques, designer database, details of state handloom cooperatives, weavers entrepreneur, national awardees, exporters and potential handloom weavers will be uploaded on the website with their product profile and contact details. Freelance designers will be allowed to upload their resumes and designs for providing data base and design support.

To provide strong design support, there will be a provision for the implementing agency to create a pool of qualified designers on contract basis. A provision for hiring of marketing consultant will also be provided for market survey and research, establishing liaison with exporters, private buying houses and helping the handloom agencies and weavers in marketing and sale of their products.

### **Implementing agency:**

Association of Corporations and Apex societies of Handlooms (ACASH) will be the implementing agency of this website and will be responsible for creation, maintenance and publicity of the website. While carrying out the tendering process for selection of the agency, the Implementing Agency will follow the guidelines of Central Vigilance Commission (CVC)/General Financial Rules (GFR) provisions.

### **Financial assistance:**

Financial assistance upto Rs. 2.00 crore will be provided for development of web portal through professional agency, its maintenance, up-gradation/re-development, hiring of designers and marketing consultants, photo shoot and all associated activities related to website, including administrative expenses.

### **Release of funds:**

Funds will be released to the Implementing agency in installments as decided by DC(HL).

## **iii. (i) Publicity & awareness, Brand building:**

Publicity and awareness programme include inter-alia, activities like masters creations programme, films/tele-films/documentaries on handlooms, national festivals, seminars and workshops, national awards / merit certificates, sant kabir awards, buyer seller meets including

reverse buyer seller meets, publicity campaigns of handloom sector through internet, printing of brochures, books, catalogues, mementos, fashion shows, road shows, live demonstrations, print, electronic and other media by way of advertisements, syndicated articles, advertisements, deputation of weavers abroad for live demonstration or under agreed cultural exchange programme between two countries to create awareness about Indian tradition and heritage abroad to explore export market and vice-versa. And organisation of appropriate technology exhibition, textile tours etc., in coordination with Ministry of Tourism & Ministry of Culture to important handloom weaving centres by inviting well known tour operators in India and abroad and create awareness amongst the people and any other media tools or activities that are suitable for publicity and awareness of the handloom sector, engagement of brand ambassador and any other activity approved by DC(Handlooms) for promotion and development of handloom sector.

### **Implementing agencies:**

The Office of the Development Commissioner for Handlooms will nominate or select an appropriate implementing agency for each activity/ project mentioned above from agencies such as weavers service centres (WSCs), Association of Corporations and Apex Societies of handlooms (ACASH), National Handloom Development Corporation (NHDC), National Handicrafts and handloom Museum (NHHM), National Institute of fashion Technology (NIFT), State Handloom Development Corporations and Apex societies, National Institute of Design (NID), National Centre for Textile Design (NCTD), Handicrafts and Handloom Exports Corporation of India(HHEC), central cottage industries corporation of India (CCIC) or any other agency found competent and approved by the Development Commissioner for Handlooms.

### **Beneficiaries:**

Beneficiaries may differ from activity to activity. For example, technology exhibitions, national awards and festivals, master creation programmes etc. may be organised for the weavers; buyer-seller meets for buyers and sellers; brochures, books etc. may be meant for office use as well as for general public/weavers etc.

**(ii) Awards:** - This office has been conferring Sant Kabir Award, National Award and National Merit Certificates to the handloom weavers for their excellency in the field of handloom sector. Brief about the awards is as under-

- (a) **SANT KABIR AWARD (SKA)** - Sant Kabir Award is conferred to outstanding handloom weavers who are carrying on with the tradition and have made valuable contribution to the development of the sector. Any handloom weaver, who is either a recipient of National Or State Award, National Merit Certificate or a handloom weaver of extraordinary skills who has contributed significantly to the promotion, development and preservation of weaving tradition and welfare of the weaving community and fulfilling eligibility criteria.

**Financial Assistance:** - This award is consist of a cash prize of Rs.3 lakh, one mounted gold coin, one tamrapatra, one shawl and a certificate.

- (b) **NATIONAL AWARD (NA)** - National Award is conferred to handloom weavers in recognition of their outstanding craftsmanship contribution and development of handloom weaving. This recognition will encourage them to continue with the work in a more enthusiastic and productive manner and will ultimately encourage other emulate



them. An extraordinary skilled weaver who has contributed significantly in development of the handloom product and fulfilling eligibility criteria.

Financial Assistance:- This award is consist of a cash prize of Rs.1.5 lakh, one tamrapatra, one shawl and a certificate.

- (c) **NATIONAL MERIT CERTIFICATE (NMC)** - National Merit Certificate is given to outstanding handloom weavers. An extraordinary skilled weaver who has contributed significantly in development of the handloom product and fulfilling eligibility criteria.

Financial Assistance:- NMC is consist of a cash prize of Rs. 0.75 Lakh and a certificate.

Starting from the award for the year 2015, two new awards have also been instituted in the following fields handloom:-

- i. Design Development for promotion of handloom products
- ii Marketing of handloom products.

In addition, from the award for the year 2016, Two Sant Kabir Awards, four National Awards and four National Merit Certificates awards have also been instituted exclusively to the women handloom weavers in addition to the existing Sant Kabir Awards, National Awards and National Merit Certificate in the field of weaving. This exclusive award to the women handloom weavers will be named as '**Kamaladevi Chattopadhyay - awards**'.

The details of Sant Kabir Awards, National Awards and National Merit Certificate awards in a year is given below:-

Sl. No.	Name of awards	Category	Total no. of awards			Grand Total
			General	exclusively for women	Total	
01	Sant Kabir Award (SKA)	Weaving	10	02	12	12
02	National Award (NA)	Weaving	20	04	24	32
		Design Development for promotion of handloom products	03	-	03	
		Marketing of handloom products	05	-	05	
03	National Merit Certificate (NMC)	Weavers	20	04	24	40
		Design Development for promotion of handloom products	06	-	06	
		Marketing of handloom products	10	-	10	
Total			74	10	84	84

Note: - In all there will be a maximum of 12 Sant Kabir Award, 32 National Award and 40 National Merit Certificate awards in the field of handloom sector (Weaving, Design Development for promotion of handloom products and Marketing of Handloom Products).

**(iii) Master creation programme:**

In order to provide an opportunity to Sant kabir and national awardees to present their products to the public, a special programme namely master creations programme would be jointly organised every year by the Offices of Development Commissioner for Handlooms & Development Commissioner (Handicrafts), at Dilli Haat, INA, New Delhi.

TA/DA including freight charges to be given to participants towards travel, freight, lodging and boarding for participating in Master Creation Programme at Dilli Haat on actual basis as per the following details :-

Category	Intervention	Provision of freight, TA/DA		Remarks
		TA including freight charges	DA	
General States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkota & Chennai) 500/- and other cities 300/- per day per participant.	SC & ST participants will be paid for participation in every event. However, Genl. Category will be paid for one event per year only.
NER States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkota & Chennai) 500/- and other cities 300/- per day per participant.	Genl., SC & ST participants will be paid for participation in every event.

**Implementing Agency:**

The implementing agency for the Office of the Development Commissioner for Handlooms will be Weavers Service Centre, Delhi.

**Funding Pattern:**

For Master creation programme upto Rs.10.00 lakh will be provided for space rent/infrastructure/publicity/incidental activities. In addition participants will be entitled for reimbursement of freight charges & TA/DA as mentioned above/on actual basis.

**Release of funds:**

100% advance will be released to the implementing agency i.e. WSC, Delhi.

**(iv) Films on handlooms:**

In order to create awareness and understanding among the public about the handloom sector, various types of films, documentaries, video clips, telefilms, etc. can be made. These films/documentaries/telefilms/video clips can be shown on the television channels, in handloom expos/events, in special events etc. This activity will assist in publicising and popularising the handlooms. In addition, films highlighting the technological advances in the handloom sector may be prepared for screening to handloom weavers to raise their awareness about these

developments. The contents of the films, modalities of production and other terms and conditions will be decided by the Development Commissioner (Handlooms).

**Implementing Agency:**

National Handloom Development Corporation ( NHDC), Association of Corporations and Apex Societies of Handlooms (ACASH), State Governments, State Handloom Development Corporations/State Handloom Apex Cooperatives, Weavers` Service Centres.

**Funding pattern :**

The Development Commissioner (Handlooms) will decide and approve the financial assistance on merit of the proposal.

**Release of funds:**

50% will be released as advance to meet preparatory expenses. In case of WSC, 100% of grant will be released as on account advance.

**(v) National festivals:**

The Office of the Development Commissioner for Handlooms, with the help of National Institute of Fashion Technology (NIFT), will participate in national festivals like Republic Day. A tableau would be prepared for displaying a selected range of recently developed as well as traditionally renowned handloom products. etc.

**Implementing Agency:**

National Institute of Fashion Technology (NIFT), Weavers Service Centre (WSC) and Association of Corporations and Apex Societies of Handlooms (ACASH).

**Funding pattern:**

The Development Commissioner (Handlooms) will decide and approve the proposal on merit alongwith financial assistance.

**(vi) Print and electronic publicity:**

Publicity relating to handlooms will be taken up by way of printing of posters, pamphlets, brochures, books, catalogues, advertisements and syndicated columns/articles/editorials/special supplements in newspapers, magazines etc. Information on various handloom schemes can also be printed in the national as well as regional languages. Electronic publicity will be through CDs, internet, development of websites for promotion of handlooms and through social media such as facebook, twitter etc.

**Implementing Agency:**

NHDC, ACASH, State handloom development corporations, State apex cooperative societies and Weavers` service Centres or any other agency found competent and approved by the Development Commissioner (Handlooms).

**Funding pattern:**

For brochures, folders, catalogues, journals, books, maps etc. the ceiling would be Rs. 5.00 lakhs. For electronic publicity, funding pattern will be decided a Committee headed by the Development Commissioner for Handlooms on merits.

**Release of funds:**

50% will be released as advance to meet preparatory expenses. In case of WSC, 100% of grant will be released as on account advance.

**(vii) Seminars and workshops:**

On various occasions, seminars/ workshops will be organised to discuss and disseminate the latest know – how in handloom technology, design development, revival of traditional designs etc.

**Implementing Agency:**

NHDC, ACASH, Weavers` service centres, National Centre for Textiles Design, National Handicrafts & Handlooms Museum, etc.

**Funding pattern:** For seminars and workshops, the ceiling would be Rs. 5.00 lakhs for space rent/infrastructure/publicity/incidental activities including TA/DA and a Committee headed by the Development Commissioner for Handlooms will decide these proposals on merits.

**Release of funds:**

50% will be released as advance to meet preparatory expenses. In case of WSC, 100% of grant will be released as on account advance.

**(viii) Appropriate Technology Exhibition:**

Under this activity, exhibition-cum- training programmes on technological developments in the handloom sector would be organised.

**Implementing agencies:**

Agencies such as NHDC, WSCs and IIHTs.

**Funding pattern:**

Maximum assistance of Rs.6.00 lakh shall be provided for space rent/ infrastructure / publicity / incidental activities.

**Release of funds:**

50% will be released as advance to meet preparatory expenses. In case of WSCs/IIHTs, 100% of grant will be released as on account advance.

**(ix) Buyer seller meets:**

For market access & penetration for handloom sector Buyer-Seller Meets will be organised. Development Commissioner (Handlooms) will decide the proposal and financial assistance on merit of the proposal.

**Implementing Agency:**

NHDC, ACASH, State Governments, State handloom development corporations/State handloom apex cooperatives, Weavers` service centres etc.

**Funding Pattern:**

The financial ceiling would be upto Rs. 15.00 lakhs for space rent/infrastructure/publicity/incidental activities including TA/DA. Additional fund for organising fashion show during BSM will be provided as approved by Development Commissioner (Handlooms). In addition participants will be entitled for re-imburement of freight charges & TA/DA on actual basis.

TA/DA to be given to participants towards travel, lodging and boarding participating in Buyer Seller Meets on actual basis as per the following details :-

Category	Intervention	Provision of freight, TA/DA		Remarks
		TA including freight charges	DA	
General States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkota & Chennai) 500/- and other cities 300/- per day per participant.	SC & ST participants will be paid for participation in every event. However, Genl. Category will be paid for one event per year only.
NER States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkota & Chennai) 500/- and other cities 300/- per day per participant.	Genl., SC & ST participants will be paid for participation in every event.

**Release of funds:**

50% will be released as advance to meet preparatory expenses. In case of WSC, 100% of grant will be released as on account advance.

**(x) Miscellaneous promotional activities/events:**

This will include publicity and promotional measures like road shows, live demonstrations, momentos, fashion shows, cultural exchange programmes including weavers exchange programmes approved/sponsored by various Ministries/ Departments like Tourism, Culture, Office of the Development Commissioner for Handlooms etc. and any other media tool that may be

found useful by the Development Commissioner (Handlooms) in publicising and popularising the handloom sector.

**Implementing Agency:**

NHDC, ACASH, State Governments, State handloom development corporations/State handloom apex cooperatives, Weavers` service centres etc.

**Funding Pattern:**

Development Commissioner (Handlooms) will decide the proposal and financial assistance on merit of the proposal.

**Release of funds:**

50% will be released as advance to meet preparatory expenses. In case of WSC, 100% of grant will be released as on account advance.

**iv. Promotion of Handloom Mark:**

Handloom mark distinguishes handloom products from powerloom and mill products. The Handloom Mark serve as a guarantee to the buyer that the handloom product being purchased is a genuine hand-woven product and not a powerloom or mill made product. Handloom Mark will be promoted and popularized through advertisements in newspapers and magazines, electronic media, syndicated articles, fashion shows, films etc.

**Beneficiaries:**

Individual weavers, master weavers, retailers, handloom apex cooperative societies and corporations in the states and merchant/manufacturers exporters, self help groups, joint liability groups, consortia, producer companies, handloom weavers groups or any other legal entity, organization involved in handloom activities.

**Implementing agencies:**

Textiles Committee/ACASH/WSC will be the eligible implementing agencies.

**v. Implementation of the Geographical Indications of Goods (Registration & Protection) Act 1999:**

The Government of India provides financial assistance to register handloom products under the Geographical Indications of Goods (Registration & Protection) Act 1999. The Act provides legal protection to the Geographical Indications of goods etc., and prevents unauthorized use of these by others. In case of violation of the provisions of the Act, punishment varies from 6 months to 3 years imprisonment and a fine of not less than Rs.50,000/- but may extend to Rs.2.00 lakh will be imposed. Measures would be taken for seeking protection of traditional designs and patterns under the G.I. Act.

**Implementing agencies:**

State Governments directly or through their state agencies. Registration of individual handloom item may be done by the respective State Governments on their own or through their implementing agencies in a time frame of about 18 months.

**Financial assistance:**

Rs. 1.50 lakh for meeting the expenses in registering the designs/products under G.I. Act and Rs.1.50 lakh to impart training to personnel of implementing agency and for effective enforcement of G.I. registration.

**Release of funds:**

50% will be released as advance to meet preparatory expenses balance amount or actual expenditure incurred whichever is less will be reimbursed after completion of the work.

**II. Marketing Infrastructure Development:**

**i. Setting up of Urban Haats:**

Urban Haats will be set up in the big towns/metropolitan cities to provide adequate direct marketing facilities to the craft persons/weavers and eliminate middle agencies. The scheme would be funded by the Office of the Development Commissioner for Handlooms, Govt. of India and the State Government/ implementing agency in the ratio of 70:30. The minimum land requirement for construction of urban haat would be 8000 sq.mtrs for all cities and will provided by the implementing agency which will not form the part of implementing agency share. Detailed guidelines for implementation of this component and parameters are further annexed.

**Participants:**

National level and State level handloom agencies/Corporations/ Cooperatives /Primary cooperatives /weavers/ artisans.

**Implementing agencies:**

The scheme will be implemented through State Handicrafts/Handlooms Development Corporations /Tourism Development Corporations with sufficient financial resources and organisational capacity to implement the project.

**Financial assistance:**

The financial ceiling for one urban haat is Rs.3.00 crore which is shared between Govt. of India and the Implementing agency in the ratio of 70:30. Any additional expenditure/escalation in the cost shall be borne by the implementing agency. Land cost will not be part of the project and will be arranged by the implementing agency.

Ministry of Textiles, Govt. of India	70%	Rs.210.00 lakh
State Govt. agency	30%	Rs. 90.00 lakh

The Government of India contribution may be shared equally between DC(HL) & DC(HC) or may be borne by one agency as decided by the High Level Selection Committee set up for approval of Urban Haat.

The Central assistance will be frozen at Rs.2.10 crore per urban haat and any escalation in the cost shall be borne by the State Government/implementing agency. Further, a lump-sum grant of Rs.15.00 lakh in the first year and Rs.10.00 in the second year is permissible for publicity of the project.

**ii. Setting up of retail stores:** The retail stores will be set up in major cities and State capitals under one major brand name. The retail outlets are proposed to be set up at prominent public places such as railway stations, airports especially at tourist destinations for sale of handloom products and publicity by way of improved visibility of handloom products.

**Implementing agencies:**

The project will be implemented by the agencies of Ministry of Textiles.

**Financial assistance:**

Financial assistance upto Rs.1.50 crore per retail store would be provided by the Govt. of India. The financial assistance for retail outlets shall be restricted to the agencies of Ministry of Textiles only. 100% fund shall be provided by Govt. of India.

**Release of funds:**

Funds will be released in instalments and will be decided by DC (HL)

**iii. Setting up of Handloom Haat at Janpath, New Delhi:**

Handloom Haat at Janpath, New Delhi will provide infrastructure support to handloom agencies with a view to provide permanent marketing outlets to augment their sales.

**iv. Setting up of display-cum-CFC and quality testing unit:**

**Objective:**

The main objective is to boost the export of handloom products and showcase the products/samples at one place with centralized state of art quality testing units. Display-cum-CFC and quality testing unit will be set up at Panipat and Karur which are two major centres of export of Handloom products. The project will facilitate in improving the infrastructure facilities with better storage facilities, design development through creation of design studios, sample development, modern testing facilities to meet international quality requirements, technology up-gradation in pre-loom/on-loom/post-loom operations, weaving shed etc. The broad objectives of the scheme would be as follows:

- a) To empower handloom entrepreneurs & exporters and build their capacity to enhance competitiveness of their products in global market in a sustainable and reliant manner;
- b) To facilitate collectivization of handloom entrepreneurs & exporters and service provides for procurement, production, marketing and other support activities to promote sustainable growth and diversification;



- c) To provide requisite support/linkages in terms of adequate core & technical infrastructure, technology, product diversification, design development, raw material banks, marketing & promotion and other components that are vital for sustainability of manufacturers engaged in the handloom sector;
- d) To establish quality testing unit to compete with international standard in quality
- e) Public Private Partnership (PPP) model in the form of collaboration between the Governments, handloom exporters through HEPC.

## **Project components:**

### **A. Diagnostic Study and formulation of Detailed Project Report (DPR)**

Diagnostic study of the identified handloom concentrated area i.e. Panipat and Karur is the prime requirement for ascertaining the needs of specific interventions to enable the handloom exporters/manufacturers with modern facilities to meet international standards. The Detailed Project Report (DPR) shall also include the requisite details under each of the activities that would be undertaken for different components including activity-wise financial implications, implementation schedule and duration etc.

For preparation of DPR & for providing technical and managerial support to implementing agency and SPV, the implementing agency may engage project management consultant.

### **B. Formation of SPV - Mobilization of weavers/exporters**

With introduction of economic reforms through liberalization, privatisation and globalisation, India has entered into a new era of economic development and therefore, formation of SPV Empowerment programme for handloom sector is desirable to enhance operational efficiency and competitiveness so that the sector is able face the new challenges. HEPC will form SPV with their member exporters to run the project.

## **Implementing agencies:**

The project will be implemented by HEPC through SPV of exporters/ manufacturers.

## **Funding pattern:**

One time assistance would be available for setting up of display –cum-common facility centre, which also include testing equipment, quality control lab, display-cum-exhibition hall, design studios with sample development and other facilities. 20% of the cost will be borne by the SPV of Exporters and 80% will be provided as government grant subject to a maximum of Rs.12 crore per cfc. The project cost would not include the cost of land, which will entirely be borne by the implementing agency.

For setting up Common Facility Centre/Dye House, a project report will be submitted by the implementing agency and the same will be approved by a Committee headed by DC (HL) after considering its viability and the existing facilities available in the nearby area.

## Release of funds:

- i. 15% as 1<sup>st</sup> Installment as advance.
  - ii. 25% as 2<sup>nd</sup> installment on utilization of 70% amount of 1<sup>st</sup> installment and submission of Utilization Certificate as per GFR-2017 and audited accounts duly certified by the Chartered Accountant.
  - iii. 30% as 3<sup>rd</sup> installment on utilization of 100% amount of 1<sup>st</sup> installment and 70% of 2<sup>nd</sup> installment and submission of Utilization Certificate as per GFR 2017 and audited accounts, duly certified by the Chartered Accountant.
  - iv. 20% as 4<sup>th</sup> installment on utilization of 100% amount of 2<sup>nd</sup> installment and 70% of 3<sup>rd</sup> installment and submission of Utilization Certificate as per GFR -2017 and audited accounts duly certified by the Chartered Accountant.
  - v. 10% as 5<sup>th</sup> installment as reimbursement on submission of complete Utilization Certificate as per GFR 2017 and audited accounts duly certified by the Chartered Accountant.
- Funds will be released to SPV through HEPC.

## Special purpose vehicle (SPV)

- (i) A multi stakeholder legal entity, preferably a company registered under the Companies Act will be set up for each of the cfc. It will be the recipient of grant through HEPC from the Ministry of Textiles and other agencies.
- (ii) Such SPV shall be responsible for ownership, execution and management of the interventions/facilities created under the project.
- (iii) The equity of such SPV shall be with the weavers/ artisans/ craftsmen/ Entrepreneurs/ exporters etc. of the area. However, the individual stake shall not exceed 25%.
- (iv) The SPV for each CFC will be the focal point and shall be responsible for coordinating the implementation of each of the components of the project, with the following role:
  - SPV would be responsible for maintaining the utilities and infrastructure created by collecting services and user charges.
  - The SPV has to be so structured so as to be self-sustaining with a positive revenue stream.
  - SPV would appoint contractors/consultants in a fair and transparent manner. In order to ensure timely completion of the project, SPV will obtain appropriate performance guarantee from consultants/ contractors.

## Duration:

The duration of the project is 2 years.

## Project approval and monitoring committee (PAMC):

The Detailed Project Report (DPR) shall be considered and approved by the Project Approved and Monitoring Committee (PAMC). The implementation of the projects shall also be reviewed periodically by PAMC. The composition of the PAMC is as follows:

- |                                      |            |
|--------------------------------------|------------|
| • DC(Handlooms)                      | - Chairman |
| • Advisor (VSE), Planning Commission | - Member   |

- |   |                    |
|---|--------------------|
| • Representative of IFW, Ministry of Textiles.  | - Member           |
| • ED, HEPC  | - Member           |
| • Commissioner/Director In-charge of Handlooms & Textiles of the State Govt. Concerned. | - Member           |
| • Addl. Development Commissioner (Handlooms)  | - Member Secretary |

PAMC will consider and approve revision in the component-wise project cost, if required, subject to the condition that escalation in the cost is due to the reasons beyond control and within the upper limit of Govt contribution for a particular mega handloom cluster.

### **Monitoring**

At the CFC, the project will be monitored by the Board of Directors of the SPV, which shall also comprise District Magistrate of the area, representative of financial Institution, exporter, designer, State Directorate of Handloom & Textiles, Officer In-charge of Weavers Service Centre and representative of the office of the Development Commissioner (Handlooms).

At the Hq. level, each project will be monitored by the Project Approved and Monitoring Committee (PAMC), chaired by DC (Handlooms)

### **IV. Market Access Initiative:**

#### **i. Designer intervention for marketing support:**

The leading designers will be engaged to work in some potentially viable/ traditionally known handloom clusters to diversify handloom products and to create large array of products suited to contemporary taste, train by internship or apprenticeship to local designers / master weavers, bring their collection to Fashion Design Council or other similar international organisation platforms to market the products and establish marketing linkage.

#### **Implementing agencies:**

Association of Corporations and Apex Societies of Handlooms (ACASH), Weavers Service Centres (WSCs), Implementing agencies of cluster / production centres or any agency with the approval of Development Commissioner for Handlooms.

#### **Funding pattern:**

The project cost shall be upto Rs.1.00 crore per cluster/production centre and assistance will be provided for following interventions:

- i) Designer honorarium including travel cost
- ii) Training to 5 local designers/national awardees
- iii) Samples development
- iv) Modification of looms/accessories
- v) Documentation/catalogue
- vi) Assistance for fashion show/international exhibition for brand promotion, BSM etc
- vii) Project management cost to IA
- viii) Engaging technical person
- ix) Provision for CAD/CAM, creation/up-gradation of dyeing facility etc.

- x) Brand promotion
- xi) Miscellaneous activities

### **Project Monitoring Committee (PMC)**

PMC will be constituted with the approval of competent authority and the PMC will approve the project.

#### **Release of funds:**

50% will be released as advance to meet preparatory expenses. In case of WSC, 100% of grant will be released as on account advance.

## **IV. Handloom Export Promotion:**

### **Objectives of Handloom Export Promotion**

- a) To identify and assist suitable apex/primary handloom cooperative societies & corporations in developing the products that are export-worthy by providing such interventions such as engaging of a professional designer for design development, up-gradation of skill, engaging of a professional marketing consultant etc.
- b) Market penetration through participation in international exhibitions, buyer-seller meets including reverse buyer-seller meets etc. publicity and brand development through handloom mark and other measures.

### **Sub-components under Handloom Export Promotion**

- i. Export Project
- ii. International fairs & exhibitions
- iii. Organisation of reverse buyer seller meets
- iv. Miscellaneous promotional events/activities

#### **i. Export Projects**

Export projects will be sanctioned to assist development of exportable products and international marketing thereof.

#### **a) An export project have the following sub components:**

- (i) Design Innovation and Product Diversification;
- (ii) Skill up gradation & Modification of looms;
- (iii) Development of samples;
- (iv) Training in packaging;
- (v) Engagement of marketing consultant
- (vi) Development of promotional material and
- (viii) Publicity & marketing

#### **b) Agencies eligible for implementing the Export Project :**

- National and State level Handloom Corporations
- Apex/Primary handloom Cooperative societies.

**c) Agencies eligible to recommend Export Project :**

- State Directors Incharge of Handlooms & Textiles
- Weavers Service Centres

**d) Approval of the export project:**

The project will be approved by a committee constituted for the purpose by DC (Handlooms).

**Funding pattern for Export Project :**

S.I No.	Sub-Headings	GOI Share (Rs. in lakh) 75%	Agency Share (Rs. in lakh) 25%	Total (Rs. in lakh)
	<b>Product Development and Publicity &amp; Marketing</b>			
1	Design Innovation & product diversification	3.75	1.25	5.00
2	Modification of looms and skill up-gradation	1.80	0.60	2.40
3	Development of samples	3.00	1.00	4.00
4	Training in packaging	0.45	0.15	0.60
5	Engagement of Marketing Consultant	2.25	0.75	3.00
6	Development of promotional material	2.25	0.75	3.00
7	Publicity & Marketing	7.50	2.50	10.00
	Total	21.00	7.00	28.00

**Release of funds:**

- a) On sanction of an Export Project, 50% of the approved outlay for the items 1 to 5 in the table above will be released as first instalment. The release for the balance amount shall be considered only after submission of utilization certificate of the amount released earlier as well as review of the progress by a committee constituted for the purpose by Development Commissioner for Handlooms.
- b) 50% of the total outlay for the items 6 to 7 in the table above will be released only after development of at least 25 designs into fabrics. Balance 50% will be released on the performance on the target laid down in MoU signed.

**Export project:**

**i) Selection of handloom agencies for Export Projects:**

The selection of agencies shall be made based on their financial strength, satisfactory track record in product diversification and product innovation, with particular emphasis on their capacity to produce quality goods of exportable range, and their potential to meet the changing requirements of the volatile export market. Only those agencies will be eligible to apply for and sanctioned Export Projects whose average domestic sales turnover in the last three years is at least Rs. 50.00 lakhs and should normally have a minimum of 100 looms. In case of handloom agencies under NER, the agencies with average domestic sales turnover of Rs.25.00 lakh and with a minimum of 50 looms or above will be eligible for sanction of the project.

**ii) Selection of designers:**

The designer needs to be qualified from reputed institutions like National Institute of Fashion Technology (NIFT), National Institute of Designs (NID), Ahmedabad or any other national level reputed Fashion Institute and must have atleast 3 years experience, expertise and exposure in the textiles sector. The duties and responsibilities of the designer will be as per the Memorandum of Understanding (MOU) to be signed between the designer and the export project implementing agency. It shall be compulsory for the designer to sign the MOU. The agency will forward the bio-data of the professional designer which will be approved by DC (Handlooms).

**iii) Modification of looms and upgradation of skill of weavers:**

The requirement of looms and accessories for the weavers of the implementing agency shall be worked out carefully according to the need and shall be supplied to the weavers to facilitate not only the development of quality samples but for continuous production of exportable varieties of handloom products. It may be necessary to train weavers to enable them to adapt themselves to the modified looms and accessories, which may be required for development of handloom products of international standard. Further, the weavers need to be trained to weave new designs. The designer shall render assistance for such training to the weavers and technical staff of the handloom agency or the agency may take assistance of concerned WSC and all expenditure involved on imparting such training shall be booked to the project account.

**iv) Engagement of Marketing Consultant:**

Provision has been made to engage marketing consultant for the export projects to guide the implementing agencies for marketing of the products developed under the export project. The marketing consultant will be responsible for linking the agencies with the buyers/importers and helping the implementing agency in marketing of the products so developed under the project.

**v) Publicity & Marketing:**

The implementing agency of export project shall participate in international fairs and exhibitions held in India and abroad. Financial assistance worth Rs. 10.00 lakh (GOI Share Rs. 7.50 lakh and agency share worth Rs. 2.50 lakh) is available for such participation.

**Monitoring:**

In order to assess the progress of the projects sanctioned under the Scheme, an evaluation and review mechanism shall be put in place under which it shall be essential for the implementing agencies to submit a quarterly report consisting of the following details within the first week succeeding every quarter:

- i) Name of the implementing agency:
- ii) Location of the project:
- iii) Product range developed:
- iv) Name of the designer :
- v) Number of designs supplied and number of samples developed and the elaborate description of the designs and products so developed.
- vi) Looms modified and weavers trained:
- vii) Number of exhibitions participated/likely to be participated (with venue and dates):
- viii) Enquiries generated at the exhibitions in terms of quantity and value in rupee/dollar term.
- ix) Orders already executed and in hand in terms of value and quantity (separately):
- x) Level of increase in exports (both in terms of percentage and value)/present turnover.
- xi) Expenditure incurred.
- xii) Utilisation Certificate.

A committee constituted by Development Commissioner for Handlooms will monitor the progress of the export project on periodical basis.

## **ii. International Fairs & Exhibitions:**

The objective of participation in international fairs and exhibitions is to provide marketing platform to member exporters (minimum 20 exporters) in the overseas markets for marketing of handloom products and also provide wide publicity and development of handlooms as a brand. Markets and products for the international events should be selected well in advance and inform to the participants so that response of the buyers/ buying agents is good.

### **a) Eligible agencies for organising participation of their members in International Fairs & Exhibitions:**

- Handloom Export Promotion Council
- Associations of Corporations and Apex Societies of Handlooms (ACASH)
- Handicrafts and Handlooms Exports Corporation of India (HHEC)
- Other handloom agencies found eligible by the Development Commissioner for Handlooms

**Note: The eligibility of exporters in terms of their annual export turnover for participation in international fairs and exhibitions will be reckoned as per the guidelines of MDA Scheme of Department of Commerce. This limit will not be applicable for national / state level handloom corporations, apex societies.**

### **b) Funding pattern for International Fairs & Exhibitions:**

- i) **Space rent:** Maximum of Rs.60.00 lakh would be given for space rent, stall decoration/construction, maintenance including administrative expenses, etc. The administrative expenses should be kept between 10% to 20% of Rs. 60.00 lakh.

- ii) **Publicity:** Funds would be provided in the ratio of 60:40 between GOI and the organising agency.
- iii) **Travel grant to the participants:** Travel grant would be actual or Rs. 50,000/- whichever is less for one participant from each participating agency in international exhibitions held abroad. Disbursement of travel grant will be through the organising agency.
- iv) 100% grant will be provided for the official (s) of HEPC, HHEC, ACASH etc. for travel, DA, accommodation only in international exhibitions held abroad. In a fair/exhibition where more than 20 participants participate, two officials of HEPC, HHEC, ACASH etc. may be deputed for the fair/exhibition.

**Release of funds:**

50% will be released as advance to meet preparatory arrangements.

**iii. Organisation of reverse buyer seller meet:**

The objective of organisation of reverse BSM is to bring prominent buyers and representatives of leading buying houses etc., to visit important trade fairs/exhibitions/BSMs in India so as to expose them to the Indian market to enhance market for Indian handloom products.

**Funding pattern:**

The assistance will be up to a maximum of Rs. 30.00 lakh for venue cost, administrative expenses, stall decoration/maintenance, publicity, cost of catalogues, translation and interpreter charges and any other component approved by the Development Commissioner for Handlooms. Travel grant for foreign visitors would be actual or Rs. 50,000/- whichever is less per participant. No boarding/lodging will be provided.

**iv. Miscellaneous promotional events/activities:**

Miscellaneous promotional events/activities may include sourcing shows, publication of exporters' catalogues/brochures/directories, CD-Rom including development and maintenance of web-sites, deputation of weavers for setting up sales counters and live demonstrations during international exhibitions/fairs/ in India and abroad/ participation in cultural exchange programmes agreed between India and other countries boosting exports or any other activity/measure that may be considered useful in dissemination of information/promotion and development of export market will be considered on merits of the proposal by the Development Commissioner for Handlooms.

**Implementing agencies:**

HEPC, ACASH, HHEC, NIFT or any other handloom export promotion agency approved by the Development Commissioner (Handlooms).



## **Funding pattern:**

Funding for this component will depend upon the merit of the proposal and decided by the Development Commissioner for Handlooms.

## **Proforma for submission of Export project proposal under Marketing & Export Promotion Scheme**

1. Name, Address and registration No. of the implementing agency:  
(copy of Registration Certificate to be enclosed)
2. In case the implementing agency is an Apex Society, State Handloom Corporation etc., the names of the agencies/societies through which the project is sought to be implemented :
3. Whether elected Management, if so the date of last election:
4. Name of the President/Secretary etc. with phone number, mobile No., email ID
5. No. of looms and Member weavers :  

<b><u>Looms</u></b>		<b><u>Weavers</u></b>
Male	Female	SC ST

Existing :
6. Annual Sales Turnover for the last three years ( Enclose audited statement for each year) :
7. Profit/loss for the last three years (Enclose audited statement ):
8. Export Turnover, if any ( both direct and through Exporters) during last three years:
9. Details of Products to be developed:
  - a) Existing product range:
  - b) The proposed range of products:
10. No. of looms required to be modified and nature of modification:
11. No. of weavers required to be covered/trained

12. Components of the proposed project and financial implications and sharing thereof between GOI and the Agency:
13. Duration of the project:
14. Whether Export Project implemented earlier, if so, with what results.
15. Whether any UC is pending in any of the scheme of office of D.C. Handlooms, Ministry of Textiles and Office of D.C. Handicrafts
16. Whether Action Plan for design and product development from designer's side has been enclosed with the project proposal? If so, enclose a copy of Action plan.
17. Whether the designer to be engaged for the Project has been identified: If so, enclose Copy of bio data alongwith his/her certificate of Educational /professional qualification

MD/Secretary/President of  
the implementing agency  
Full Name:  
Address:  
Telephone No.

Countersigned      Signed  
(Director In charge of Handlooms/  
Officer In charge of WSC

**Documents to be attached with the Export project proposal**

1. State Director of Handloom's recommendation or recommendation of Officer in Charge of concerned Weavers Service Centre.
2. Project profile, indicating objectives of the project, component wise outlay proposed, justification for each component and details of activities to be carried out under the project; component wise sharing between Government of India and Agency; pre-project scenario and post project scenario etc.
3. Copy of Registration Certificate in respect of the implementing agency.

4. A certificate by the State Director of Handlooms/Officer in charge of WSC or by the authorised signatory of the implementing agency, stating that the implementing agency is not involved/indulged in any corrupt practice.
5. Copy of the audited Statement of Accounts for the last three years (Balance sheet, trading account and profit and loss account).
6. Prior tie up with a qualified and experienced designer (preferably from NIFT, NID etc.) along with his/her bio data, credentials and plan of action.
7. Inspection report in the prescribed proforma by the officer in charge of concerned Weavers' Service Centre after physical verification of project site, looms & accessories, stock registers, account books etc., and capability of the agency to implement the project.

### **Memorandum of Understanding for export promotion**

This Memorandum of Understanding (MOU) has been entered on \_\_\_\_\_ day of \_\_\_\_\_ (Year).

#### **Between**

Name of Implementing Agency \_\_\_\_\_

#### **AND**

Name of Designer \_\_\_\_\_

In consideration for the payment by the Implementing Agency, Designer undertakes to facilitate the Implementing Agency for the following:

#### **Objectives:**

- To develop a range of exportable handloom products for overseas markets based on buyer requirements.
- To train weavers and technical staff of the Implementing Agency to convert paper designs into fabrics and end products.
- To coordinate with the marketing consultant and the Implementing Agency for establishing marketing linkage with the importers/buying agents/overseas buyers for marketing of the products developed under the project from the stage of designs into products.
- To assist the Implementing Agency in modifying the designs, colour combination and textures of the fabrics and product samples, if suggested by buyer.

#### **Project Schedule:**

- Designer to make atleast 6 days visit to the project site in a month for training and to monitor progress of the project.
- To develop 75 paper designs in two colour ways for the entire project.
- The product development will be a continuous process for two years duration.

- The following will be the schedule of two years (24 months) that the designer and the Implementing Agency have to follow for design development, product development, training of weavers, modification of looms, participation in international fairs etc. The two-year period starts from the date of release of funds to the Implementing Agency.
- Training of weavers and modifications looms should be completed within 3 months of date of release of funds to the agency.
- The designer should develop at least 20 designs in 2 colours ways within first 5 out of which 10 designs should be converted into fabrics.
- Within a period of 2 years the designers should develop 80 designs in 2 colour ways and convert 75 designs into fabrics.
- The above mentioned period for each category/activities is the maximum time limit that should be strictly followed by the implementing agency as well as the designer in completion of the project. The implementing agency and the designer may complete the project by or before the stipulated period of 24<sup>th</sup> months.
- During the above period of 2 years, the implementing agency will also participate in a few fairs. The designer will assist the implementing agency in the fairs for giving his/her professional help in dealing with foreign buyers/buying agents/buying houses etc. and coordinate with the marketing consultant.
- The designer and the Implementing Agency will follow the above time frame strictly.

#### Design Development

- Selecting the right yarn keeping the design in mind.
- Work on the
  - Combination of weaves
  - Motifs and patterns
  - Colour ways
  - Value addition
  - Design concepts
  - Colour references in the form of pantone number/thread card number to be provided alongwith the design, if required.
  - Prototype (sample) development

#### **Product Development:**

- The product for the export project should be chosen on the basis of products on demand in the overseas markets and/or as suggested by the buyer and the capability of the implementing agency to produce those products.
- The designer shall identify the products before commencement of the project by site visit of the implementing agency.
- The designer will provide only those ranges of products, which are acceptable to the targeted market/buyer and shall be responsible for the success of those products.

#### **Project Duration:**

- The project duration will be of two years.
- The designer will be associated with the project right from design/product development stage to participation in international fairs and exhibitions.

#### **Signing of the MOU:**

The MOU will be signed by the designer and the implementing agency after receipt of a letter/sanction of the project from the Office of the Development Commissioner for Handlooms that the export project has been sanctioned. The implementing agency will send the signed MOU to the Office of the Development Commissioner for Handlooms alongwith pre-receipt for release of funds for the Export Project.

#### **Designer Fee:**

- The Designer will be paid upto Rs. 5.00 lakh by the implementing agency for the entire project duration of two years.
- The above Rs. 5.00 lakh will be paid to the designer in instalments as under:
  - First instalment of Rs. 25,000/- will be paid to the designer by the implementing agency immediately after release of funds to the implementing agency by the Office of the Development Commissioner for Handlooms.
  - Second instalment of Rs.50,000/- will be paid when the designer assists the implementing agency on conversion of first lot of 10 designs into fabrics & final product and he/she submits second lot of 10 designs/concepts in two colourways to the implementing agency.
  - Third instalment of Rs.50,000/- will be paid when the designer assists the implementing agency on conversion of second lot of 10 designs into fabrics & final product and he/she submits third lot of 10 designs/concepts in two colourways to the implementing agency.
  - Fourth instalment of Rs. 50,000/- will be paid when the designer assists the implementing agency on conversion of third lot of 10 designs into fabrics & final product and he/she submits fourth lot of 10 designs/concepts in two colourways to the Implementing Agency.
  - Fifth instalment of Rs. 50,000/- will be paid when the designer assists the implementing agency in conversion of fourth lot of 10 designs into fabrics & final product and he/she submits fifth lot of 10 designs/concepts in two colourways to the Implementing Agency.
  - Sixth instalment of Rs. 50,000/- will be paid when the designer assists the implementing agency in conversion of fifth lot of 10 designs into fabrics & final product and he/she submits sixth lot of 10 designs/concepts in two colourways to the Implementing Agency.
  - Seventh instalment of Rs. 50,000/- will be paid when the designer assists the implementing agency in conversion of sixth lot of 10 designs into fabrics & final product and he/she submits seventh lot of 10 designs/concepts in two colourways to the implementing agency.
  - Eighth instalment of Rs. 50,000/- will be paid when the designer assists the implementing agency in conversion of seventh lot of 10 designs into fabrics & final product and he/she submits eighth lot of 5 designs/concepts in two colourways to the implementing agency.
  - The designer will also be paid Rs. 30,000/- for each international fair for assisting the implementing agency in their participation in the fair. However, the total payment for this component will be restricted to Rs. 1.25 lakh.
- The above sum of Rs. 5.00 lakh will include the designer's fee, lodging & boarding, travel cost, development of paper designs, documentation of the paper designs, guidance to the implementing agency, its weavers and technical staff for conversion of paper designs into fabric samples and finally into end products, visiting the site of the implementing agency, visit to the office of the D.C. Handlooms for review meetings, assisting the implementing agency in participation in international fairs etc.

#### **Ownership:**

- The Office of the Development Commissioner for Handlooms shall be free to use all the paper designs, product samples etc. developed under the project under the auspices of this MOU for promotion of handloom sector. The designer shall not under any circumstances be entitled to sell, permitted to use or otherwise transfer the designs.
- The designer will sign an undertaking with the implementing agency that he/she will not sell the same designs to any other agency/Institution/Organisation.

#### **Termination:**

- Either Implementing Agency or the designer as the case may be shall be entitled to terminate this MOU for reason of default of the terms and conditions of this MOU with the prior approval of the office of Development Commissioner for Handlooms.

#### **Redressal and disputes**

- Any disputes arising in relation to this MoU or any breach or alleged breach thereof shall be settled by the D.C. Handlooms through a personal hearing with both the parties. The decision of the DC Handlooms will be final and binding on both the parties.

In witness whereof, Implementing Agency and Designer have agreed to enter into this MoU on \_\_\_\_\_.

Implementing Agency Representative Designer

#### **Detailed guidelines and prescribed proforma for final report in respect of National Handloom Expos:**

As part of the marketing strategy, the office of the Development Commissioner for Handlooms has been organizing National Handloom Expos and Special Expos through State governments and their apex/corporation, ACASH, NHDC etc. With the passage of time, these events have gained popularity and sales generated at these events have increased considerably. It has, therefore, been decided to continue this activity in the XIII Plan also.

#### **National Handloom Expo.**

##### **1. Nomenclature, period and number of events:**

Each National Handloom Expo would be organised for a period of not less than 14 days in metropolitan and big cities. Only registered. Users of handloom mark/ India Handloom Brand (IHB) will be eligible for participation in the NHE. The Development Commissioner (Handlooms) would also decide every year the number of events, place and duration depending upon the requests from States, marketing potential of the proposed location, availability of funds, predetermined dates etc.

##### **2. Objectives:**

National Handloom Expos` would have the following objectives:-

- i. to assist in marketing of handloom products;
- ii. to facilitate the consumer to purchase genuine handloom products from different parts of the country under one umbrella;
- iii. to serve as a window for promoting awareness among the consumers about the latest designs and varieties of fabrics produced in the handloom sector; and
- iv. to disseminate knowledge about the latest designs developed, contemporary trends and forecasts, among weavers and other users.

### 3. **Guidelines to be followed for organising NHE:**

In order to ensure a truly national character of the national Handloom expos and create a uniform identity for these expos, the following guidelines are prescribed:

- i) Only registered handloom mark/IHB users will be allotted stalls
- ii) One stall may be allotted to Textiles Committee for dissemination of information on Handloom mark and issue of handloom mark labels.
- iii) The NHE will feature at least 60 – 70 stalls, all of equal floor area.
- iv) Handloom products of at least 10 States and UTs will be represented.
- v) Normally no State/UT will be allotted more than 5 stalls each in a NHE. However, more than 5 stalls may be allotted only if there are vacant stalls for some reasons. In case, a host state is selected in an NHE, 25% of the total number of stalls may be allotted to agencies from that state.
- vi) If stalls are being allotted in the same venue to other related agencies like handicrafts, khadi etc., these should be clearly delineated and the expenditure on these stalls should not be loaded on to the NHE accounts.
- vii) The entrance gate, all publicity material should clearly mention “ National Handloom Expo: sponsored by Development Commissioner(Handlooms), Ministry of Textiles, Government of India” The logo of Development Commissioner(Handlooms) and logo of handloom mark/IHB may be obtained from this office or from the website [www.handlooms.nic.in](http://www.handlooms.nic.in) and used on all publicity material.
- viii) Selection of agencies and allotment of stalls to the selected agencies will be done in a fair and transparent manner by the Implementing agency. In case the Implementing Agency is a state Government / state agency, the implementing agency will constitute a committee comprising handloom department official(s) and a nominee of office of Development Commissioner for Handlooms for this purpose, which will decide the procedure for allotment and give due publicity. In case the implementing agency is national level organisations like NHDC, ACASH etc, the organisation will constitute a committee in which the nominee of Office of DC(Handlooms) will be present.
- ix) A customer assistance centre will be set up in each NHE and manned by officials of the Implementing agency to see that excessive pricing and unfair practices are curbed.
- x) The Implementing agency will ensure that a record of agency-wise daily sales figures is maintained.
- xi) As far as possible, the NHE should also be used as a source for collecting market intelligence in a systematic manner by conducting customer survey and analysis of

- sales figures during the event and also by gathering data that will be useful in organizing the event in a better manner in the following years.
- xii) No subletting of stalls should be allowed under any circumstances and there should be strict and regular surprise checking to ensure this.
  - xiii) The allotment of stalls should be done as far as possible by open lottery. This will ensure that the so called better located stalls are not cornered by a favoured few.
  - xiv) Copy of receipt towards ground rent and electricity charges should be submitted alongwith the final claim.

#### 4. Participants:

- a) All levels of handloom cooperative societies, corporations/federations
- b) Self-help groups (SHG) engaged in handloom production
- c) Non-government organizations engaged in handloom and fulfilling the norms laid by CAPART
- d) Weaver entrepreneurs engaged in handloom weaving
- e) Sant Kabir awardees & National and state awardees & outstanding individual weavers.
- f) Consortia/ producer companies and SPVs of handloom clusters
- g) Members registered with Handloom Export Promotion Council ( HEPC)

**Note:** Only agencies registered under handloom mark/IHB will be eligible for participation.

#### 5. Implementing agencies:

- a. State Governments directly or through State agencies
- b. Weavers Service Centres(WSCs)
- c. National level handloom organizations like National Handloom Development Corporation (NHDC), Association of Corporations and Apex Societies of Handlooms (ACASH), Handloom Export Promotion Council (HEPC), Handicrafts and Handloom Export Corporation (HHEC)
- d. Other central government organisation supporting handloom sector
- e. Any other professionally managed agency having experience in handloom sector with the approval of Development Commissioner for Handlooms.

#### 6. Assistance for the participants.

The details of assistance are as below:

Sl.No.	Type of assistance	Place above 25 lakh population	Place upto 25 lakh population	Remarks
1	2	3	4	5
1	Stall rent/ infrastructure	Rs.16.00 lakh	Rs.6.00 lakh	Rs.16.00 lakh and Rs.6.00 lakh as mentioned in Col. 3 & 4 or 50% of the actual expenditure incurred (less expenditure received from the participants towards stall rent), whichever less is admissible. In case of



				NHE having above 25 lakh population, it is expected to have at least 45,000 sq.ft. constructed area excluding theme pavilion and 25,000 sq.ft. area in case of places having population upto 25 lakh. The Govt. of India assistance would be available for actual area utilized by the various agencies as per their entitlement or actual occupancy whichever is less. In case of lesser area utilized by the participating agencies, assistance would be reduced proportionately. For primaries 500 sq.ft. or 1500 sq.ft. for Apex organization.
2.	Electricity charges	Rs.3.50 lakh	Rs.02.50 lakh	50% of the actual expenditure or Rs.3.50 lakh and Rs.2.50 lakh as mentioned in Col.3 & 4 Less expenditure received from the participants towards electricity charges) whichever is less is admissible.)
3.	Participants lumpsum	Rs.8,000/- per participant subject to a maximum of Rs.5.00 lakh	Rs.6,000/- per participant subject to a maximum of Rs.3.50 lakh	Above 25 lakh population -60 participants (Maximum). Upto 25 lakh population - 40 participants maximum)
4.	Publicity expenses	Rs.10.50 lakh	Rs.4.50 lakh	The scheme has a provision of organizing seminar, workshop and Buyer seller meet during the expo. Out of the maximum amount given in column No. 2 & 3, maximum of 75% or actual amount incurred whichever is less is meant for Expo publicity and 25% or actual expenditure incurred whichever is less is for workshop, seminar and Buyer seller meet arranged during the expo.
5.	Backup services	Rs.4.50 lakh	Rs.2.30 lakh	Backup services include fire brigade, bank, security, first-aid, post office, maintenance of ground, public convenience, public announcement etc. Assistance would be available maximum as mentioned in column 2& 3 or actual whichever is less.
6.	Administrative expenses including inspection charge of Rs.10,000/- by WSC	Rs.3.50 lakh	Rs.1.20 lakh	Out of the maximum amount mentioned in column No. 2 & 3, 25% is meant for workshop, seminar, BSM etc., and the rest 75% is meant for holding the expo.
7.	Theme pavilion	Rs.1.75 lakh	Rs.1.75 lakh	Rs.1.75 lakh or actuals whichever is less.
8.	Display at Theme Pavilion	Rs.0.25 lakh	Rs.0.25 lakh	Rs.0.25 lakh or actual whichever is less.
	Total	<b>Rs.45.00 lakh</b>	<b>Rs.22.00 lakh</b>	

## 7. Theme pavilion in expos:

- A theme pavilion of 500-2500 Sq. Ft. or as may be decided by the Development Commissioner for Handlooms would be set up in the expo.
- For each expo, a theme pavilion would be decided in advance.
- Display in the theme pavilion would be entrusted to the concerned WSC. An amount of Rs.25,000/- would be paid by the implementing agency for the expenses related to display in the theme pavilion.
- Infrastructure for the theme pavilion will be erected by implementing agency.
- The implementing agency would be responsible for setting up the WSC theme pavilion. The entire cost of theme pavilion would be incurred by the implementing agency within the overall limit for assistance to each NHE.

#### **8. Workshop, seminar, buyer seller's meet etc. in expos.**

The implementing agency will organize a workshop or a seminar or a meeting of buyers sellers etc. during the expo to promote handloom products and their marketing. This will be met out of the administrative expenses.

#### **9. Advance, balance, charges from participating agencies by the implementing agencies.**

Up to 50 per cent of the sanctioned amount, will be released by the Office of the Development Commissioner for Handlooms on an 'on-account basis' directly to the implementing agency, at least 4 months before commencement of the National Handloom Expo. The balance amount would be reimbursed on production of audited accounts duly certified by the Chartered Accountant/Govt. auditor through the Director of Handlooms and submission of final report as per the format. Implementing agencies would fix up the overall charges for participants (inclusive of the balance 50% of the contracted rate for stall construction, balance expenses towards back up and other services, in such a manner that after charging its own administrative expenses, the expo is organised as far as possible on a no-profit-no-loss basis. Implementing agency would recover/ refund any due amount keeping in view the actual expenses.

#### **10. Role of state Government.**

(a) The State governments are expected to continue to provide assistance to the implementing agencies and participating agencies in organising expo in a befitting manner and to provide assistance like sponsoring of handloom mark/IHB registered agencies, adequate publicity support etc. to encourage marketing of handloom product.

(b) The host state is also expected to render assistance for proper organisation of the National handloom expo to give impetus to the marketing of handloom products and to allow consumers to purchase genuine handloom products from different parts of the country under one umbrella.

#### **11. Role of participants.**

Participants are expected to develop market demand oriented products. The participants are free to offer incentive such as discounts to consumers. However, each product will have MRP label fixed on the product.

#### **12. Final report.**

After the conclusion of the expo, a final report indicating the total area, the number of participants, level of sales, area allotted, feedback received, suggestions for future expos, inflow-outflow statement of funds, etc. is to be submitted by the Implementing Agency in prescribed format.

### **13. Adjustment of 50% revenue earned by Implementing Agency while organising the fairs/event.**

While submitting the final claim, Implementing Agency shall adjust and show 50% amount of the revenue receipts/earned from the participants collected on account of stall rent, electricity charges and publicity etc. if any, in their statement of accounts. After adjustment of 50% amount received as revenue, the balance amount will be reimbursed to I.A.

### **NATIONAL HANDLOOM EXPO- FINAL REPORT**

Implementing Agency will send a final report after the conclusion of the `National Handloom Expo` covering the following items:

1. Name of the Expo indicating venue & city.
2. Period
3. Total area including vacant space.
4. Area allotted to participants.
5. No. of participants.
6. Level of sales/ Sales generated.
7. Inflow & outflow of funds
8. Publicity modes.
9. Head wise details of expenditure.
10. Number of beneficiaries
11. Suggestions for future expos.
12. Number of footfalls/gathering in the expo.

Signature of the MD/Chief Executive of the Implementing Agency.  
Countersigned by the Director of Handlooms of the State.

In order to simplify the procedures for submission of final report and accounts for settlement, the following documents duly countersigned by the Commissioner/Director incharge of Handlooms along with a certificate in the prescribed proforma may be sent to Office of the Development Commissioner (Handlooms) within three months of the completion of the event :-

1. End of event Certificate.
2. Head-wise Audited Accounts (expenditure statement) duly audited by Chartered Accountant.
3. List of Participants.
4. Utilisation Certificate as per GFR 2017.
5. Performance-cum-achievement report.
6. Payment receipt of inspection report carried out by WSC's official alongwith inspection report.
7. Final Report.
8. Publicity material.
9. Photographs of expos including inauguration photographs.
10. Ground and electricity rent receipt.

11. Mandate form having agency details and bank details duly certified by the bank for RTGS/NEFT.
12. Details of payment made through bank/ cheque transaction to other agencies.

### **MONITORING:**

Basic responsibility to organise a 'National Handloom Expo' as per the scheme would be of the implementing agency. Directors of Handlooms of the state where it is being held, nominate officers to see proper conduct of expo, which would be included in the final report too. DC(Handlooms) nominates a representative from the Office of the DC(Handlooms)/WSC or any other organisation to carry out sample checking of these expos. For inspection purpose upto Rs.10,000/- or actual expenditure incurred should be transferred to WSC account by the implementing agency out of the overall sanctioned amount, on production of receipt.

Under compelling circumstances, if WSC is not in a position to visit and inspect the expo, the Director of Handlooms & Textiles, In-charge of Handlooms may conduct the inspection by constituting a three member team.

### **Special Expos.**

#### **Detailed guidelines and prescribed proforma for final report in respect of Special Handloom Expos:**

In order to diversify the marketing channels, in addition to National Handloom Expos, the Office of the DC(Handlooms) will provide financial assistance for organising special handloom expos at national level, regional level and state level. National level special expos will be for specific fibres such as wool, silk etc. or for specific products like sarees, home furnishings etc. Regional level special expos will be for products/items of a specific region like North Eastern States, cotton handlooms of South, cotton Handlooms of East etc. The State level special handloom expo will be for handloom products of that State. The special expos will be organised for not less than 14 days. In addition, ACASH will organise a special expo during India International Trade Fair organised by ITPO in Pragati Maidan, New Delhi.

#### **1. Participants:**

- a. All levels of handloom cooperative societies, corporations/federations
- b. Self-help groups (SHG) engaged in handloom production
- c. Non-government organizations engaged in handloom and fulfilling the norms laid by CAPART
- d. weaver entrepreneurs engaged in handloom weaving
- e. Sant Kabir awardees & National and state awardees & outstanding individual weavers.
- f. Consortia/ producer companies and SPVs of handloom clusters
- g. Members registered with Handloom Export Promotion Council ( HEPC)

**Note:** Only handloom mark/IHB registered agencies / weavers will be eligible for participation in the expos.

#### **Inspection of special expos:**

For inspection purpose of all types of special expos upto Rs.5000/- or actual expenditure incurred should be transferred to WSC account by the implementing agency out of the overall sanctioned amount, on production of receipt.

### Implementing agencies:

- i. State Governments directly or through State agencies
- ii. Weavers Service Centres(WSCs)
- iii. National level handloom organizations like National Handloom Development Corporation (NHDC), Association of Corporations and Apex Societies of Handlooms (ACASH), Handloom Export Promotion Council (HEPC), Handicrafts and Handloom Export Corporation (HHEC)
- iv. Other central government organisation supporting handloom sector
- v. Any other professionally managed agency having experience in handloom sector with the approval of Development Commissioner for Handlooms.

For organising Special Handloom Expos/Exhibitions at National / State level, the funding pattern would be as under: -

#### (i) National level:

National Level Special Handloom Expos for specific fibres like silk, wool etc. and for specific products like sarees, home furnishings etc. will be organised by the above implementing agencies with participation of agencies from the different parts of the country for which funds up to Rs.28.00 lakh as mentioned below or actual expenditure incurred whichever is less would be provided to the implementing agency. There should be at least 40 participants/stalls in the expo.

a) Stall rent/infrastructure including electricity charges	Rs. 12.00 Lakh
b) Back up services.	Rs. 02.50 Lakh
c) Publicity.	Rs. 06.00 Lakh
d) Theme Display.	Rs. 01.50 Lakh
e) Administrative Expenses	Rs. 02.00 Lakh
f) TA/DA including freight charges to participants	Rs. 04.00 Lakh
	-----
Total	Rs. 28.00 Lakh
	-----

TA/DA to be given to participants towards freight, travel, lodging and boarding participating in SHE (National level) on actual basis as per the following details:-

Category	Intervention	Provision of freight, TA/DA		Remarks
		TA including freight charges	DA	
General States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai,	SC & ST participants will be paid for participation in every

Category	Intervention	Provision of freight, TA/DA		Remarks
		TA including freight charges	DA	
			Kolkata & Chennai) 500/- and other cities 300/- per day per participant.	event. However, Genl. Category will be paid for one event per year only.
NER States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkata & Chennai) 500/- and other cities 300/- per day per participant.	Genl., SC & ST participants will be paid for participation in every event.

**(ii) State level:**

Special Exhibition for products of the respective State may be organised through the State Govt./State agency/Apex society/Federation in their State or in other States. There should be at least 30 participants/stalls in the expo. The funding to the implementing agency would be Rs.12.00 lakh as mentioned below or the actual expenditure incurred whichever is less.

- |   |                       |
|---|-----------------------|
| a) Stall rent /Infrastructure including electricity charges & administrative expenses not exceeding Rs.20,000/- | Rs. 07.00 Lakh        |
| b) Publicity.   | Rs. 02.00 Lakh        |
| c) TA/DA including freight charges to participants  | <u>Rs. 03.00 Lakh</u> |

Total:-

**Rs. 12.00 Lakh**

TA/DA to be given to participants towards freight, travel, lodging and boarding participating in SHE (State level) on actual basis as per the following details:-

Category	Intervention	Provision of freight, TA/DA		Remarks
		TA including freight charges	DA	
General States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkata & Chennai) 500/- and other cities 300/- per day per participant.	SC & ST participants will be paid for participation in every event. However, Genl. Category will be paid for one event per year only.
NER States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai,	Genl., SC & ST participants will be paid for participation

Category	Intervention	Provision of freight, TA/DA		Remarks
		TA including freight charges	DA	
			Kolkata & Chennai) 500/- and other cities 300/- per day per participant.	in every event.

**(iii) State level special exhibition in the north eastern region:**

These exhibitions may be organised by the respective State Govt. or by the state agency and the funding pattern to the implementing agency in view of the difficult terrain of the region would be Rs 15.00 lakh as mentioned below or actual expenditure incurred whichever is less. There should be at least 30 participants/stalls in the expo.

- |   |                       |
|---|-----------------------|
| a) Stall rent /Infrastructure including electricity charges & administrative expenses not exceeding Rs.20,000/- | Rs. 10.00 Lakh        |
| b) Publicity.   | Rs. 02.00 Lakh        |
| c) TA/DA including freight charges to participants  | <u>Rs. 03.00 Lakh</u> |

Total:-

**Rs. 15.00 Lakh**

**National level special handloom Expo for NER to be organized outside NER:**

National level special Expo of NER will be organised in cities having population above 15 lakh only in general States.

**Participants:**

1. All levels of NER handloom cooperative societies, corporations/federations
2. Self-help groups (SHG) engaged in handloom production
3. Non-government organizations engaged in handloom and fulfilling the norms laid by CAPART
4. Weaver entrepreneurs engaged in handloom weaving
5. sant kabir awardees, national awardees, state awardees & outstanding weavers
6. Consortia/ producer companies and SPVs of handloom clusters
7. Members registered with Handloom Export Promotion Council (HEPC),

**Note:** Only handloom mark/IHB agencies would be eligible for participation.

**Implementing agencies:**

- a. All State Governments of NER
- b. State Handloom Development Corporations/ apex handloom coop. societies of NER only.
- c. NHDC, ACASH, WSC

**Funding pattern:**

Financial assistance upto Rs.30.00 lakh will be provided towards meeting the expenditure on infrastructure, publicity, administrative expenses etc. out of which Rs.5 lakh will be allocated to be paid as lump sum grant @ Rs.10,000/- per participants for the 50 participants to meet the transportation cost, insurance etc. The number of participants should not be less than 45.

Sl.No.	Type of assistance	Place above 15 lakh population
1	Stall rent / infrastructure	Rs.12.00 lakh
2.	Electricity charges	Rs.2.00 lakh
3.	Participants lump-sum	Rs.5.00 lakh (10,000/- per participant)
4.	Publicity expenses	Rs.6.50 lakh
5.	Backup services	Rs.2.00 lakh
6.	Administrative expenses including Rs.10,000 for inspection by WSC.	Rs.1.50 lakh
7.	Theme pavilion including display	Rs.1.00 lakh
8.	Display at Theme Pavilion	Rs.0.25 lakh
	Total	Rs.30.00 lakh

**(iv) Special exhibition for participation in IITF, Delhi:**

This exhibition will be organised by Association of Corporations & Apex Societies of Handlooms (ACASH), New Delhi at Handloom Pavilion, Pragati Maidan, New Delhi as per past practice, with participating agencies from different parts of the country. There should be at least 35 participants / stalls in the expo. Funding pattern to the implementing agency i.e. ACASH, New Delhi will be as under: -

- |    |  |                             |
|----|--|-----------------------------|
| a) | Stall rent /Infrastructure.<br>including electricity charges | Rs.05.00 Lakh               |
| b) | Publicity.   | <u>Rs.01.00 Lakh</u>        |
|    | <b>Total: -</b>  | <b><u>Rs.06.00 Lakh</u></b> |

The financial assistance will be maximum of Rs.6.00 lakh as mentioned above or actual expenditure incurred whichever is less.

**2. Release of funds and organisation of events:**

Upto 50 per cent of the total amount sanctioned , in respect of the Special Expos of the aforementioned categories will be released by the Office of the Development Commissioner for Handlooms on an advance directly to the implementing agency, at least 4 months before commencement of the Special Handloom Expo. The balance amount would be reimbursed on production of audited accounts duly certified by the Chartered Accountant/Govt. Auditor through the Director of Handlooms and submission of final report in prescribed format. Implementing agencies would fix up the overall charges for participants (inclusive of the balance of the contracted rate for stall construction, balance expenses towards back up and other services), in such a manner that after charging its own administrative expenses, the Special expo is organised as far as possible on a no-profit-no-loss basis. It would recover/ refund any due amount keeping in view the actual expenses.

**3. Role of State Governments:**



a) The State Governments are expected to continue to provide assistance to the implementing agencies and participating agencies in organising special handloom expo in a befitting manner and to provide assistance like sponsoring of handloom mark/IHB registered agencies, adequate publicity support etc. to encourage marketing of handloom product.

b) The host state is also expected to render assistance for proper organisation of the special handloom expo to give impetus to the marketing of handloom products and to allow consumers to purchase genuine handloom products from different parts of the country under one umbrella.

#### **4. Role of participants:**

Participants are expected to develop market demand oriented products. The participants are free to offer incentive such as discounts to consumers. However, each product will have MRP label fixed on the product.

#### **5. Publicity:**

The entrance gate, all publicity material should clearly mention "National level/state level/ Handloom Expo: sponsored by Development Commissioner (Handlooms), Ministry of Textiles, Government of India". The logo of Development Commissioner (Handlooms) and logo of handloom mark/IHB may be obtained from this office or from the website [www.handlooms.nic.in](http://www.handlooms.nic.in) and used on all publicity material.

#### **6. Final report:**

After the conclusion of the special handloom expo, a final report indicating the total area, the number of participants, level of sales, area allotted, feedback received, suggestions for future expos, inflow-outflow statement of funds, etc. is to be submitted by the implementing agency in in prescribed format alongwith a copy of receipt towards ground rent and electricity charges.

#### **7. Adjustment of 50% revenue earned by Implementing Agency while organising the fairs/event.**

While submitting the final claim, Implementing Agency shall adjust and show 50% amount of the revenue receipts/earned from the participants collected on account of stall rent, electricity charges and publicity etc. if any, in their statement of accounts. After adjustment of 50% amount received as revenue, the balance amount will be reimbursed to I.A.

#### **Special Handloom Expos- Final Report**

Implementing Agency will send a final report after the conclusion of the `Special Handloom Expo` covering the following items:

1. Name of the Expo indicating venue & city.
2. Period
3. Total area including vacant space.
4. Area allotted to participants.
5. No. of participants.
6. Level of sales/ Sales generated.
7. Inflow & outflow of funds

8. Publicity modes.
9. Head wise details of expenditure.
10. Number of beneficiaries
11. Suggestions for future expos.
12. Number of footfalls/gathering in the expo.

Signature of the MD/Chief Executive of the Implementing Agency.  
Countersigned by the Director of Handlooms of the State.

In order to simplify the procedures for submission of final report and accounts for settlement, the following documents along with a certificate in the prescribed proforma (End of event certificate) may be sent to Office of the Development Commissioner (Handlooms) within three months of the completion of the event.

1. End of event Certificate.
2. Head-wise Audited Accounts (expenditure statement) duly audited by Chartered Accountant.
3. List of Participants.
4. Utilisation Certificate as per GFR 2017.
5. Performance-cum-achievement report.
6. Payment receipt of inspection report carried out by WSC's official alongwith inspection report.
7. Final Report.
8. Publicity material.
9. Photographs of expos including inauguration photographs.
10. Ground and electricity rent receipt.
11. Mandate form having agency details and bank details duly certified by the bank for RTGS/NEFT.
12. Details of payment made through bank/ cheque transaction to other agencies.

### **Monitoring**

Basic responsibility to organise a 'Special Handloom Expo' as per the scheme would be of the implementing agency. Director of Handlooms of the State where it is being held, should nominate officers to see proper conduct of expo, and their particulars should be included in the final report too. DC (Handlooms) will nominate a representative from the Office of the DC(Handlooms)/WSC or any other organisation to carry out sample checking of these expos. For inspection purpose the sum mentioned against each type of expo or actual expenditure incurred should be transferred to WSC account by the implementing agency out of the overall sanctioned amount, on production of receipt.

Under compelling circumstance, if WSC is not in a position to visit and inspect the expo, the Director of Handlooms & Textiles, incharge of handlooms may conduct the inspection by constituting a 3 member team

### **District Level Event:**

#### **Detailed guidelines and prescribed proforma for final report in respect of district level events:**

1. The District Level Events are organised at a small level for a duration of 5 to 7 days in the different parts of the country with a minimum of 10-15 participants in each DLE. These events are organised for some special occasions like Durga Pooja, Dussehra or other important

festivals/memories. The aim of such events is to protect the Handloom weavers to clear their unsold or piled up stock so as to enable them to pull on their day to day needs. As the events are for short duration, the societies show their interest to do more and more events and to sell their handloom products on a regular basis. The criteria for organising the events and financial assistance being given to them are as detailed below:

## 2. Participants:

- a. Handloom weavers,
- b. Apex & primary handloom weavers` cooperative societies,
- c. Self help groups engaged in handloom production,
- d. Weavers entrepreneurs and NGOs working in handloom sector and fulfilling the CAPART norms will be eligible for participation.

## 3. Implementing agencies:

- Directorate in-charge of Handlooms and Textiles in the State Governments/ UTs.
- State handloom development corporations
- State level handloom cooperative federations/apex societies,
- ACASH, WSC, NHDC
- District Rural Development Agencies
- Implementing agencies of the handloom clusters selected under Cluster Development Programme.

## 4. Funding pattern:

Government of India will provide assistance of a maximum amount of Rs.3.50 lakh ( Rs. 1.90 lakh towards expenditure on infrastructure, up to Rs. 0.60 lakh towards expenditure on publicity and up to Rs. 1.00 lakh towards expenditure TA/DA including freight charges to participants) for holding each district level event to the organising agency as per the details given below:-

i). Infrastructure	Rs.1.90 lakh
ii). Publicity	Rs.0.60 lakh
ii). TA/DA including freight charges to participants	<u>Rs.1.00 lakh</u>
Total :-	<b>Rs.3.50 lakh</b>

Besides this, a sum of Rs.2,500/- per event will be paid to the Weavers` Service Centre which is nominated for carrying out field checking out of the total amount of Rs.3.50 lakh sanctioned, on production of receipt.

TA/DA to be given to participants towards freight, travel, lodging and boarding participating in DLE on actual basis as per the following details :-

Category	Intervention	Provision of freight, TA/DA		Remarks
		TA including freight charges	DA	
General States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkota &	SC & ST participants will be paid for participation in every

Category	Intervention	Provision of freight, TA/DA		Remarks
		TA including freight charges	DA	
			Chennai) 500/- and other cities 300/- per day per participant.	event. However, Genl. Category will be paid for one event per year only.
NER States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkata & Chennai) 500/- and other cities 300/- per day per participant.	Genl., SC & ST participants will be paid for participation in every event.

#### 5. Advance for district level events:

Up to 50 per cent of the total amount sanctioned in respect of the DLEs will be released by the Office of the Development Commissioner for Handlooms on an 'on-account basis' directly to the implementing agency, at least 4 months before commencement of the event. For this, the proposal for advance/ sanction should be submitted in prescribed format. Balance funds would be released by Office of DC (Handlooms) to the implementing agencies directly on submission of detailed accounts duly certified by the Chartered Accountant/ Govt. Auditor along with monitoring report in the prescribed format through the Director of Handlooms, within three months of the completion of the event.

#### 6. Publicity of the event:

Advertisements in the Newspapers may be given during the period of exhibition besides hand bills, banners etc., showing sponsorship of Office of Development Commissioner for Handlooms is essential.

All advertisements, hand bills banners / posters, invitation cards and other publicity material should invariably indicate **sponsored by Development Commissioner for Handlooms, Ministry of Textiles, Government of India**. The entrance gate, all publicity material should clearly mention "District level event" sponsored by Development Commissioner (Handlooms), Ministry of Textiles, Government of India". The logo of Development Commissioner (Handlooms) and logo of handloom mark/IHB may be obtained from this office or from the website [www.handlooms.nic.in](http://www.handlooms.nic.in) and used on all publicity material.

#### 7. Rent of place/venue:

This includes rent of the venue taken for conducting the events plus electricity and water charges of the duration of the DLE. A copy of receipt towards rent and electricity charges paid should also be sent along with audited accounts.

#### 8. Role of state government.

(a) The State Governments are expected to continue to provide assistance to the implementing agencies and participating agencies in organising District Level Events in a befitting manner and to provide assistance like sponsoring of handloom mark/IHB agencies, adequate publicity support etc. to encourage marketing of handloom product.

(b) The host states is also expected to render assistance for proper organisation of the District Level Events to give impetus to the marketing of handloom products and to allow consumers to purchase genuine handloom products from different parts of the country under one umbrella.

#### **9. Role of participants.**

Participants are expected to develop market demand oriented products.. The participants are free to offer incentive such as discounts to consumers.

#### **10. Final report.**

After the conclusion of the event, a final report indicating the name of the event, venue, period with date, list of participants, level of sales, etc. is to be submitted by the Implementing Agency in prescribed format, through the Director of Handlooms.

#### **11. Adjustment of 50% revenue earned by Implementing Agency while organising the fairs/event.**

While submitting the final claim, Implementing Agency shall adjust and show 50% amount of the revenue receipts/earned from the participants collected on account of stall rent, electricity charges and publicity etc. if any, in their statement of accounts. After adjustment of 50% amount received as revenue, the balance amount will be reimbursed to I.A.

### **District Level Event: Final Report**

Implementing Agency will send a final report after the conclusion of the expo covering the following items:

1. Name of the Expo indicating venue & city.
2. Period
3. Total area including vacant space.
4. Area allotted to participants.
5. No. of participants.
6. Level of sales/ Sales generated.
7. Inflow & outflow of funds
8. Publicity modes.
9. Head wise details of expenditure.
10. Number of beneficiaries
11. Suggestions for future expos.
12. Number of footfalls/gathering in the expo.

Signature of the MD/Chief Executive of the Implementing Agency.  
Countersigned by the Director of Handlooms of the State.

In order to simplify the procedures for submission of final report and accounts for settlement, the following documents along with a certificate in the prescribed proforma (End of event certificate) may be sent to Office of the Development Commissioner (Handlooms) within three months of the completion of the event.

1. End of event Certificate.
2. Head-wise Audited Accounts (expenditure statement) duly audited by Chartered Accountant.
3. List of Participants.
4. Utilisation Certificate as per GFR 2017.
5. Performance-cum-achievement report.
6. Payment receipt of inspection report carried out by WSC's official alongwith inspection report.
7. Final Report.
8. Publicity material.
9. Photographs of expos including inauguration photographs.
10. Ground and electricity rent receipt.
11. Mandate form having agency details and bank details duly certified by the bank for RTGS/NEFT.
12. Details of payment made through bank/ cheque transaction to other agencies.

**Proforma for applying for National Handloom Expo (NHE)/Special Handloom Expo (SHE) & District Level Event (DLE) and other expos/ events**

**I. EVENT**

1. Name of event.
2. Type of event (Expo/Fair/Festival) etc.
3. Venue.
4. District.
5. Period with dates as per English Calendar.

**Importance of the event** (not more than 3-4 sentences).

**I. MARKETING POTENTIAL**

- i. Expected Gathering/footfalls during the proposed Expo / Event/ Fair.
- ii. Are only Handloom products sold in the Expo / Event/ Fair.
- iii. Expected Sales generated during the proposed Expo/Event/ Fair.

**II. PRESENT ADMINISTRATIVE MACHINERY.**

- Name of the Implementing Agency/ Mela Authority/Handloom Organisation responsible to organise Expo / Event/ Fair.

**III. STALLS**

No. of stalls proposed for participants alongwith area.

**IV. PUBLICITY**

Proposed mode of Publicity for marketing of Handloom products like Press Advertisements/ Hoardings/ Pamphlets/ Banners etc.

**V COMPONENT WISE ESTIMATED EXPENDITURE FOR THE PROPOSED EXPO / EVENT/ FAIR (AS PER GUIDELINES) .**

**VI DETAILS OF EXPO / EVENT/ FAIR LAST ORGANISED BY THE IMPLEMENTING AGENCY/ MELA AUTHORITY/HANDLOOM ORGANISATION IF ANY, (Name and No. of expo / event/ fair organised, Footfalls, Sales generated, feedback etc.)**

**VII ANY OTHER INFORMATION.**

**Signature of Implementing Agency with seal**

**End of event certificate  
(For Expos/District Level Fairs)**

Certified that I have gone through the details provided by the implementing agency with regard to organising Expo / Event/ Fair at \_\_\_\_\_ held from \_\_\_\_\_ to \_\_\_\_\_.

It is further certified that publicity material, minutes of the tender committee, work order, measurement committee reports etc., have been scrutinized and found to be in order.

The actual detailed head wise expenditure duly audited by the Chartered Accountant and list of participants enclosed.

Also certified that no assets have been created out of the funds released for the purpose/assets created would be disposed of as per GOI procedure.

The agency was released an amount of Rs. \_\_\_\_\_ as advance and a final release of Rs. \_\_\_\_\_ as per statement of accounts recommended.

Signature  
Name  
Designation  
(Implementing agency)

Countersigned  
Director/Commissioner (HL & Tex.) Seal



**Final documents to be submitted for re-imbursement of 2<sup>nd</sup> instalment (i.e. full & final) in respect of organisation of National Handloom Expo (NHE)/Special Handloom Expo (SHE) & District Level Event (DLE) and other expos/ events/fairs**

After the conclusion of the **expos/ events/fairs**, a final report indicating the name of the event, venue, period with date, list of participants, level of sales, footfalls etc. is to be submitted by the Implementing Agency to this office **for re-imbursement of 2<sup>nd</sup> instalment (i.e. full & final)**, through the Director of Handlooms of the State Government. In order to simplify the procedures for submission of final report and accounts for settlement, the following documents along with a certificate in the prescribed proforma may be sent to Office of the Development Commissioner (Handlooms) within three months of the completion of the event.

Implementing Agency will send a final report after the conclusion of the expo covering the following items:

1. Name of the Expo indicating venue & city.
2. Period
3. Total area including vacant space.
4. Area allotted to participants.
5. No. of participants.
6. Level of sales/ Sales generated.
7. Inflow & outflow of funds
8. Publicity modes.
9. Head wise details of expenditure.
10. Number of beneficiaries
11. Suggestions for future expos.
12. Number of footfalls/gathering in the expo.

Signature of the MD/Chief Executive of the Implementing Agency.  
Countersigned by the Director of Handlooms of the State.

In order to simplify the procedures for submission of final report and accounts for settlement, the following documents along with a certificate in the prescribed proforma (End of event certificate) may be sent to Office of the Development Commissioner (Handlooms) within three months of the completion of the event.

1. End of event Certificate.
2. Head-wise Audited Accounts (expenditure statement) duly audited by Chartered Accountant.
3. List of Participants.
4. Utilisation Certificate as per GFR 2017.
5. Performance-cum-achievement report.
6. Payment receipt of inspection report carried out by WSC's official alongwith inspection report.
7. Final Report.
8. Publicity material.
9. Photographs of expos including inauguration photographs.
10. Ground and electricity rent receipt.
11. Mandate form having agency details and bank details duly certified by

the bank for RTGS/NEFT.

12. Details of payment made through bank/cheque transaction to other agencies.

### **Craft Melas.**

#### **Detailed guidelines showing position of financial releases and procedure for selection of weavers in respect of Craft Melas.**

1. In order to ensure that genuine weavers get an opportunity for participation in various melas and the same weavers are not repeatedly allowed participation to the exclusion of others who had not got such opportunity in the past, there, is a need to undertake the task of selection of weavers in a more systematic manner.

2. Participants: Sant Kabir awardees, national awardees, national merit certificate holders, state awardees will be given preference for participation. However, other handloom weavers will also eligible for participation.

#### 3. **Procedure for selection of participants:-**

(i) While recommending the names of the weavers for participation in craft melas, the concerned authority may kindly certify:-

(a) that the names, addresses, disciplines noted in the bio data by the craftsmen/Weavers are bonafide; and

(b) that the nominations are genuine weavers and not traders/middlemen.

(ii) The Weavers Service Centres will collect applications from weavers for participation in various craft melas against advertisement issued by office of DC(Handlooms). The state director of handlooms may forwards application to WSC concerned or to office of DC(Handlooms).

(iii) All the Weavers selected for participation in different craft melas should be issued Identity Cards with photographs (to be collected from the weavers) by the respective WSC to guard against cases of impersonation. If there is no WSC located in the area, the weavers would be required to get it from M&SEC of Handicrafts or Director of Handlooms/Textiles in the area. The selected weavers should sell only those handloom items, which have been indicated in the bio-data as being produced by them. The defaulting weavers will be dealt with sternly and blacklisted from participation in future programmes.

(iv) No Weaver who is an office bearer of a Weavers Society/ Institution/ Member in a Voluntary Organisation receiving grants from the office of Development Commissioner for Handlooms or any other Govt./Quasi Govt. or who is an employee of Central/ State Govt./ Corporations or who is related to any employee of the office of the Development Commissioner for Handlooms including its field offices should be selected/recommended for participation in any mela without prior written approval of the office of the Development Commissioner for Handlooms.

(v) Each discipline has to be adequately represented by selecting maximum number of National/State Awardees. Efforts should be made not to nominate more weavers representing similar craft from the same State for each mela. Adequate nominations of languishing and extinct crafts should be given and clearly indicate while sending a list.

(vi) The recommending authority (Officer not below the rank of Assistant Director) should take an undertaking, from the craftsperson/weavers and certify the same in prescribed format.

#### 4. Implementing agency:

This component of the Scheme will be implemented by the designated agency in the state where the Craft Mela is to be held. The following are the implementing agencies for the craft melas :

1. Surajkund Mela : Surajkund Mela Authority, Govt of Haryana
2. Shilpagram : Shilpagram Mela Authority, West Zone Culture Centre, Deptt. of Culture, Govt. of Rajasthan
3. Shilparamam : Designated agency, Govt. of Andhra Pradesh.
4. Shilparamam : Designated agency, Govt. of Telangana.
5. Taj Mahotsav : Taj Mahotsav Samiti, Tourism Department, Govt. of Uttar Pradesh.
6. Shilpagram : Designated agency, Govt. of MP.
7. Toshali (Zonal Craft Mela) : Designated agency, Govt. of Orissa

#### 5. Funding pattern:

Government of India will provide assistance of a maximum amount of Rs.12.00 lakh towards infrastructure and publicity to be given to the Mela organising authority. In addition participants will be entitled for re-imburement of freight charges & TA/DA on actual basis as per the following details.

Category	Intervention	Provision of freight, TA/DA		Remarks
		TA including freight charges	DA	
General States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkota & Chennai) 500/- and other cities 300/- per day per participant.	SC & ST participants will be paid for participation in every event. However, Genl. Category will be paid for one event per year only.
NER States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkota & Chennai) 500/- and other cities 300/- per day per participant.	Genl., SC & ST participants will be paid for participation in every event.

## **6. Advance for craft mela:**

Up to 50% of the total sanctioned amount will be released by the Office of the Development Commissioner for Handlooms on an `on account basis` directly to the implementing agency, at least 4 months before commencement of the Craft Mela. The balance amount would be reimbursed on production of audited accounts duly certified by the Chartered Accountant/Govt. of Auditor after completion of the event.

## **7. Role of State Government:**

(a) The State Governments are expected to continue to provide assistance to the implementing agencies and participating agencies in crafts melas in a befitting manner and to provide financial assistance and adequate publicity support etc. to encourage marketing of handloom product.

(b) The host states are also expected to render assistance for proper organisation of the craft melas to give impetus to the marketing of handloom products and to allow consumers to purchase genuine handloom products from different parts of the country under one umbrella.

## **8. Role of participants:**

Participants are expected to develop market demand oriented products and offer incentive to consumers like discount etc.

## **9. Final report:**

The implementing agency would have to submit the details of participants state wise, craft wise along with sale figure, the expenditure incurred towards infrastructure and publicity

**FORMAT FOR CRAFT MELA**

**BIO DATA OF PARTICIPANT FOR THE CRAFT MELAS**

Name of the Crafts \_\_\_\_\_  
 IHB/ Handloom Mark Registration No. \_\_\_\_\_  
 Name of participant (in capital letters) \_\_\_\_\_  
 Full postal address \_\_\_\_\_  
 ( in capital letters) \_\_\_\_\_  
 Father's/Husband's Name \_\_\_\_\_  
 Age/Date of birth \_\_\_\_\_  
 Whether SC/ST/OBC/ \_\_\_\_\_  
 Physically Handicapped \_\_\_\_\_  
 Whether Sant Kabir/ National/ National Merit Certificate /State Awardees  
 Holder \_\_\_\_\_  
 No. of persons employed in family, If any \_\_\_\_\_  
 Details of Items produced \_\_\_\_\_  

Items	Price Approx.	Annual prodn.(qty)
_____	_____	_____

 Total amount of goods that can  
 be brought for sale for Craft Mela \_\_\_\_\_  
 Name of the craft to be sell in the craft mela \_\_\_\_\_  
 Whether participated in any craft Mela of  
 O/O DC(HL) or in Dilli Haat \_\_\_\_\_  
 Whether participated in any of above  
 as member of any Weavers Coop. Society  
 .if so, Name of the Society \_\_\_\_\_  
 Total experience :-  
 (a) In Handlooms \_\_\_\_\_  
 (b) In other sources \_\_\_\_\_

Photo	duly attested by the recommending Officer
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Name & Sign of the participant \_\_\_\_\_

Signature of the recommending authority  
Name & Designation with Office Seal

**UNDERTAKING BY WEAVER**

I \_\_\_\_\_ S/o,D/o,W/o, \_\_\_\_\_ am  
 producing \_\_\_\_\_ (particulars of the craft) at my house \_\_\_\_\_ at (full  
 address) \_\_\_\_\_ I will  
 participate only from Handloom side. I will display/sell only those products for which my  
 participation has been allowed. I undertake to abide by the terms and conditions mentioned in  
 the guidelines.

(Name& Sign. of the Weaver  
with complete address)

### UNDERTAKING BY THE SPONSORING AUTHORITY

This is to certify that Shri/Smt./Ms. \_\_\_\_\_  
r/o \_\_\_\_\_

is a genuine weaver and practicing the crafts \_\_\_\_\_. It is further certified that Shri/Smt./Ms. \_\_\_\_\_ has participated in Dilli Haat/Craft Melas from \_\_\_\_\_ to \_\_\_\_\_ in the previous year.

It is also certified that

(i) the names, addresses, disciplines noted in the bio data by the craftsmen/Weavers are bonafide; and

(ii) that the nominations are of genuine weavers and not traders/middlemen.

Sign. of the recommending authority  
Name & Designation with Office Seal

**New Awards guidelines in the field of Handloom sectors under  
National Handloom Development Programme (NHDP)**

1. **Awards:** - This office has been conferring Sant Kabir Award, National Award and National Merit Certificates to the handloom weavers for their excellency in the field of handloom sector. Brief about the awards is as under-

**(a) SANT KABIR AWARD (SKA)** - Sant Kabir Award is conferred to outstanding handloom weavers who are carrying on with the tradition and have made valuable contribution to the development of the sector. Any handloom weaver, who is either a recipient of National Or State Award, National Merit Certificate or a handloom weaver of extraordinary skills who has contributed significantly to the promotion, development and preservation of weaving tradition and welfare of the weaving community and fulfilling eligibility criteria.

Financial Assistance: - This award is consist of a cash prize of Rs.3 lakh, one mounted gold coin, one tamrapatra, one shawl and a certificate.

**(b) NATIONAL AWARD (NA)** - National Award is conferred to handloom weavers in recognition of their outstanding craftsmanship contribution and development of handloom weaving. This recognition will encourage them to continue with the work in a more enthusiastic and productive manner and will ultimately encourage other emulate them. An extraordinary skilled weaver who has contributed significantly in development of the handloom product and fulfilling eligibility criteria.

Financial Assistance: - This award is consist of a cash prize of Rs.1.5 lakh, one tamrapatra, one shawl and a certificate.

**(c) NATIONAL MERIT CERTIFICATE (NMC)** - National Merit Certificate is given to outstanding handloom weavers. An extraordinary skilled weaver who has contributed significantly in development of the handloom product and fulfilling eligibility criteria.

Financial Assistance:- NMC is consist of a cash prize of Rs.0.75 Lakh and a certificate.

Starting from the award for the year 2015, two new awards have also been instituted in the following fields handloom:-

- j. Design Development for promotion of handloom products
- ii Marketing of handloom products.

In addition, from the award for the year 2016, Two Sant Kabir Awards, four National Awards and four National Merit Certificates awards have also been instituted exclusively to the women handloom weavers in addition to the existing Sant Kabir Awards, National Awards and National Merit Certificate in the field of weaving. This exclusive award to the women handloom weavers will be named as '**Kamaladevi Chattopadhyay - awards**'

The details of Sant Kabir Awards, National Awards and National Merit Certificate awards in a year is given below:-

Sl. No.	Name of awards	Category	Total no. of awards			Grand Total
			General	exclusively for women	Total	
01	Sant Kabir Award (SKA)	Weaving	10	02	12	12
02	National Award (NA)	Weaving	20	04	24	32
		Design Development for promotion of handloom products	03	-	03	
		Marketing of handloom products	05	-	05	
03	National Merit Certificate (NMC)	Weavers	20	04	24	40
		Design Development for promotion of handloom products	06	-	06	
		Marketing of handloom products	10	-	10	
	Total		74	10	84	84

Note: - In all there will be a maximum of 12 Sant Kabir Award, 32 National Award and 40 National Merit Certificate awards in the field of handloom sector (Weaving, Design Development for promotion of handloom products and Marketing of Handloom Products)

The award will be conferred to the selected persons every year. The details regarding eligibility, selection process, awards contents, verification, application forms etc. are as follow:-



**Awards detail in the field of Handloom sectors under  
National Handloom Development Programme (NHDP)**

Sl. No.	Name of Award	Description	Provisions
(i)	(ii)	(iii)	(iv)
1.	<b>SantKabir Award</b> (Handloom WeaversMax . 12, including 02 exclusively for women)	<p>I.</p> <p>(i) <u>Background &amp; Objective</u></p> <p>(ii) <u>Eligibility</u></p> <p>(iii) <u>Provision of awards exclusively for women handloom weavers</u></p> <p>(iv) <u>Awards contents and Financial Assistance</u></p> <p>(v) <u>Provision for Smart Phone</u></p> <p>(vi) <u>Selection process</u></p> <p>II. (i) <u>Age &amp; Experience</u></p> <p>III. Misc. (i) <u>Verification of character &amp; antecedent of the awardee</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) <u>Uploading of list of awardees on website</u></p> <p>(iv) <u>Declaration from the applicant regarding criminal cases, details of members of the family/</u></p>	<p>Sant Kabir Award is conferred to outstanding handloom weavers who are carrying on with the tradition and have made valuable contribution to the development of the sector.</p> <p>Any handloom weaver, who is either a recipient of National Or State Award, National Merit Certificate or a handloom weaver of extraordinary skills who has contributed significantly to the promotion, development and preservation of weaving tradition and welfare of the weaving community.</p> <p>02 nos. of Sant Kabir Awards is to be given exclusively to the women handloom weavers in addition to the existing 10 nos. of Sant Kabir awards. The entries received from women which could not be considered for SKA would be taken up for selection exclusively for awards for women. This exclusive award to the women handloom weavers will be named as '<b>Kamaladevi Chattopadhyay Award</b>'.</p> <p>This award is consisting of a cash prize of Rs.3lakh, one mounted gold coin, one tamrapatra, one shawl and a certificate.</p> <p>Provision for a smart phone up to Rs. 15,000/-, enabling awardee to make use of information technology related interventions in the handloom sector.</p> <p>Three tier selection process is followed to finalize the winning entry (i.e. Zonal, Head Quarter and Central level Selection committee chaired by Zonal Director, Development Commissioner for handloom and Secretary (Textiles) respectively. In the cases where joint entry is permitted, only Ikat, Jamdani Saree, Paithani, Kani Shawl and Punja Durry is included.</p> <p>Not below the age of 50 years, with 20 years of experience as on 31<sup>st</sup> December of the previous year.</p> <p>The verification of character &amp; antecedent is done before forwarding to HQ selection level committee.</p> <p>Demonstration of skills is to be conducted by a committee at Weavers Service Centres (WSCs) along with the videography before forwarding entries to Zonal Level Selection Committee.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p>

	persons who have been awarded earlier, etc.  (v) Recommendations of application for awards	By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.
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Sl. No.	Name of Award	Description	Provisions
(i)	(ii)	(iii)	(iv)
02.	<b>National Award</b> (Handloom Weavers <b>Max. 24</b> , including 04 exclusively for women))	I. (i) <u>Background &amp; Objective</u>  (ii) <u>Eligibility</u>  (iii) <u>Provision of awards exclusively for women handloom weavers</u>  (iv) <u>Awards contents and Financial Assistance</u>  (v) <u>Provision for Smart Phone</u>  (vi) <u>Selection process</u>  II. (i) <u>Age &amp; Experience</u>  III. Misc. (i) <u>Verification of character &amp; antecedent of the awardee</u>  (ii) <u>Demonstration of skills</u>  (iii) <u>Uploading of list of awardees on website</u>	National Award is conferred to handloom weavers in recognition of their outstanding craftsmanship contribution and development of handloom weaving. This recognition will encourage them to continue with the work in a more enthusiastic and productive manner and will ultimately encourage other emulate them.  An extraordinary skilled weaver who has contributed significantly in development of the handloom product.  04 nos. of National Awards is to be given exclusively to the women handloom weavers in addition to the existing 20 nos. of National Awards. The entries received from women which could not be considered for National Awards would be taken up for selection exclusively for awards for women. This exclusive award to the women handloom weavers will be named as ' <b>Kamaladevi Chattopadhyay Award</b> .  This award is consisting of a cash prize of Rs.1.50 lakh, one tamrapatra, one shawl and a certificate.  Provision for a smart phone up to Rs. 15,000/-, enabling awardee to make use of information technology related interventions in the handloom sector.  Three tier selection process is followed to finalize the winning entry (i.e. Zonal, Head Quarter and Central level Selection committee chaired by Zonal Director, Development Commissioner for handloom and Secretary (Textiles) respectively.  Not below the age of 30 years, with 10 years of experience in the field of handloom as on 31 <sup>st</sup> December of the previous year.  The verification of character & antecedent is done before forwarding to HQ selection level committee.  Demonstration of skills is to be conducted by a committee at Weavers Service Centres (WSCs) along with the videography before forwarding entries to Zonal Level Selection Committee.  In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.

	<p>iv) Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</p> <p>(v) Recommendations of application for awards</p>	<p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>
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Sl. No.	Name of Award	Description	Provisions
(i)	(ii)	(iii)	(iv)
03.	<b>National Award</b> (Design Development) † <b>Max. 03</b>	<p>I. (i) <u>Background &amp; Objective</u></p> <p>(ii) <u>Eligibility</u></p> <p>(iii) <u>Awards contents and Financial Assistance</u></p> <p>(iv) <u>Provision for Smart Phone</u></p> <p>(v) <u>Selection process</u></p> <p>(vi) Submission of 03 design samples</p> <p>II. (i) <u>Age &amp; Experience</u></p> <p>III. Misc. (i) <u>Verification of character &amp; antecedent of the awardee</u></p>	<p>The awards in the area of design development is given on the basis of comprehensiveness of the design of the handloom products in totality and its impact on enhancement of sale of handloom products and increase in wages of the weavers. The impact is judged by numbers of weavers benefitted. The design intervention should not be older than 5 years.</p> <p>Awards are given for the following three categories: i) Institutions including NGOs working for handloom sector. ii) Individual designers. iii) Young designers (not more than 30 years of age).</p> <p>This award is consisting of a cash prize of Rs.1.50 lakh, one tamrapatra, one shawl and a certificate.</p> <p>Provision for a smart phone up to Rs. 15,000/- enabling awardee to make use of information technology related interventions in the handloom sector.</p> <p>For invitation of the entries and selection of awards, two tier systems i.e. Headquarters level committee chaired by Development Commissioner for Handlooms and the Central level committee chaired by Secretary (Textiles) is followed.</p> <p>The applicants should submit 3 samples made out of his designs and the portfolio of designs implemented in the field of handlooms with technical details along with application form.</p> <p>Not below the age of 30 years except young designers, with 10 years of experience in the field of handloom as on 31<sup>st</sup> December of the previous year. Condition of duration of experience in respect of 'young designers' is not required.</p> <p>The verification of character &amp; antecedent is done at HQ selection level committee.</p>

		<p>(ii) <u>Demonstration of skills</u></p> <p>(iii) Uploading of list of awardees on website</p> <p>(iv) Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</p> <p>(v) Recommendations of application for awards</p>	<p>Demonstration of skills is not required.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>
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Sl. No.	Name of Award	Description	Provisions
(i)	(ii)	(iii)	(iv)
04.	<b>National Award</b> (Marketing of Handloom products <b>Max. 05</b> )	<p>I. (i) <u>Background &amp; Objective</u></p> <p>(ii) <u>Eligibility</u></p> <p>(iii) <u>Awards contents and Financial Assistance</u></p> <p>(iv) <u>Provision for Smart Phone</u></p> <p>(v) <u>Selection process</u></p> <p>II. (i) <u>Age &amp; Experience</u></p>	<p>The Award is given on the basis of innovative measures adopted for marketing of handloom products and achievements in terms of increase in sales over past years. The award should be given after considering the growth in sales both in terms of volume and value. The sales figures only in respect of handloom products as certified by the Chartered Accountants or Statutory Auditors are considered. The figures for last 3 financial years are obtained. For example: for the year 2016, the audited figures for financial years 2013-14, 2014-15, 2015-16 should be considered.</p> <p>The award is given in the following five categories:</p> <ul style="list-style-type: none"> <li>(i) Primary cooperative societies.</li> <li>(ii) Apex cooperative societies.</li> <li>(iii) E-commerce platforms.</li> <li>(iv) Exporters.</li> <li>(v) Private entity/entrepreneurs.</li> </ul> <p>This award is consisting of a cash prize of Rs.1.50 lakh, one tamrapatra, one shawl and a certificate.</p> <p>Provision for a smart phone up to Rs. 15,000/- enabling awardee to make use of information technology related interventions in the handloom sector.</p> <p>For invitation of the entries and selection of awards, two tier systems i.e. Headquarters level committee chaired by Development Commissioner for Handlooms and the Central level committee chaired by Secretary (Textiles) is followed.</p> <p>Not below the age of 30 years, with 10 years of experience in the field of marketing of Handloom products as on 31<sup>st</sup></p>

		<p>III. Misc. (i) <u>Verification of character &amp; antecedent of the awardee</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) Uploading of list of awardees on website</p> <p>(iv) Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</p> <p>(v) Recommendations of application for awards</p>	<p>December of the previous year (03 years of experience in case of e-commerce entities).</p> <p>The verification of character &amp; antecedent is done at HQ selection level committee.</p> <p>Demonstration of skill is not required.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>
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Sl. No.	Name of Award	Description	Provisions
(i)	(ii)	(iii)	(iv)
5.	<b>National Merit Certificate</b> (Handloom weavers <b>Max. 24,</b> including 04exclusively for women)	<p>I. (i) <u>Background &amp; Objective</u></p> <p>(ii) <u>Eligibility</u></p> <p>(iii) <u>Provision of awards exclusively for women handloom weavers</u></p> <p>(iv) <u>NMC contents and Financial Assistance</u></p> <p>(v) <u>Selection process</u></p> <p>II. (i) <u>Age &amp; Experience</u></p>	<p>National Merit Certificate (NMC) is given to outstanding handloom weavers.</p> <p>An extraordinary skilled weaver who has contributed significantly in development of the handloom product</p> <p>02 nos. of National Merit Certificate is to be given exclusively to the women handloom weavers in addition to the existing 20 nos. of NMC. The entries received from women which could not be considered for NMC would be taken up for selection exclusively for awards for women. This exclusive award to the women handloom weavers will be named as '<b>Kamaladevi Chattopadhyay merit award</b>'.</p> <p>NMC is consisting of a cash prize of Rs. 0.75 Lakh and a certificate.</p> <p>Three tier selection processes is followed to finalize the winning entry (i.e. Zonal, Head Quarter and Central level Selection committee.</p> <p>Not below the age of 30 years, with 10 years of experience in the field of handloom as on 31<sup>st</sup> December of the previous year.</p>

		<p>III. Misc. (i) <u>Verification of character &amp; antecedent</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) Uploading of list of NMC winner on website</p> <p>(iv) Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</p> <p>(v) Recommendations of application for awards</p>	<p>The verification of character &amp; antecedent is done before forwarding to HQ selection level committee.</p> <p>Demonstration of skills is to be conducted by a committee at Weavers Service Centres (WSCs) along with the videography before forwarding entries to Zonal Level Selection Committee.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>
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Sl. No.	Name of Award	Description	Provisions
(i)	(ii)	(iii)	(iv)
6.	<b>National Merit Certificate</b> (Design Development <b>Max. 06</b> )	<p>I. (i) <u>Background &amp; Objective</u></p> <p>(ii) <u>Eligibility</u></p> <p>(iii) <u>NMC contents and Financial Assistance</u></p> <p>(iv) <u>Selection process</u></p> <p>(vi) Submission of 03 design samples</p>	<p>The awards in the area of design development is given on the basis of comprehensiveness of the design of the handloom products in totality and its impact on enhancement of sale of handloom products and increase in wages of the weavers. The impact is judged by numbers of weavers benefitted. The design intervention should not be older than 5 years.</p> <p>Awards are given for the following three categories: i) Institutions including NGOs working for handloom sector. ii) Individual designers. iii) Young designers (not more than 30 years of age).</p> <p>NMC is consisting of a cash prize of Rs. 0.75 Lakh and a certificate.</p> <p>For invitation of the entries and selection of awards, two tier systems i.e. Headquarters level committee chaired by Development Commissioner for Handlooms and the Central level committee chaired by Secretary (Textiles) is followed.</p> <p>The applicants should submit 3 samples made out of his/her designs and the portfolio of designs implemented in the field of</p>

		<p>II. (i) <u>Age &amp; Experience</u></p> <p>III. Misc. (i) <u>Verification of character &amp; antecedent</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) Uploading of list of NMC winner on website</p> <p>(iv) Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</p> <p>(v) Recommendations of application for awards</p>	<p>handlooms with technical details along with application form.</p> <p>Not below the age of 30 years except young designers, with 10 years of experience in the field of handloom as on 31<sup>st</sup> December of the previous year. Condition of duration of experience in respect of 'young designers' is not required.</p> <p>The verification of character &amp; antecedent is done at HQ selection level committee.</p> <p>Demonstration of skills is not required.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>
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Sl. No.	Name of award	Description	Existing Provision
(i)	(ii)	(iii)	(iv)
7.	<b>National Merit Certificate</b> (Marketing of Handloom products <b>Max. 10)</b>	<p>I. (i) <u>Background &amp; Objective</u></p> <p>(ii) <u>Eligibility</u></p> <p>(iii) <u>NMC contents and</u></p>	<p>The Award is given on the basis of innovative measures adopted for marketing of handloom products and achievements in terms of increase in sales over past years. The award should be given after considering the growth in sales both in terms of volume and value. The sales figures only in respect of handloom products as certified by the Chartered Accountants or Statutory Auditors are considered. The figures for last 3 financial years are obtained. For example: for the year 2016, the audited figures for financial years 2013-14, 2014-15, 2015-16 should be considered.</p> <p>The award is given in the following five categories:</p> <ul style="list-style-type: none"> <li>(i) Primary cooperative societies.</li> <li>(ii) Apex cooperative societies.</li> <li>(iii) E-commerce platforms.</li> <li>(iv) Exporters.</li> <li>(v) Private entity/entrepreneurs.</li> </ul> <p>NMC is consisting of a cash prize of Rs. 0.75 Lakh and a</p>

	<p><u>Financial Assistance</u></p> <p>(iv) <u>Selection process</u></p> <p>II. (i) <u>Age &amp; Experience</u></p> <p>III. Misc. (i) <u>Verification of character &amp; antecedent</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) Uploading of list of NMC winner on website</p> <p>(iv) Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</p> <p>(v) Recommendations of application for awards</p>	<p>certificate.</p> <p>For invitation of the entries and selection of awards, two tier systems i.e. Headquarters level committee chaired by Development Commissioner for Handlooms and the Central level committee chaired by Secretary (Textiles) is followed.</p> <p>Not below the age of 30 years, with 10 years of experience in the field of marketing of Handloom products as on 31<sup>st</sup> December of the previous year(03 years of experience in case of e-commerce entities).</p> <p>The verification of character &amp; antecedent is done at HQ selection level committee.</p> <p>Demonstration of skills is not required.</p> <p>In addition to uploading the names of awardees on website after final selection, the list of entries are also uploaded on website for public notice for three weeks prior to placing it to HQ selection level committee so that any new information may also be considered by HQ selection level committee.</p> <p>A self-certificate declaration is obtained. Declaration from the applicant includes information about criminal cases against applicant and also the details of persons who have been awarded earlier in his family and in his village/locality.</p> <p>By State Handloom Commissioner/Director and Weavers Service Centre. In addition Eminent NGOs, Eminent handloom personalities and the institutions may also send nominations for the awards. Such nominations should be sent to the Development Commissioner for Handlooms, who, after scrutiny of nominations would ask the Weavers Service Centre concerned to get applications on prescribed format prepared from the nominated persons.</p>
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**2. Selection Process:-** The selection of outstanding weavers for the Sant Kabir Awards, National Awards and National Merit Certificate Awards is to be done by a three tiers selection process to finalize the winning entry (i.e. Zonal, Head Quarter and Central Level Selection Committee). For National Award and National Merit Award in the field of Design Development for promotion of handloom products and Marketing of handloom products, the selection process will be two tiers (i.e. Head Quarter and Central Level Selection Committee) to finalize the winning entry. The constitution of the above committees is as follow:-



### **Zonal Level Selection Committee (ZLSC)**

1.	Zonal Director, WSCs	Chairman
2.	Zonal/Regional/Representative of HDC/DH/ Apex Society	Member
3.	5 Non-official experts in handlooms including one weaver's representative from the zone (to be decided in consultation with DC(HL).	Member
4.	One Sr. Designer having experience in the field of handlooms.	Member

### **Headquarter Level Selection Committee (HLSC)**

1.	Development Commissioner (Handlooms)	Chairman
2.	Additional Dev. Commissioner	Convener
3.	Two Director, IIHTs	Member
4.	Faculty Representative from NID/NIFT/IIT	Member
5.	5 Non-official experts from Handloom sector.	Member
6.	One Sr. Designer having experience in the field of handlooms.	Member

### **Central Level Selection Committee (CLSC)**

1.	Secretary (Textiles)	Chairman
2.	Development Commissioner (Handlooms)	Convener
3.	Development Commissioner (Handicrafts)	Member
4.	Managing Director, CCIC, New Delhi	Member
5.	Managing Director, HHEC, New Delhi	Member
6.	Director General, NIFT, New Delhi	Member
7.	6 Non-officials experts from Handlooms sector	Member

The first stage selection would be at Zonal Level.

In the second stage of the selection process, the entries recommended by various Zonal Level Selection Committees would be screened by the Headquarter Level Selection Committee.

Finally, there will be a Central Level Selection Committee for final selection of the winning entries for Sant Kabir Awards, National Awards and National Merit Certificate Awards from amongst the entries recommended by the Headquarter Level Selection Committee.

However, there will be two tier selection process for National Awards and National Merit certificates Awards to finalize winning entries (i.e. Head Quarter and Central Level Selection Committee) in the field of Design Development for promotion of handloom products and Marketing of handloom products.

### **3. Other provisions :-**

- i. Two Sant Kabir Awards, four National Awards and four National Merit Certificates is to be given exclusively to the women handloom weavers in addition to the existing 10 Sant Kabir Awards, 20 National Awards and 20 NMCs in the field of weaving. These awards to the women are to be considered after making selection of Sant Kabir (SK), National Award (NA) and National Merit Certificate Awards (NMC). The entries received from women which could not be considered for S.K, N.A and NMC in general category awards are to be taken up for selection exclusively for awards for women.
- ii. Demonstration of skills (Skill test) is to be conducted at the Weavers' Service Centres (WSCs) along with the videography i.e before forwarding the entries to the Zonal level selection committee. A representative of the Director/Commissioner in-charge of handlooms of the state to be included in the committee for the purpose of conducting skill test. Demonstration of skills is not required for the applicants of National Award and NMC for design development and marketing of handloom products.
- iii. Applicants are entitled for TA/DA attending the demonstration of skill test.
- iv. All the awardees are encouraged to be produce replica of master piece from the cash prize amount on the basis of marketing linkage to be provided by CCIC. The committee to be headed by D.C. Handlooms and MD, CCIC and one expert as members are to be constituted to finalise the rate to be paid to the awardees for replica of master piece.
- v. All Weavers' Service Centres (WSCs) are required to make special drive to motivate and assist women weavers applying for the awards.
- vi. All the nominations received from public through MyGov portal will also be considered.
- vii. Application in respect of all the categories of awards are to be invited on line.

### **4. Procedure for submission of entries:-**

- i. All the eligible applicants may submit their applications online whenever a notification is advertised in the important national/regional newspapers by the Office of DC (Handloom). They have to submit the signed copy of printout of the online application made, the fabric sample (except for awards for marketing of handloom products), documents etc. to the concerned WSC. The concerned WSC will forward only eligible entries for consideration to the respective Zonal Level Selection Committee after carrying out proper scrutiny, skill test (demonstration of weaving skills as per sub para-ii of para- 3 above) and duly recommended by the Officer in- Charge.
- ii. Joint entry will normally be not accepted. Only in exceptional cases, joint entry may be accepted for two persons as in case of weaving in Jamdani Saree, ikat,

paithani, Kani Shawl and Punja Durry etc, where equal skill of another weaver is needed.

- iii. The offices of WSCs are the first recipients of the applications and entries from the applicants contesting for the award and shall be responsible for thorough scrutiny of all documents submitted by the contestants for the award and will also exercise due diligence to physically verify the bonafides of the applicants.
- iv. The particulars of the applicants who are existing State Awardees or National Merit Certificate holders or who belong to the family of existing awardees need to be thoroughly checked, particularly for verifying whether the applicant possesses the required craft skill needed for producing the item he/she has submitted for award. This verification process shall be undertaken and completed well before the convening of the meeting of the Zonal level Selection Committees.
- v. The respective Zonal Level Selection Committees shall undertake and complete the short listing process at the earliest and immediately after the conclusion of short listing process by the respective Zonal Level Selection Committees, the Convener of these Committees i.e. Zonal Directors shall undertake another verification process in respect of only those applications/entries of the applicants, which have been shortlisted by the respective Zonal Level Selection Committees.
- vi. In the event any discrepancy comes to notice or a dispute arises during this verification process, the same shall be brought to the notice of the respective Zonal Level Selection Committees for appropriate decision in the matter/resolution of the dispute.
- vii. This verification process of the shortlisted entries shall be completed expeditiously and on priority by the respective Conveners aforesaid, so that the recommendations of the Committees are forwarded to the Headquarter Level Selection Committee strictly as per schedule of selection.
- viii. All entries submitted by the applicants weaver along with their crafts must supported with an affidavit stating the item being submitted has been prepared by him/ her together with another affidavit undertaking that he/she is submitting the entry at his/her own risk and in case of damage, etc. during transportation of the entry due to unforeseen circumstances, the Central Government will not be liable to pay any compensation.
- ix. The final selection of entries shall be made by the Central Level Selection Committee, constituted at the Central Level. The Central Selection Committee shall receive entries from the Headquarters Level Selection Committee.
- x. It has also been represented that the weavers are not able to afford marketing and sending the best of their creations since the process of selection would involve blocking of their investment for a long time. As a result, the best examples of weavers are not coming for selection for awards. It has, therefore, been decided that the selection at all the levels will permit marketing organizations, Public or Private (Corporations/Cooperatives/Private traders, exporters, boutiques, etc.) to sponsor entries. The award shall be given to the weavers who have made the items.
- xi. All sponsored entries by the central/state corporation/voluntary organizations working in the field will be sent to the respective Zonal Level Selection Committee within stipulated time.
- xii. Reputed organizations viz. CCIC, NCDPD, EPCH, CEPC, NIFT, NID, HHEC , Crafts Council of India and Central/State Handicrafts/Handlooms Corporations working in the field may also recommend the applicants for the selection of national award

and their recommendation will go to Zonal Level Selection Committee but within the stipulated time.

## **5. Criteria for Selection:-**

The following are the main criteria which are to be kept in view for selection of winning entries:-

- i. Excellence of craftsmanship (this can be judged from samples received along with the samples at least 4 photographs of different stages of processing of exhibits or videography of the process of the exhibits should be submitted if possible .
- ii. Related achievements (this may be judged from bio-data and other materials and photographs of processing of others exhibits of different stages produced by the applicant.
- iii. Processing of others exhibits submitted by the weavers/sponsoring organizations).
- iv. Special consideration may also be given while selecting the weavers to the following:
  - a) If the craft practiced is a languishing crafts.
  - b) If there has been a noteworthy effort in term of reviving a languishing craft by way of product diversification or application to contemporary use. In other words, efforts made in order to achieve a break-through in the development of craft should be given due consideration.
  - c) Design innovation by the weavers.

## **6. Publicity:-**

- i. Applications in respect of all the categories of awards are to be invited on line. A notification will be advertised in the important national/regional newspapers in Hindi, English and vernacular languages by the Office of DC (Handloom). The notification along award calendar will also be uploaded on the website of the Office of DC (Handloom) i.e. [handlooms.nic.in](http://handlooms.nic.in).
- ii. Wide publicity may be given by the Zonal Director, WSC's through permanent hoardings at each field office/weaver's Service Centre, Dilli Haat, National Level Melas etc. and pamphlets may be distributed in all handloom clusters, Dilli Haat etc. The boards/hoardings and pamphlets may clearly indicate the last date for submission of award entries and brief criteria of selection.
- iii. District Collectors/Magistrate/DICs/BDOs/Panchayat and DRDA may be requested to make publicity at their level.
- iv. Zonal Directors of WSC's shall hold exclusive meetings with weavers' representatives of weavers associations for better awareness of these award scheme and they may release suitable advertisement in the local newspapers well in advance.
- v. Special mention may be made in the meetings/Workshops/seminars/ symposium/ interaction session etc., by the Zonal Directors, WSC's about the award scheme.

**APPLICATION FORM FOR SANT KABIR AWARD FOR THE YEAR.....**

**FOR HANDLOOM WEAVER**

Affix passport size photograph duly attested by concerned WSC/ Commissioner/ Director(HL)
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1.	Name of State	
2.	Name of recommending Agency	
3.	Year of the Award	
4.	Name of the Weaver	Hindi
		English
5.	Father's name	Hindi
		English
6.	Spouse name	Hindi
		English
7.	Address of the weaver (Mob. No. & Tel.No./Fax/e-mail)	
8.	Date of Birth Age as on 31, December of the year..... (please also furnish attested copy of document of date of birth)	
9.	Name of the Weaving practiced (traditional or contemporary)	
10.	(a) Guru or teacher from whom the weaver got initiation and training; (b) brief history of the weaving practiced (attach separate sheet if required)	
11.	Total experience as on 31, December of the year..... (from_____to_____)	
12.	Educational/ vocational qualification if any. Degree of skill in the weaving.	
13.	Mastery over the technique involved in the weaving	
14.	Ability to evolve new designs.	
15.	Brief account of the weaver contribution towards development/ improvement of weaving and its techniques.	

16.	a) Details of outstanding works/ item developed / produced; b) Have any of them been purchased by Museum, Temple, weaving critics, connoisseurs of repute. (Attach documents to substantiate the claim)			
17.	Has the Weaver imparted training in any institute? If, so how many weavers have been trained?			
18.	Details of award received viz. National Award, National Merit Certificate and State award etc.	Sl. No.	Name of Award	Year of Award
19.	Give details of other award winners in the family, if any (indicating your relationship with such awardee and year of National/ State award/ National Merit Certificate) etc.			
20.	Details of major exhibition in which the weaver has participated either for demonstrating his/her skill or for displaying his/her creations.			
21.	How much does the Weaver earn every month (approx.)?			
22.	Are there any publications/ papers to his/her credit?			
23.	Details of weaving and exhibits for SantKabir Award entry alongwith 4 photographs of different stages of processing in minimum 8" X 10" size. If possible videography of the process of exhibits may be submitted. Minimum three samples should be submitted alongwith entries of weaving practiced.			
24.	Price of the weaving sample submitted			
25.	Do the sample belong to the weaver if not, to whom does it belong.			
26.	Certificate (if any) from well known institutions or persons knowledgeable in handlooms regarding the Weaver's ability in the weaving and his/her contribution to the development of the weaving.			
27.	Details of recognitions, records, if any.			
28.	Any other details concerning the Weaver which has not already been brought out in the other columns.			
29.	Total period taken for making the entry for Sant Kabir Award.			
30.	Brief note in respect of the entry/ product made for Sant Kabir Award (This must be given on separate sheet in both Hindi and in English duly signed by the applicant).			
31.	Whether entry has been made entirely & solely by the applicant or has also taken assistance from other weaver. (if yes, details of assistance sought in the context)			

32.	If Government like to purchase the item submitted, will you sell the same)? (if yes, indicate the amount of selling)	
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**NOTE:**

1. Incomplete form will be rejected without any notice to the applicant.
2. All documents furnished by the applicant must be attested by the Gazetted Officer.
3. Please specify each document and total number of pages of enclosed with the applicant.
4. Applicant must submit the following certificates under his/her signature.
  - a) A self-declaration regarding pending /contemplated criminal cases against the applicant.
  - b) Details of persons who have been awarded earlier in his /her family/ village/ locality etc.

**DECLARATION**

I hereby declare that all the statements / entries made in this application are true and complete to the best of my knowledge and belief. I also understand that if at any subsequent stage any information given by me or any claim made by me or any document submitted by me in this application is found to be false, my candidature for this award/ certificate will be liable to be rejected.

(Signature of the Applicant)

(With Phone No. with STD Code, Mobile No. e-mail and full address in capital letters)

**Recommendation by Weavers' Service Centre**

The particulars furnished in the application and in the enclosed documents have been checked and verified and I certify that the entry/ entries have been made by him/her is/are correct and he/she is a genuine weaver.

(Signature with date of certifying officer i.e., Director/Dy. Director/Asstt. Director, under whose jurisdiction the weaver comes) with full name and address with rubber stamp

**Recommendation by Zonal Level Selection Committee**

Certified that the bonafides of the application, his/her particulars as given in the application and other documents attached hereto including the skill level of the artisans has been re- ascertained/verified and found correct.

(Signature with date of the convener of the Zonal Level Selection Committee)

(Full name and address with rubber stamp)

**APPLICATION FORM FOR NATIONAL AWARD/NATIONAL MERIT CERTIFICATE FOR THE YEAR.....**

**FOR HANDLOOM WEAVER**

Affix passport size photograph duly attested by concerned WSC/ Commissioner/ Director(HL)

1.	Name of State	
2.	Name of recommending Agency	
3.	Year of the Award	
4.	Name of the Weaver	Hindi
		English
5.	Father's name	Hindi
		English
6.	Spouse's name	Hindi
		English
7.	Address of the weaver (Mob. No. & Tel.No/Fax/e-mail)	
8.	Date of Birth (Age as on 31, December of the year.....) (please also furnish attested copy of document of date of birth)	
9.	Name of the weaving technique practiced	
10.	Guru or teacher from whom got initiation and training	
11.	Total experience as on 31, December of the year..... (from ..... to .....	
12.	Mastery over the technique involved in weaving	
13.	Ability to evolve new designs	
14.	Brief account of the weaver's contribution towards development/improvement of weaving and its techniques.	



15.	Details of outstanding works/item executed by the weaver. Have any of these been purchased by Museum, Temple, Weaving critics, Connoisseurs of repute. (Attached documents to substantiate the claim)	
16.	Has the weaver imparted training in any institute? If so, how many weavers have been trained?	
17.	Is the applicant an existing State Awardee or National Merit certificate holder? If so, please specify	
18.	Give details of other awards winners in the family, if any. Indicate your relationship with such awardee and year of award.	
19.	Details of major exhibition in which the applicant has participated either for demonstrating his/her skill or for displaying his/her creations.	
20.	How much does the applicant earn every month (approx.)	
21.	Are there any publications/papers to his/her credit?.	
22.	Details of weaving and exhibits for National Award / National Merit Certificate entry alongwith 4 photographs of different stages of processing in minimum 8" x 10" size.	
23.	Price of the sample submitted.	
24.	Do the samples belong to the applicant if not, to whom does it belong?	
25.	Certificate (if any) from well known institutions or persons knowledgeable in handlooms regarding the applicant's ability in the weaving and his/ her contribution to the development of the weaving.	
26.	Details of recognitions, records, if any	
27.	Any other details concerning the applicant which has not already been brought out in other columns.	
28.	Total period taken for making the entry for National Award/ National Merit Certificate.	
29.	Brief note in respect of the entry/product made for National Award/ National Merit Certificate. (This must be given on separate sheet, both in Hindi and in English duly signed by the applicant.)	
30.	Whether entry has been made entirely &solely by the applicant or has also taken assistance from any other weavers. (If yes, details of assistance sought in the context.)	

31.	<p>If Govt. Likes to purchase the item submitted, will you sell the same?</p> <p>(If yes, indicate the price of selling)</p>	
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**NOTE:**

1. Incomplete form will be rejected without any notice to the applicant.
2. All documents furnished by the applicant must be attested by the Gazetted Officer.
3. Please specify each document and total number of pages of enclosed with the applicant.
4. Applicant must submit the following certificates under his/her signature.
  - a) A self-declaration regarding pending / contemplated criminal cases against the applicant.
  - b) Details of persons who have been awarded earlier in his /her family/ village/ locality etc.

**DECLARATION**

I hereby declare that all the statements / entries made in this application are true and complete to the best of my knowledge and belief. I also understand that if at any subsequent stage any information given by me or any claim made by me or any document submitted by me in this application is found to be false, my candidature for this award/ certificate will be liable to be rejected.

(Signature of the Applicant)

(With Phone No. with STD Code, Mobile No. e-mail and full address in capital letters)

**Recommendation by Weavers' Service Centre**

The particulars furnished in the application and in the enclosed documents have been checked and verified and I certify that the entry/ entries have been made by him/her is/are correct and he/she is a genuine weaver.

(Signature with date of certifying officer i.e. Director/Dy. Director/Asstt. Director, under whose jurisdiction the weaver comes) with full name and address with rubber stamp.

**Recommendation by Zonal Level Selection Committee**

Certified that the bonafides of the application, his/her particulars as given in the application and other documents attached hereto including the skill level of the artisans has been re- ascertained/verified and found correct.

(Signature with date of the convener of the Zonal Level Selection Committee)

(Full name and address with rubber stamp)

**PROFORMA FOR SUBMISSION OF BIO-DATA FOR SANT KABIR AWARD/NATIONAL AWARD/NATIONAL MERIT CERTIFICATE FOR THE YEAR.....**

1.	Name (both in Hindi & English)	
2.	Name of father/husband/Spouse	
3.	Date &Place of Birth	
4.	Address with PIN code	
5.	Education/Training received	
6.	Tradition of the weaving	
7.	Total contribution (since when working on weaving)	
8.	Participation in India/Foreign Exhibition	
9.	Any other important point	
10.	Telephone No/Mobile No, email/Id (if any)	

**NOTE:**

- a) Attach brief background note on weaving or item submitted stating history & process of making.
- b) Attach a brief personal profile of the applicant/weavers of not more than one page (typed).
- c) This Performa must be filled both in Hindi &English wherever indicated.

Signature of applicant

**SELF DECLARATION FROM THE APPLICANT**  
**(NATIONAL AWARD /SANT KABIR AWARD/ NATIONAL MERIT CERTIFICATE FOR THE**  
**YEAR.....)**

1. I, Shri/Smt./Miss \_\_\_\_\_ born on \_\_\_\_\_ aged (\_\_\_\_years\_\_\_\_months) (as on 31, December of the year.....),

S/o,W/o,D/o Shri \_\_\_\_\_ resident of \_\_\_\_\_ do hereby solemnly declare and undertake that the item/sample \_\_\_\_\_ (name of the weaving) submitted by me for the entry of Sant Kabir Award/National Award/National Merit Certificate for the .....(year) has been prepared entirely by me and I have been practicing the weaving (Name of the weaving)for the last \_\_\_\_years for the period from \_\_\_\_\_ to \_\_\_\_\_.

2. I have been Awarded National Award /National Merit Certificate in the field of handlooms in the year \_\_\_\_\_(if any).

3. It is also declared that no Criminal Cases is contemplated/pending against me (attached self certification).

4. Details of person/ persons who have been awarded ( Sant Kabir Award / National Award / National Merit Certificate) earlier in my family/Village/Locality Details attached).

5. I further undertake that I am submitting the above entry for Sant Kabir Award / National Award/ National Merit Certificate .....(year) at my own risk and responsibility and further indemnify the Office of the Development Commissioner (Handlooms),Ministry of Textiles, Government of India/State Government/ DICs, etc. Against any loss, damage or theft to the entry which may occur due to any unforeseen circumstances and on account of handling and transportation of the entry.

I undertake that if the above statement is found to be false at any stage, I shall be liable for the action as deemed fit by the competent authority.

(Signature with date)  
Full Name of the applicant  
Address with telephone/Mobile No, e-mail

**APPLICATION FORM FOR NATIONAL AWARD/NATIONAL MERIT CERTIFICATE FOR THE YEAR.....**

FOR DESIGNERS/INSTITUTIONS FOR DESIGN DEVELOPMENT

Affix passport size photograph duly attested by concerned WSC/Commissioner/ Director(HL)

1.	Name of State	
2.	Name of recommending Agency	
3.	Year of the Award	
4.	Name of the Designer/Institution	Hindi
		English
5.	Father's name (in case of individual)	Hindi
		English
6.	Spouse's name (in case of individual)	Hindi
		English
7.	Address of the designer/institution (Mob. No. & Tel.No/Fax/e-mail)	
8.	Date of Birth (in case of individual, attach a copy of date of birth certificate)/Date of registration (in case of institution, attach copy of registration)	
9.	Details of academic and professional designing qualification (in case of individual)	
10.	Total experience as on 31, December of the year..... (in case of individual) (from _____ to _____)	
11.	Mastery over the technique involved in designing (in case of individual)	
12.	Ability to evolve new designs (in case of individual)	
13.	Name of the areas/clusters where design development work has been introduced, year-wise for last 5 years	
14.	Name of the handloom products in which new designs have been introduced, year-wise for last 5 years	
15.	Detailed account of the designer's/institute's contribution in handloom areas/clusters towards development/ improvement in designing, year-wise for last 5 years (attach separate sheet)	
16.	Detailed account of the designer's/institute's contribution towards increase in earnings of weavers due to design intervention year-wise for last 5 years.	

17.	Detailed account of the designer's/institute's contribution towards increase in production and sale of handloom fabrics after design intervention year-wise for last 5 years. (attach separate sheet)	
18.	Has the designer/institute imparted/conducted training in any handloom area/cluster during last 5 years? If so, how many weavers have been trained year-wise?  (attach certificates)	
19.	Details of employment generated due to designer's/institution's contribution in the field during the last three years.	
20.	Has the designer/institute received any Award for developmental work in handloom during last 5 years? If so, please specify	
21.	Details of major exhibition/fashion show in which the applicant has participated either for demonstrating his/her skill or for displaying his/her creations. (in case of individuals)  (attach documentary proof)	
22.	Are there any publications/papers to his/her credit? (in case of individual)  (attach copies of publications/papers)	
23.	Details of certificate received from Central/State Govt. and other institutions for contribution to design development in handloom sector.  (attach copies of certificates)	
24.	Any other details concerning the applicant which has not already been brought out in other columns.	

**NOTE:**

1. **The applicants should submit 3 samples made out of his/her designs and the portfolio of designs implemented in the field of handlooms with technical details along with application forms.**
2. Incomplete form will be rejected without any notice to the applicant.
3. All documents furnished by the applicant must be attested by the Gazetted Officer.
4. Please specify each document and total number of pages of enclosed with the applicant.
5. Applicant must submit the following certificates under his/her signature:-
  - a) A self-declaration regarding pending / contemplated criminal cases against the applicant.
  - b) Details of persons who have been awarded earlier in his /her family/ village/locality etc.

**DECLARATION**

I hereby declare that all the statements / entries made in this application are true and complete to the best of my knowledge and belief. I also understand that if at any

subsequent stage any information given by me or any claim made by me or any document submitted by me in this application is found to be false, my candidature for this award/ certificate will be liable to be rejected.

(Signature of the Applicant)

(With Phone No. with STD Code, Mobile No. e-mail and full address in capital letters)

**Recommendation by Weavers' Service Centre**

The particulars furnished in the application and in the enclosed documents have been checked and verified and I certify that the entry/ entries have been made by him/her is/are correct and he/she is a genuine designer.

(Signature with date of certifying officer i.e. Director/Dy. Director/Asstt. Director, under whose jurisdiction the weaver comes) with full name and address with rubber stamp.

**Recommendation by Head Quarter Level Selection Committee**

Certified that the bonafides of the application, his/her particulars as given in the application and other documents attached hereto including the skill level of the designer has been re- ascertained/verified and found correct.

(Signature with date of the convener of the Head Quarter Level Selection Committee)  
(Full name and address with rubber stamp)

**APPLICATION FORM FOR NATIONAL AWARD/NATIONAL MERIT CERTIFICATE FOR THE YEAR.....**

FOR MARKETER FOR MARKET DEVELOPMENT  
OF HANDLOOM PRODUCTS

Affix passport size photograph duly attested by concerned WSC/ Commissioner/ Director(HL)
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1.	Name of State	
2.	Name of recommending Agency	
3.	Year of the Award	
4.	Name of the Marketer	Hindi
		English
5.	Father's name (in case of individual)	Hindi
		English
6.	Spouse's name (in case of individual)	Hindi
		English
7.	Address of the Marketer (Mob. No. & Tel.No/Fax/e-mail)	
8.	Date of Birth (in case of individual, attach a copy of date of birth certificate)/Date of registration (in case of others, attach copy of registration)	
9.	Details of academic and professional qualification in marketer (in case of individual)	
10.	Total experience of marketing as on 31, December of the year..... (from _____ to _____ )	
11.	Details of registration no. of India Handloom Brand/Handloom Mark with date (attach a copy)	
12.	Annual financial status of the Marketer (attach copy of audited balance sheet for last 3 years)	
13.	Name of the areas/clusters where products are manufactured, year-wise for last 3 years	
14.	Name of the handloom products that are manufactured/procured, year-wise for last 3 years	
15.	Details of products, category-wise, manufactured/procured in quantity and value for last 3 years	
16.	Details of products, category-wise, sold in quantity and value for last 3 years (attach copy of audited sales document)	
17.	Nature of sale i.e, retail, whole sale, exhibition, export and mention quantity and value for last 3 years	



18	Mention the contribution made for generating additional employment to weavers in the areas where activities are undertaken during the last three years	
19.	Detailed account of the marketer's contribution towards increase in earnings of weavers due to market intervention year-wise for last 3 years.	
20	Detailed account of the marketer's contribution towards increase in production and sale of handloom fabrics after marketing intervention year-wise for last 3 years. (attach separate sheet)	
21.	Details of Award/certificate received from Central/State Govt. and other institutions for contribution to market development in handloom sector during last 3 years. (attach a copy)	
22	Any other details concerning the applicant which has not already been brought out in other columns.	

**NOTE:**

1. Incomplete form will be rejected without any notice to the applicant.
2. All documents furnished by the applicant must be attested by the Gazetted Officer.
3. Please specify each document and total number of pages of enclosed with the applicant.
4. Applicant must submit the following certificates under his/her signature:-
  - a) A self-declaration regarding pending / contemplated criminal cases against the applicant.
  - b) Details of persons who have been awarded earlier in his /her family/ village/locality etc.

**DECLARATION**

I hereby declare that all the statements / entries made in this application are true and complete to the best of my knowledge and belief. I also understand that if at any subsequent stage any information given by me or any claim made by me or any document submitted by me in this application is found to be false, my candidature for this award/ certificate will be liable to be rejected.

(Signature of the Applicant)

(With Phone No. with STD Code, Mobile No. e-mail and full address in capital letters)

**Recommendation by Weavers' Service Centre**

The particulars furnished in the application and in the enclosed documents have been checked and verified and I certify that the entry/ entries have been made by him/her is/are correct and he/she is a genuine marketer.

(Signature with date of certifying officer i.e. Director/Dy. Director/Asstt. Director, under whose jurisdiction the weaver comes) with full name and address with rubber stamp.

**Recommendation by Head Quarter Level Selection Committee**

Certified that the bonafides of the application, his/her particulars as given in the application and other documents attached hereto including the skill level of the marketer has been re- ascertained/verified and found correct.

(Signature with date of the convener of the Head Quarter Level Selection Committee)  
(Full name and address with rubber stamp)

## **Urban Haat**

Detailed guidelines showing position of financial releases in respect of Urban Haat

### **1. Objective:**

The scheme for setting up of urban haats was introduced in 1997-98 at prime locations in the country. The participating craft persons / weavers will sell handicrafts / handlooms products directly to the customers. This will provide adequate direct marketing facilities to the craft persons / weavers and eliminate middle agencies. Another feature of the haat is that there will be adequate stalls selling authentic Indian cuisines of various regions in the country by rotation. The Food & Craft Bazar will provide leisure and recreational facilities for both domestic and international tourists in line with Dilli Haat which has reached International status in just a few years of its existence.

### **2. Eligibility:**

The scheme will be implemented through State Handicrafts / Handlooms Development Corporations / Tourism Development Corporations with sufficient funds resources.

### **3. Location:**

The Urban Haat will be set up at strategic locations in urban area in consultation with concerned State Governments. The area should be developed providing the ambience suited to such a Haat, which pre-supposes creation of green belts in and around the Haat with sufficient open spaces. The area of the Haat may vary depending upon availability of land. It may, however, be not less than 8000 Sq. meters. The responsibility of providing developed land at a suitable location will be of the concerned State/implementing agency. The clear title of the land should be in the name of Implementing agency and it should be free from all encumbrances.

### **4. Design concept:**

The area will be developed as a park where, constructed area may be limited to around 10% to 20% of the total area keeping sufficient provision of open space. The shops/stalls will be set up on platforms, which act as a link in the Haat design. The courtyards in between the shops will be paved in stone/ suitable material interspersed with grass to retain visual softness. The entire complex will be designed to keep a low profile in harmony with surrounding environment, and stalls will be constructed to reflect local construction culture. The size of stall shall normally be 10' x 8' minimum & exhibition Hall shall be able to accommodate display of products of at least 40 – 50 crafts persons/weavers. It is preferred that dormitory for stay of ladies & gents may also be made separately.

The complex will also have suitable structure for cultural programmes, performing arts etc. The entire area will be extensively landscaped to provide a conducive environment for recreation and leisure.

It is planned to have 40-50 stalls where the crafts persons/weavers will sell their items directly to the buyers. The stalls will be available on hire on a day-to-day basis. The food side of the Haat will have properly serviced 5-7 stalls with plumbing, counters and space to accommodate kitchen equipments.

There will also be provision of 2 exhibition halls/museums in the haat to cater to the requirement of organising STATE DAYS and other exhibitions. Provision for dormitory for outstation craft persons / weavers may also be made.

Both kinds of stalls will be provided to the artisans/weavers/State Handicrafts & Handloom Corporations/NGOs/Tourism Corporations on rotation basis for fifteen days on nominal charges per day. The system of allotment of stall would be transparent so as to accommodate artisans/craftsperson. No traders or middlemen will be considered for allotment of stalls in these haats. The respective local Haat Management Committee will make selection of craftsperson/weavers and organisations. There will be a souvenir shop and a meeting room of moderate size to cater to the administrative requirement of the Haat.

**5. Approximate estimate of the project:**

The estimated project cost is Rs.3.00 crore.

**2. Mode of finance:**

The capital cost of the project which is expected at Rs.300.00 lakh is to be financed as under:-

	Sharing pattern	Total amount
Government of India	70%	Rs.210.00 lakh
State Government / Implementing agency	30%	Rs.90.00 lakh and above

(A) The Central assistance will be frozen at Rs.2.10 crore per urban haat and any escalation in the cost shall be borne by the State Government/implementing agencies.

(B) In addition to the above, a lump-sum grant of Rs.15.00 lakh in the first year and Rs.10.00 lakh in the second year is permissible for publicity of the project.

**7. Managerial/administrative expenses:**

The implementing agency will deploy staff at Urban Haats according to the needs assessed by the local management. However, the security and other services may preferably be arranged only on contract basis.

The manpower required for setting up the Urban Haats would be on contractual basis or through re-deployment. No additional staff would be provided.

**8. Submission of proposal:**

The Implementing agency will submit the proposal on the prescribed proforma through the concerned Regional Directors/WSCs under intimation to Headquarters office, O/O DC(Handicrafts)/ DC(HL). The following documents should be enclosed with the proposal.

1. Clear title of land in the name of implementing agency which should be measuring not less than 8,000 sq. meter.

2. A certificate from the competent authority regarding the location of the land in Urban area preferably at prime location.
3. Commitment of concerned State Govt. for releasing its share initially.
4. A certificate that escalation cost will be borne by State Govt./ Implementing agency.
5. Submission of detailed lay out plan / architectural design and cause.
6. The Regional Director will scrutinize the above documents physical verification of the location and give the following certificate while recommending the project:

Certified that the contents in the proposal have been checked and found correct as per the scheme and location for setting up of Urban Haat verified and found in prime location in Urban Area.

## **9. Governing body:**

A Governing body consisting of the following members shall be constituted and notified by the State Government/ Implementing agency. The responsibility for policy formulation and overall control of the Haats will lie with a Governing Body. The Governing Body shall be responsible for policy formulation and overall control of the Haat :-

- (1) Secretary to the State Govt. In charge of Handlooms/Handicrafts
- (2) Secretary to the State Govt. In charge of Tourism
- (3) Director, Handlooms/Handicrafts of the State Govt.
- (4) Development Commissioner (Handlooms), Ministry of Textiles
- (5) Development Commissioner (Handicrafts), Ministry of Textiles
- (6)** Representative of Finance Department of State Govt.

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## **10. All india Governing council:**

All the proposals for setting up of Urban Haat will be checked by Governing Council and their decision for selection / rejection will be communicated to the Implementing Agency. The Governing Council will comprise of the following members:

- |      |   |   |          |
|------|---|---|----------|
| i).  | DC (Handlooms)  | : | Chairman |
| ii). | DC (Handicrafts)  | : | Member   |
| iii) | Dy.Secretary/Director,<br>Internal Finance wings,<br>Ministry of Textiles | : | Member   |

## **11. Monitoring of urban haat:**

The concerned field offices of Office of DC (Handicrafts)/WSC will visit projects sanctioned for Urban Haats once in a month and submit the report through the Regional Office. Regional Director will review the progress of work, utilization fund and will send report on physical and financial programme alongwith the latest status to Headquarters office , o/o DC(Handicrafts)/ DC(Handloom). The Headquarters level review meeting will be held once in 3 months under the Chairmanship of DC (HL).

### **Dilli Haat, programme at INA, New Delhi:**

In order to provide an opportunity to handloom weavers/organisation/agencies to present and sale their products to the public, places like Dilli Haat, at INA, New Delhi have also been facilitated by the Offices of Development Commissioner for Handlooms in addition to participating in various craft melas held in different parts of the country The participants will be entitled for TA/DA including freight charges towards travel, freight, lodging and boarding for participating in Dilli Haat programme at INA, New Delhi on actual basis as per the following details :-

Category	Intervention	Provision of freight, TA/DA		Remarks
		TA including freight charges	DA	
General States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkota & Chennai) 500/- and other cities 300/- per day per participant.	SC & ST participants will be paid for participation in every event. However, Genl. Category will be paid for one event per year only.
NER States participants	Directly benefiting participants	3,000/- per participant	In metropolitan cities (Delhi, Mumbai, Kolkota & Chennai) 500/- and other cities 300/- per day per participant.	Genl., SC & ST participants will be paid for participation in every event.

### **Implementing Agency:**

The implementing agency for the Office of the Development Commissioner for Handlooms will be Weavers Service Centre, Delhi.

### **Funding Pattern:**

The participants will be entitled for TA/DA including freight charges towards travel, freight, lodging and boarding for participating in Dilli Haat programme at INA, New Delhi as mentioned above/on actual basis.

### **Release of funds:**

100% advance will be released to the implementing agency i.e. WSC, Delhi.

### **Marketing Incentive (MI):**

Marketing Incentive is given to the handloom agencies for preparing conditions, which are conducive to marketing of handloom products. This would largely be an incentive to the price in competitiveness of handloom sector so that while on the one hand they are able to marginally reduce the price, on the other hand they invest in infrastructure so as to improve the production and productivity. The agency is expected to use this amount towards activities that would attract the consumers in order to gear up overall sales of handloom goods. The assistance towards Marketing Incentive (MI) shall be eligible to State handloom corporations, apex co-operative societies, primary handloom weavers co-operative societies & national level handloom organizations. Marketing Incentive should be given to those agencies, which really need marketing support and it should be given maximum for 3 years so that the agency sustains on its own afterwards. An upper cap of Rs. 30 lakh of annual turnover is fixed for eligibility for release of Marketing Incentive so that needy societies are covered within the available budget. Societies having more than an annual turnover of Rs. 30 lakh are not eligible for MI.

Marketing Incentive to the handloom organizations/societies will be provided as follows:

- (a) For the purpose of MI claim, Handloom Mark is made compulsory i.e. the societies selling their products should necessarily use handloom mark. The MI would be given on the sale of handloom products, using handloom mark only. The societies will purchase the yarn from NHDC. For buying yarn from open market, the societies will need NoC from NHDC.
- (b) The State Government will release its share before forwarding claims for GOI share's release.
- (c) The provision shall be effective from 1/1/2014. Also, in light of large number of Primary Handloom Weavers' Cooperative Societies (PHWCSs) in the States, State Govt. while submitting the proposal will identify a suitable nodal agency to whom the central share as well the State share in respect of PHWCSs will be aggregated for onward release to them. Utilization certificate will be submitted by the nodal agency. State Govt. will ensure that the Nodal Agency compulsorily release the amount to PHWCSs in a period not exceeding 7 days of the receipt of funds.

The quantum of assistance to be provided is as follows:

<b>Component</b>	<b>Financial assistance in lakh weaver (Rs. per</b>	<b>Sharing between GOI : State Government</b>
<b>Marketing Incentive</b> - Handloom Corporations, Apex Co-operative Societies, Primary Handloom Weavers Co-operative Societies, National Level Handloom Organizations.	10% of the average sales turnover of the last 3 years	50:50, except in the case of National Level Handloom Organizations/Societies, where the entire assistance will be borne by the Government of India.

The claims of Marketing Incentive will be submitted by the eligible handloom corporations, apex co-operative societies, primary weavers cooperative societies, national level handloom organizations to the State Government in the prescribed proforma and directly

to the Office of DC Handlooms in case of National level Organizations as at **Annexure-B(1)**. The State Government alongwith the recommendations of State Level Project Committee (SLPC) will forward the individual claims to this office along with a consolidated statement with the requisite certificate as at **Annexure-B(2)**. Assistance to State handloom organizations/societies for marketing incentive (MI) will be released to the implementing agency through State Government concerned while assistance to the national level handloom organizations will be released directly through NEFT/RTGS. **Proforma is at Annexure-B(3)**

**Note :**

(i) The sales by the primary handloom weavers cooperative societies/self help groups to the apex weavers cooperative societies/federations/corporations will be excluded while computing the annual sales turnover of primaries for working out their eligible assistance towards marketing incentives. In other words, the sales made by primary societies to the apex societies/federations would not be eligible for marketing incentive since apex societies/federations will be separately claiming assistance towards marketing incentives on their sales after procurement from primaries.

(ii) The sales by any of the handloom agencies to the Government departments/agencies will be excluded while computing the annual sales turnover for working out the eligible assistance towards marketing incentives.

(iii) The sales by one handloom agency to the other handloom agency or vice-versa will be excluded while computing the annual sales turnover for working out the eligible assistance towards marketing incentives.

(iv) The sales made under Barter System by handloom agencies will be excluded while computing the annual sales turnover for working out the eligible assistance towards marketing incentives.

(v) A certificate to the effect that above points i.e. Sl. No. (i) to (iv) have been taken into account while calculating the eligibility for marketing incentives and also that the sales computed for the purpose of claiming marketing incentive has not been computed for claiming assistance under any other scheme of the office of the Development Commissioner for Handlooms would be required from the State Government.

(vi) The State Government will also be required to certify that the claims preferred for the year, grant for which is under consideration, is full and final and that no further claims in respect of any other organization(s) of the State for the same year will be preferred in future.

(vii) The State Government will also certify that "the Records and Registers of \_\_\_grantee organizations/societies for the year \_\_\_\_\_have been duly checked and verified by the field Officers of the Government of \_\_\_\_\_and all the Record and Registers are found intact and claiming societies are working".

(viii) The State Government will certify that an amount of central assistance of Rs.\_\_\_\_\_ claimed for the year \_\_\_\_\_under Marketing Incentive Component of Comprehensive Handloom Development Scheme is as per the norms of the CHDS Scheme and no excess amount is claimed by the Government of\_\_\_\_\_.



(ix) The State Government certify that no complaints have been received or pending about distribution of Marketing Incentive assistance released by the Government of India in the past.

(x) The State Government should certify that the MI claims in respect of agencies are registered users of Handloom Mark and have sold the items with Handloom Mark labels.

**MARKETING INCENTIVE****PROFORMA TO BE SUBMITTED BY HANDLOOM CORPORATIONS /APEX SOCIETIES /FEDERATIONS/NATIONAL LEVEL ORGANISATIONS / PRIMARY HANDLOOM WEAVERS COOPERATIVE SOCIETIES ETC. FOR CLAIMING MARKETING INCENTIVE UNDER COMPREHENSIVE HANDLOOM DEVELOPMENT SCHEME (CHDS).**

1. Name of the State :
2. Claim for the year :
3. Name and address of the Agency/Society :
4. No. of Weavers covered by the Agency/Society :-

Sl. No.	Name of the Category	Men	Women	Total
(a)	General			
(b)	SC			
(c)	ST			
(d)	OBC			
(e)	Minority			
(f)	Others			
	Total			

5. Quantity of yarn purchased from NHDC.
6. Quantity of yarn purchased from other agencies due to non-availability of yarn from NHDC (Certificate of non-availability of yarn from NHDC should be enclosed).
7. The State Government and Nodal Agency nominated by State Government should certified that the agencies who have claimed Marketing Incentive (MI) is the registered users of handloom mark and used handloom mark labels in their product.
8. Sales turnover for the preceding three years (excluding sales to apex/Federations/Corporations, Government Departments/agencies, Sales to handloom agencies/ sales under barter system and sales computed for the purpose of claiming assistance under the rebate scheme).

Year	Fabrics	Made-ups	Garments	Total
<b>Total :</b>				

9. Average sales turnover of last three years:
10. Marketing Incentive eligible @ 10% :
11. States share @ 5% :
12. Central Government share @ 5% :

Certified that the above figures are correct and the sales by the Agency to Apex/Federation/Corporations Government Departments/ Agencies /Handloom agencies, sales computed for claiming assistance under the rebate scheme, and sales made under barter system has not been computed for the purpose of calculating Marketing Incentive.

Signature of the President/  
Secretary of the Agency/Society  
**With Seal**

Signature of the CA with Regn. No.\_\_\_\_\_/\_\_\_\_\_  
Statutory auditor  
**with Seal**

**CERTIFICATE TO BE FURNISHED**

1. *Certified that the agency is functioning.*
2. *Certified that points at Sl. No. 1 to 8 under Annexure-B(1) taken into account by the implementing agency for calculating the eligibility for Marketing Incentive are correct and have been duly verified.*
3. *The proposal has been cleared in the State Level Project Committee (SLPC) in its meeting held on \_\_\_\_\_, Minutes of which are enclosed .*
4. *State Share has already been released vide State Govt.'s sanction order No. \_\_\_\_\_ dated \_\_\_\_\_. A copy of the State Share released order is enclosed.*
5. *Certified that no UC is pending for rendition in respect of the above grantee organization(s) towards any grant(s) received by it under any scheme of the office of Development Commissioner for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.*
6. *It is certified that the Implementing Agency is in existence and functioning.*
7. *Certified that there is no reason to believe that the agency is involved in any corrupt practices.*
8. *Certified that the above particulars are correct and verified from Books of accounts of the grantee agency.*

(Signature)  
Nodal Agency nominated by  
State Government of \_\_\_\_\_  
**(with seal)**

(Signature)  
Director In-charge of Handlooms,  
Government of \_\_\_\_\_  
**(with seal)**

**MARKETING INCENTIVE**

**Consolidated Statement to be furnished by the Director of Handlooms while forwarding the claims of Handloom Agencies under the Marketing Incentive component of Comprehensive Handloom Development Scheme (CHDS) :**

Sl. No.	Name of the Agency	Claim for the year	Total MI eligibility	MI approved by SLPC	State share	Central share	Amount released by State Govt.	Amount to be released by the Central Govt.
1								
2								
3								
4								
..								
..								
<b>Total</b>								

Total number of weavers covered by the handloom agencies as mentioned above, category- wise are as under:-

Total No. of the weavers covered by the above handloom agencies													
General		SC		ST		OBC		MINORITY		OTHERS		Total	
M	W	M	W	M	W	M	W	M	W	M	W	M	W
E	O	E	O	E	O	E	O	E	O	E	O	E	O
N	M	N	M	N	M	N	M	N	M	N	M	N	M
	E		E		E		E		E		E		E
	N		N		N		N		N		N		N

**Certificate to be furnished by the Director of Handlooms & Textiles**

1. Certified that all the above agencies are in existence and functioning.
2. Certified that the above-consolidated statement in respect of the State of \_\_\_\_\_ has been prepared on the basis of individual claims preferred by the agency.
3. Certified that there is no duplication of claims submitted under the proposal and that the assistance claimed by the above handloom agencies has not been preferred earlier.
4. Certified that all the conditions of the scheme have been met.
5. Certified that the entire assistance released as Marketing Incentive so far by the G.O.I & State Government has actually been passed on fully to the concerned grantee organizations.

6. Certified that no complaint(s) have been received or pending about distribution of in Marketing Incentive assistance released by the Government of India and State Government in the past.
7. Certified that the claims preferred now by the handloom agencies is full and final in respect of the State Government of \_\_\_\_\_ for the year\_\_\_\_\_ and no further claim(s) will be preferred by the State Government of \_\_\_\_\_for the same period in future.
8. Certified that the agencies who have claimed Marketing Incentive (MI) is the registered users of handloom mark and used handloom mark labels in their product.
9. Certified that the quantity of yarn purchased by the agency from NHDC.
10. Certified that the quantity of yarn purchased by the agency from other agencies due to non-availability of yarn from NHDC (Certificate of non-availability of yarn from NHDC should be enclosed).
11. Certified that no Utilization Certificate (UC) is pending for rendition in respect of the above grantee organizations/agencies towards any grant(s) received by them under any scheme of the office of Development Commissioner for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
12. Certified that the claims of the above handloom organizations/agencies have been cleared by the State Level Project Committee in its meeting held on \_\_\_\_\_, Minutes of which is enclosed.
13. *Certified that the State Government has already been released matching State Share vide State Govt.'s sanction order No. \_\_\_\_\_ dated \_\_\_\_\_. A copy of the State Share released order is enclosed.*
14. Certified that the Records and Registers of \_\_\_\_\_grantee organizations/societies for the year \_\_\_\_\_have been duly checked and verified by the field Officers of the Government of \_\_\_\_\_and all the Record and Registers are found intact and claiming societies are working".
15. Certified that an amount of central assistance of Rs. \_\_\_\_\_ claimed for the year \_\_\_\_\_under Marketing Incentive Component of Comprehensive Handloom Development Scheme is as per the norms of the CHDS Scheme and no excess amount is claimed by the Government of\_\_\_\_\_.
16. Certified that the above statement has been forwarded in a CD.

(Signature)  
 Nodal Agency nominated by  
 State Government of \_\_\_\_\_  
**(with seal)**

(Signature)  
 Director In-charge of Handlooms,  
 Government of \_\_\_\_\_  
**(with seal)**

## C. Concessional Credit

### 1. Background:

Government approved Institutional Credit component under IHDS in December 2011 and provided margin money assistance of Rs.4200/- per weaver, interest subsidy of 3% and credit guarantee through Credit Guarantee Fund Trust for Micro & Small Enterprises (CGTMSE). Further, emphasizing the importance of providing subsidized credit to handloom weavers, Hon'ble Union Finance Minister in the Budget 2013-14 announced loan to handloom sector at 6% rate of interest. Accordingly, the Institutional Credit Component under IHDS was merged with the RRR package as Concessional Credit Component and Government approved Concessional Credit Component on 24th September 2013 for providing access to subsidized term loan as well as working capital loan to handloom sector.

### 2. Objective:

The objective of the scheme is to make available the credit to handloom weavers at concessional interest rates.

### 3. Components:

The component of the Concessional Credit Scheme will be:

- i. **Interest subsidy:** To provide subsidized loan to handloom sector at the interest rate of 6% for a period of three years, the quantum of interest subsidy to be borne by the Government of India will be for three years and limited to the difference between the actual rate of interest as applicable and charged by the Banks and 6% to be borne by the borrower. However, the Gov interest subvention will be capped at 7%.
- ii. **Margin money assistance:** Margin money assistance to a maximum of Rs. 10000/- per weaver will be provided, which will enable the handloom weavers, their self-help groups and joint liability groups to leverage this amount for borrowing loans from the banks. However, weavers' cooperative societies, weavers' producer companies, etc. will not be eligible for the margin money assistance. In case, the requirement of margin money for the loan required by the weaver is more, then the beneficiary or State Govt. or Implementing Agency or in any combination thereof will be required to contribute additional amount of margin money.
- iii **Credit Guarantee:** The loans extended by the Banks/Financial Institutions to the handloom weavers will be guaranteed by the Credit Guarantee Fund Trust for Medium & Small Enterprises (CGTMSE). For this purpose, the required guarantee fee and annual service fee will be paid by the Government of India. Guarantee cover will be effective from the date of disbursement of loan by the bank for 3 years.
- iv **Information, Education & Communication (IEC) Activities including Bunkar Facilitator:** These will be carried out to make the beneficiaries aware of the scheme by associating all the local stakeholders such as WSCs, Banks, State government officials, marketing agencies etc. Further, Banks will be authorized to engage Bunkar Facilitator for collection and preliminary processing of loan application for completeness in all respect, submission of application to the correct bank branch and post-sanction monitoring till disbursement of loan, for which Government of India will pay an incentive of 0.5% of loan amount disbursed subject to minimum of Rs.200 and maximum of Rs.2000 per loan sanctioned to the bank for onward payment to the Bunkar Facilitator.

### 4. Eligible Agencies to avail Loan from Banks/Financial Institutions:

Following agencies are eligible to avail loan from the Banks/Financial Institutions:

- i. Handloom Weavers involved in weaving activity,
- ii. Weaver Entrepreneur,

- iii. Self Help Groups,
- iv. Joint Liability Groups,
- v. Primary Handloom Weavers' Co-operative Societies,
- vi. Apex Handloom Weavers' Co-operative Societies, and
- vii. Producers' Companies/Consortia promoted by handloom weavers including those promoted under Cluster/Mega Cluster/Handloom Parks under SITP or other schemes of Ministry of Textiles.

#### **5. Participating Banks:**

All Scheduled Commercial Banks, Regional Rural Banks and State Cooperative Banks

#### **6. Release of Fund:**

A centralized on line claim disbursement system "Handloom Weaver MUDRA Portal" has been developed in association with Punjab National for submitting the claims for financial assistance in respect of interest subsidy, credit guarantee and Margin money in electronic mode through the portal. Margin money will be transferred to Banks in electronic mode. An MoU has been signed between Ministry of Textiles and Punjab National Bank for development, operation and maintenance of this system and a service charge @ 1.4% of the amount of margin money and interest subsidy disbursed will be paid to Punjab National Bank. Funds will be placed in a dedicated account operated by Punjab National Bank for settling the claims received from participating Banks. Participating Banks will submit the claims through Handloom Weaver MUDRA Portal.

#### **6. Monitoring:**

The following committees will monitor the implementation monitoring and review of the Scheme:

- I. National Implementation Monitoring & Review Committee(NIMRC):
  - a) Secretary, Ministry of Textiles, Govt. of India - Chairperson
  - b) DC (Handloom), Ministry of Textiles, Govt. of India - Convener
  - c) Representatives of the Department of Expenditure, Ministry of Finance, Govt. of India
  - d) Representatives of the Department of Financial Services, Ministry of Finance, Govt. of India
  - e) Representatives of NITI Ayog
  - f) Principal Secretary (PS)/Director, Handloom of the State Government
  - g) Chairman/Managing Directors, Scheduled Commercial Banks or his representative
  - h) Managing Directors, State Cooperative Banks or his representative
  - i) Chairman, Regional Rural Banks or his representative
  - j) Representatives of Reserve Bank of India(RBI)
  - k) Representatives of Indian Bank Association(IBA)
- II. State Implementation Monitoring & Review Committee(SIMRC):
  - a) Principal Secretary (Handloom & Textiles) of the State – Chairperson
  - b) Representatives of NABARD
  - c) Managing Director, State Cooperative Bank
  - d) Managing Director, Apex Weavers Society
  - e) Representative of State Level Banker Committee Convener
  - f) Special invitee (To be decided by SIMRC as per the requirement)
  - g) Commissioner/ Director, Handloom of the concerned State(Nodal Department - Convener



#### **D. Handloom Census**

Third party handloom census and validation of data regarding number of handloom weavers, number of handlooms, number of handlooms engaged in commercial and domestic use etc. will be carried out for having updated data on handloom sector. Also, Identity Cards shall be issued to handloom weavers and allied workers.

## **E. Handloom Parks**

### **1. Background:**

- 1.1 Scheme for Integrated Textile Parks (SITP) was first launched in 2005 and extended till March, 2017 to provide the industry with world class state of the art infrastructure facilities for setting up their textile units. The scheme facilitates textile units to meet international environmental and social standards. The scheme targets industrial clusters/locations with high growth potential, which require strategic interventions by way of providing world-class infrastructure support. The main objective is to provide infrastructure facilities for setting up textile units in potential growth areas matching with the international social and environmental standards.
- 1.2 Handloom Weaving is one of the largest economic activities after agriculture providing livelihood to nearly 28 lakh households, of which 87% are located in rural areas. The total employment by this sector is almost 43 lakh. Handloom fabric attracts huge interest due to its unique designs, exquisite artistic value and traditions involved at each different location known for handlooms. Handlooms also attract interest from designers as they provide flexibility, versatility and diversity in creating new designs and unique patterns. A key feature of the handloom sector with particular relevance to the country is the potential for creating and sustaining employment with minimum investment. Further, livelihoods are created in rural areas at the homes of the weavers which prevents migration to the urban areas.
- 1.3 Two Handloom Parks have been so far sanctioned under SITP, one at Pochampally, Telangana has been established in which SPV owns the whole project and another one at Kancheepuram, Tamil Nadu is being set up in which SPV will own the common infrastructure and facilities while production will done by the 20 master weavers in workshed with 10 looms each. Handloom Parks are considered as necessary intervention to build supply chain for serving bulk orders and export markets. From the learnings of the PHP, it is found that Handloom Park should not be heavy debt driven and the optimum capacity for setting up of Handloom Park should be 200 looms.
- 1.4 Demands have been raised from various States for setting up of Handloom Parks. Development of optimal sized handloom parks which can be the hubs for production of quality material according to the delivery schedule demanded by bulk buyers such as exporters and garment manufacturers has been proposed in new Textile Policy also. Increased funding is required in case of Handloom Parks.

### **2. Scope:**

- 2.1 Handloom Park will have the following components:
  - a) Land
  - b) Common Infrastructure: Site development, compound wall, Roads ,water supply, electrical infrastructure, effluent treatment etc.
  - c) Buildings for common facilities: Admin Block, Design centre(including equipments), marketing support system, pre-weaving and post-weaving activities etc.
  - d) Buildings for Weaving Block
  - e) Equipments for common facilities: dyeing equipment with ETP, Pre-weaving machinery, Post-weaving machinery and stitching machines.
  - f) Margin money for Working Capital, Project management cost, DPR, survey etc.
- 2.2 The total Project Cost for the purpose of Handloom Park includes the cost on accounts components listed under a, b, c, d, e and f in cases where SPV is floated by State Government. The State Governments may provide land as a part of its equity contribution and the cost of land would be part of project cost. Individual

units in the park will not have to bear any cost towards the land and building and will be bearing only the cost for looms and accessories.

- 2.3 The total Project Cost for the purpose of Handloom Park includes the cost on accounts components listed under b, c, d, e and f in cases of SPV floated by private handloom entrepreneurs. The cost of land would not be part of the project cost. SPV will bring land from its own sources. Such promoters should undertake to set up all individual units in the park and also contribute the cost for installing looms and accessories.
- 2.4 Weaving Blocks construction should be kept frugal but robust by using pre-fab material or locally available good quality material to optimize the cost. Weaving blocks would be constructed in two phases. The second phase would be taken up as and when weaving activities start in the weaving blocks of first phase.
- 2.5 The following will be the tentative breakup of cost component wise for a Handloom Park with 200 looms:

S. No.	Component	Amount (Rs. in Lakh)
<b>1</b>	<b>Common Infrastructure</b>	<b>215.00</b>
	Site Development	215.00
	Compound wall	
	Roads	
	Water Supply	
	Electrical Infrastructure	
	Sewerage treatment	
<b>2</b>	<b>Buildings for common facilities</b>	<b>144.00</b>
	Pre-weaving and post-weaving activities	84.50
	Design Centre(including equipments)	6.50
	Marketing support system	15.00
	Admin Block	38.00
<b>3</b>	<b>Buildings for weaving Block</b>	<b>480.00</b>
<b>4</b>	<b>Equipments for common facilities</b>	<b>82.00</b>
	Dyeing equipment with ETP	50.00
	Pre-weaving machinery	12.00
	Post-weaving machinery	12.00
	Stitching Machines	8.00
<b>5</b>	<b>Others</b>	<b>195.00</b>
	Margin money	50.00
	Project management cost, DPR, survey	145.00
	<b>TOTAL</b>	<b>1116.00</b>

### 3. Funding pattern and provisions:

- 3.1 The total project cost shall be funded through a mix of equity/grant from the Ministry of Textiles, State Government, State Industrial Development Corporation, Industry and Loan from Banks/Financial Institutions.

3.2 The Government of India funding upto 70% of project cost would be admissible. The rest 30% of project cost may be funded by State Government or arranged by SPV or a combination of both.

3.3 The following will be the funding structure from Ministry of Textiles:

S. No.	Component	Amount (Rs. in Lakh)	Funding Under NHDP	Remarks
1	Common Infrastructure	215.00	86.00	40%
2	Buildings for common facilities	144.00	57.60	40%
3	Buildings for weaving Block	480.00	384.00	80%
4	Equipments for common facilities	82.00	73.80	90%
5	Margin Money, Project Management Cost, DPR, Survey	195.00	195.00	100%
	TOTAL	1116.00	796.40	71%

3.4 The cost of looms will be borne by the entrepreneurs who will set up weaving units in the Parks. However, looms and accessories may be provided under normal scheme of handloom sector in case of individual weavers, self-help groups or small entrepreneurs having family members as weavers.

3.5 Funding of SPV contribution may be a combination of debt and equity.

3.6 Professional management of the park will be an essential component and should be complied with by SPV.

#### 4. Implementation Structure:

4.1 Industry Associations/Groups of Entrepreneurs would be the main promoters of the Handloom Park. There would be a Special Purpose Vehicle (SPV) for each Handloom Park. SPV may include local weavers, representative of State and Central Government and other handloom stakeholders. SPV shall invariably be a Corporate Body registered under the Companies Act. Any different structure for the SPV requires the approval of the Project Approval Committee.

4.2 The SPVs would be the focal points for implementation of the Scheme, playing the following role:

- i. The SPV would conceptualize, formulate, achieve financial closures, implementing and manage the infrastructure.
- ii. The SPV would procure land, cost of which shall not be built into project cost.
- iii. After developing the infrastructure, SPV would allocate sites to industry for setting up units.
- iv. SPV would also facilitate securing bank finance required for setting up units in park.
- v. SPV would be responsible for maintaining the utilities and infrastructure created for park by collecting service and user charges.
- vi. The SPV has to be so structured as to be self-sustained with a positive revenue stream.
- vii. The SPV will enter into an agreement with the MoT for timely completion of Park and proper utilization of Government grants.
- viii. SPV would appoint contractors/consultants in a fair and transparent manner. In order to ensure timely completion of the project, SPV will obtain appropriate performance guarantee from consultants/contractors.

- 4.3 Project Management Consultants (PMCs) appointed by Ministry of Textiles, for implementation of parks under SITP will also be the PMCs for Handloom Parks. The functions of PMCs will be the same as defined by SITP scheme guidelines and fee will also be released as per SITP scheme guidelines.
- 4.4 The eligible SPVs are required to submit project proposal through Project Management Consultants (PMCs) empanelled for SITP by Ministry of Textiles.
- 4.5 The project proposal shall be formulated after conducting a diagnostic study of the requirements of common facility and infrastructure in the specified location and based on demand and potentiality.
- 4.6 Project Scrutiny Committee (PSC): The project proposals shall be considered and appraised by the Project Scrutiny Committee formed under SITP. Development Commissioner (Handlooms) shall also be the member of the PSC.
- 4.7 Project Approval Committee (PAC): The recommendations of Project Scrutiny Committee shall be considered and approved by Project Approval Committee formed under SITP. Development Commissioner (Handlooms) shall also be the member of the PAC.
- 4.8 **Role of State Government**  
The role of the State Government is envisaged in the following areas:
- i. Providing all the requisite clearance, wherever needed, for setting up the park and providing the necessary assistance for power, water and other utilities to the park.
  - ii. Assist in identification and procurement of suitable land.
  - iii. The State Government agencies like Infrastructure/Industrial Development Corporations may also participate in the projects by way of subscribing to the equity of SPV or by providing grants.
  - iv. Providing flexible and conducive labour environment and consider special facilities like exemption of stamp duty etc. for the units located in the park.
  - v. Dovetailing of other related schemes for overall effectiveness and efficiency of the project.
  - vi. In order to facilitate proper coordination, State Government would be requested to participate in the scheme through signing of an agreement with the Ministry of Textiles on facilitating provisions of land, power supply, water supply and statutory clearances for projects sanctioned to the state under the scheme. The State Government would also be requested to participate in the SPV through the nomination of a representative on the Board of the SPV.

## **5 Release of Funds:**

5.1 The following schedule will be adopted for release of GOI assistance to the SPV:

i. **1<sup>st</sup> Installment**

**1<sup>st</sup> installment representing 10% of the total GOI share will be paid to the SPV subject to SPV furnishing a Bank Guarantee of equal amount to the Ministry and fulfilling of the following criteria:-**

- a) Establishment of SPV.
- b) Inclusion of one representatives of Government of India and one representative of the PMC on the Board of Directors.
- c) Land to be in the possession of SPV.
- d) Issuances of shares by SPV to members in proportion of area allocable to them.
- e) Execution of share holders' agreement.
- f) Establishment of escrow account in a nationalized bank.
- g) Recommendation of PMC, and approved by Project Approval Committee

- ii. **II<sup>nd</sup> Installment**  
**2<sup>nd</sup> instalment representing 15% of the total GOI share will be paid to the SPV subject to SPV incurring their proportionate contribution (i.e. 25% of the total SPV share from all the sources)** of the grant released and fulfilment of following criteria
- a) Utilisation Certificate for the 1<sup>st</sup> Installment
  - b) Details of equity contribution
  - c) Sanction Letter for loan Component, in case SPV is taking term loans.
  - d) Award of contracts worth equivalent to at least 30% of the total project cost excluding the land cost.
  - e) Availability of all statutory clearances necessary for commencement of the project as certified by PMC, including water and electricity.
  - f) The Bank Guarantee given by SPV will be returned upon sanction of 2<sup>nd</sup> Installment of grant by the Ministry.
  - g) Interest, if any earned on the GOI grant will be returned/adjusted while claiming the installment. A certificate from the Bank shall be submitted alongwith the claim.
- iii. **III<sup>rd</sup> Installment**  
**3<sup>rd</sup> instalment representing 25% of the total GOI share shall be released after the utilization of the 2<sup>nd</sup> installment and after the proportionate expenditure (i.e. 50% of the total SPV share from the sources) has been incurred by the SPV.** Utilization Certificate (UC) of the 2<sup>nd</sup> Installment shall be submitted by the SPV at the time of making claim for the 3<sup>rd</sup> Installment. **Interest, if any earned on the GOI grant will be returned/adjusted while claiming the installment. A certificate from the Bank shall be submitted alongwith the claim.**
- iv. **IV<sup>th</sup> Installment**  
**4<sup>th</sup> installment representing 25% of the total GOI share after the utilization of the 3<sup>rd</sup> installment and after the proportionate expenditure (i.e 75% of the total SPV share from all the sources) has been incurred by the SPV.** Utilization Certificate (UC) of the III<sup>rd</sup> Installment shall be submitted by the SPV at the time of making claim for the IV<sup>th</sup> Installment. **Interest, if any earned on the GOI grant will be returned/adjusted while claiming the installment. A certificate from the Bank shall be submitted alongwith the claim.**
- v. **V<sup>th</sup> Installment**  
**5<sup>th</sup> installment representing 25% of the total GOI share will be released after successful completion of the project and after 33% of the units in ITP(or a higher percentages determined by PAC for successful completion of the specific project)starts their production.** Utilization Certificate (UC) of the IV<sup>th</sup> Installment shall be submitted by the SPV at the time of making claim for the final Installment. **Interest, if any earned on the GOI grant will be returned/adjusted while claiming the installment. A certificate from the Bank shall be Submitted alongwith the claim.**

5.2 The SPV would forward their claims to the MOT after verification by PMC supported by documents such as Utilization Certificate in the format of GFR 19A, Pre-Receipt Bill, Surety Bond etc., as required under the relevant rules.

5.3 Separate account shall be kept by SPV for the funds released by GOI, which shall be subject to audit by the Comptroller & Auditor General of India.

5.4 In the event of an SPV withdrawing from executing a project before completion of the project, the SPV should immediately return the Government assistance together with

interest accrued. Payment of penal interest by the SPV shall be decided by the Project Approval Committee (PAC) on case to case basis. Any revision in the period of implementation must have the approval of the PAC. In case of delays in implementation of the project beyond the agreed time schedule as approved by PAC. The Ministry of Textiles shall have the right to impose penalties on the SPV as given below:

- i. Delay of upto 3 months in the completion of the project would reduce the grant amount by 1%
- ii. Further delay in the implementation of the project would reduce the grant amount by an additional 1% for every 1 month of delay
- iii. In the event of project implementation getting delays beyond 12 months, then the PAC could consider closure of the project at the current level of grant assistance and cancel the balance undrawn grant amount
- iv. In the event the grant amount is reduced as indicated above, the SPV should meet the Consequent gap through its own sources.
- v. If it is found that the Grant has been utilized by the SPV for non eligible components of the project, MOT shall have the right to levy penalties on the SPV as may be decided by the PAC.
- vi. In the event the park is cancelled by PAC for any reason whatsoever then the SPV shall immediately return the Government assistance together with the interest accrued thereon, if any. Payment of penal interest by the SPV@ 10% or as decided by the Project Approval Committee (PAC) on case to case basis to be returned by the SPV.
- vii. The decision of the PAC would be final and binding on the SPV.

5.5 In event of termination of project, misutilisation of the grant or unjustified untoward delay in completion of the Park the SPV will be liable to return the grant with interest thereon and/or penalty as decided by the PAC and MoT shall be within its rights to recover the moneys as arrear of land revenue.

5.6 User charges would be fixed for various facilities and services by SPV. There shall be full recovery of Operational & maintenance (O&M) costs through user charges.

5.7 The recovery by way of lease rentals shall accrue to the SPV for plough back for future expansion.

## **6. Project implementation period:**

6.1 The project to be completed within 2 years from date of release of first instalment.

## **7. Project Monitoring and Evaluation:**

7.1 The Ministry of Textiles (MOT) will periodically review the progress of the projects under the Scheme. PMC would devise a suitable monitoring and evaluation system and shall furnish monthly reports/returns to MOT. A Monitoring Committee headed by Secretary (Textiles), and Joint Secretary (SITP), Development Commissioner (Handlooms), Director (SITP), ADC (Handlooms) as members will be monitoring the projects.

## **8. District Level Coordination Committee:**

8.1 In addition to the above, a District Level Coordination Committee may be formulated under chairpersonship of District Collector with representatives from Ministry of Textiles and other stakeholders for coordinating and monitoring the progress of the park

## **F. National Centre for Textile Design (NCTD)**

NCTD provides its services to the linked users through its website [www.designdiary.nic.in](http://www.designdiary.nic.in). The details of on lines activities are i) trends and colour forecast, ii) Design Pool, iii) Linkages with other websites, iv) handcrafted textiles of India etc. and also, organizes theme based Tantavi Exhibitions in different parts of the country. It is proposed to continue the activities of NCTD during 2017-18 to 2019-20.

## **G. Research & Development (R&D) including Revival of Languishing Handloom Crafts**

R&D activities for handloom sector include survey and study of the Handloom Sector and recommend steps to improve the market share of handloom through more open trading. The R&D component provides financial assistance for revival and documentation of languishing handloom crafts. This also includes documentation of existing/developed designs in WSCs.

## **H. Jammu & Kashmir Wool and Woolen Design and Development Project**

The Phase I of the Project for Development of Wool and Woolen Design and Development Centre for the State of J&K had already been completed. For the formulation and implementation of Phase-II of the project which is primarily related with creation of pre-weaving and post-weaving facilities. The second phase involves an expenditure of Rs.10.87 crore.

## **I. Special projects for special category states**

This aims to focus on the specific needs/requirements of the handloom pocket/s for development and promotion of handlooms in the hilly and scattered areas of special category States like J&K, Himachal Pradesh, Chhattisgarh, Jharkhand, Uttrakhand or any other State as and when declared as special category State.

To achieve the objective, a project based implementation strategy will be followed so as to provide State/handloom pocket-specific flexibility in project design and implementation. Size of the project will be flexible depending on the nature of the project. However, preference will be given to the small projects so that the same are implemented in focused manner with tangible results. It will be implemented by the State Govt./Central or State Govt. Handloom Agency. The funding of the project will be in the ratio of 90:10 by the Gol and the State Govt./Implementing Agency respectively. Funds will be released in three equal installments. The first installments will be released on sanction of the project and subsequent installments on utilization of 70% of the amount released and matching share of the State Govt./Implementing Agency. Duration of the project is upto three years.

An inter-Ministerial Committee namely, Project Approval and Monitoring Committee will be constituted with the following composition:

- |  |            |
|--|------------|
| i) Secretary (Textiles)                          | - Chairman |
| ii) Representative of Planning Commission        | - Member   |
| iii) Representative of Department of Expenditure | - Member   |



- |  |                    |
|--|--------------------|
| iv) Financial Advisor, Ministry of Textiles              | - Member           |
| v) Commissioner/Director of Handlooms of State concerned | - Member           |
| vi) Development Commissioner (Handlooms                  | - Member-Secretary |

The committee shall have the following roles:

- i) To consider and approve the projects,
- ii) To review and monitor the progress,
- iii) To cancel the projects which fails to achieve agreed level of the progress.

#### **J. National Institutes of Open Schooling (NIOS)**

NIOS has undertaken the research study in Varanasi district of Uttar Pradesh and identified interested learners in large groups from the weaving community who are very keen to pursue the education. Learners are very poor and not ready to pay for their study. NIOS has requested Ministry of Textiles to support the learners by paying the fee towards admission.

It is proposed that the 75% of the fee towards admission to NIOS/IGNOU courses will be reimbursed in case of SC, ST, BPL and Women learners belonging to handloom weavers' families.

#### **K. Cluster Cell at Hq.**

Cluster cell set up at the Headquarter office (office of the Development Commissioner for Handlooms) to deal with the cluster programme, including liaising with the State Govts./IAs, examining the proposals, release of the financial assistance, monitoring etc. will continue to function. At the same time, mentors/monitors will also be engaged at the field level in all States to advise the Implementing Agencies in the implementation of the Cluster Development Programme, follow-up with the State Govts./Implementing Agencies, monitoring and reporting the progress to this office etc.

#### **L. Innovative ideas**

Upto 5% of the funds allocated for the Scheme may be utilized towards innovative ideas, which may emerge during the course of implementation of the programme and might have not been incorporated in the Scheme at the time of approval.

#### **M. Publicity, advertisement, monitoring, training and evaluation of the scheme**

Upto 2% of the budget allocated for the Scheme may be utilized towards a) publicity, b) advertisement, c) monitoring, d) supervision, e) training of the officials working under the Office of the Development Commissioner for Handlooms, State Directorate of Handlooms etc. and f) Evaluation of the scheme/programme (including concurrent evaluation).

#### **Empowered Committee**

Under the NHDP scheme, Empowered Committee is constituted, chaired by Secretary (Textiles) with AS & FA, Ministry of Textiles and representatives of the Planning Commission, Ministry of Finance, NABARD, State Secretary of Handlooms from major handloom States, Special Invitees, if any as members of the committee to review and monitor the progress and also, to modify and approve the parameters of the scheme, without any additional financial implication.