

GUIDELINES

FOR

HANDLOOM MARKETING ASSISTANCE

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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 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-imbursement 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-imbusement 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 1st Installment as advance.
- ii. 25% as 2nd installment on utilization of 70% amount of 1st installment and submission of Utilization Certificate as per GFR-2017 and audited accounts duly certified by the Chartered Accountant.
- iii. 30% as 3rd installment on utilization of 100% amount of 1st installment and 70% of 2nd installment and submission of Utilization Certificate as per GFR 2017 and audited accounts, duly certified by the Chartered Accountant.

- iv. 20% as 4th installment on utilization of 100% amount of 2nd installment and 70% of 3rd installment and submission of Utilization Certificate as per GFR -2017 and audited accounts duly certified by the Chartered Accountant.
 - v. 10% as 5th 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 GoI 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)
	Product Development and Publicity & Marketing			
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 :

Looms

Weavers

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 24th 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 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:

- State Governments directly or through State agencies
- Weavers Service Centres(WSCs)
- 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)
- Other central government organisation supporting handloom sector
- 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 <u>Rs.5.00 lakh</u>	Rs.6,000/- per participant subject to a maximum of <u>Rs.3.50 lakh</u>	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	Rs.45.00 lakh	Rs.22.00 lakh	

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.

1. 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.

2. 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, 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.

(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, 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.

(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.
including electricity charges | Rs.05.00 Lakh |
| b) Publicity. | Rs.01.00 Lakh |
| Total: - | <u>Rs.06.00 Lakh</u> |

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 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 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 :-	Rs.3.50 lakh

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, 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, 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 alongwith 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 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.
- lii. 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-imburement of 2nd 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-imburement of 2nd 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

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.	SantKabir Award (Handloom WeaversMax . 12, including 02 exclusively for women)	<p>I. (i) <u>Background & 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 & Experience</u></p> <p>III. Misc. (i) <u>Verification of character & 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>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 'Kamaladevi Chattopadhyay Award'.</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 31st December of the previous year.</p> <p>The verification of character & 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</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>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)
02.	<p>National Award (Handloom Weavers Max. 24, including 04 exclusively for women))</p>	<p>I. (i) <u>Background & 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 & Experience</u></p> <p>III. Misc. (i) <u>Verification of character & antecedent of the awardee</u></p> <p>(ii) <u>Demonstration of skills</u></p>	<p>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.</p> <p>An extraordinary skilled weaver who has contributed significantly in development of the handloom product.</p> <p>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 'Kamaladevi Chattopadhyay Award.</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>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.</p> <p>Not below the age of 30 years, with 10 years of experience in the field of handloom as on 31st December of the previous year.</p> <p>The verification of character & antecedent is done before forwarding to HQ selection level committee.</p> <p>Demonstration of skills is to be conducted by a committee at</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>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)
03.	National Award (Design Development) † Max. 03	<p>I. (i) <u>Background & 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>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>II. (i) <u>Age & Experience</u></p> <p>III. Misc. (i) <u>Verification of character & 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>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 31st December of the previous year. Condition of duration of experience in respect of 'young designers' is not required.</p> <p>The verification of character & 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	Provisions
(i)	(ii)	(iii)	(iv)
04.	National Award (Marketing of Handloom products Max. 05)	<p>I. (i) <u>Background & Objective</u></p> <p>(ii) <u>Eligibility</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"> (i) Primary cooperative societies. (ii) Apex cooperative societies. (iii) E-commerce platforms. (iv) Exporters. (v) Private entity/entrepreneurs.

		<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 & Experience</u></p> <p>III. Misc. (i) <u>Verification of character & 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>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 31st December of the previous year (03 years of experience in case of e-commerce entities).</p> <p>The verification of character & 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.	National Merit Certificate (Handloom weavers Max. 24,	I. (i) <u>Background & Objective</u> (ii) <u>Eligibility</u>	National Merit Certificate (NMC) is given to outstanding handloom weavers. An extraordinary skilled weaver who has contributed significantly in development of the handloom product

including 04exclusively for women)		<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 & Experience</u></p> <p>III. Misc. (i) <u>Verification of character & antecedent</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) <u>Uploading of list of NMC winner on website</u></p> <p>(iv) <u>Declaration from the applicant regarding criminal cases, details of members of the family/persons who have been awarded earlier, etc.</u></p> <p>(v) <u>Recommendations of application for awards</u></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 'Kamaladevi Chattopadhyay merit award'.</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 31st December of the previous year.</p> <p>The verification of character & 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.	National Merit Certificate (Design Development Max. 06)	<p>I. (i) <u>Background & 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>II. (i) <u>Age & Experience</u></p> <p>III. Misc. (i) <u>Verification of character & 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 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 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 31st December of the previous year. Condition of duration of experience in respect of 'young designers' is not required.</p> <p>The verification of character & 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</p>
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			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	Existing Provision
(i)	(ii)	(iii)	(iv)
7.	National Merit Certificate (Marketing of Handloom products Max. 10)	<p>I. (i) <u>Background & 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>II. (i) <u>Age & Experience</u></p> <p>III. Misc. (i) <u>Verification of character & antecedent</u></p> <p>(ii) <u>Demonstration of skills</u></p> <p>(iii) <u>Uploading of list of NMC winner on website</u></p> <p>(iv) <u>Declaration from the applicant regarding criminal cases, details of</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"> (i) Primary cooperative societies. (ii) Apex cooperative societies. (iii) E-commerce platforms. (iv) Exporters. (v) Private entity/entrepreneurs. <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>Not below the age of 30 years, with 10 years of experience in the field of marketing of Handloom products as on 31st December of the previous year (03 years of experience in case of e-commerce entities).</p> <p>The verification of character & 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</p>

	<p>members of the family/persons who have been awarded earlier, etc.</p> <p>(v) Recommendations of application for awards</p>	<p>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 difference 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.
- 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)

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.

[

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,
Internal Finance wings,
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:

Component	Financial assistance (Rs. in lakh) per weaver	Sharing between GOI : State Government
Marketing Incentive - Handloom Corporations, Apex Co-operative Societies, Primary Handloom	10% of the average sales turnover of the	50:50, except in the case of National Level Handloom Organizations/Societies, where

Weavers Co-operative Societies, National Level Handloom Organizations.	last 3 years	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
Total :				

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/
No._____/

Secretary of the Agency/Society
With Seal

Signature of the CA with Regn.

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)

Annexure-B(3)

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								
..								
..								
Total								

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 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)

