

No.7/1/2012-DCH/CHDS/Cluster
Government of India
Ministry of Textiles
Office of the Development Commissioner for Handlooms

Udyog Bhavan, New Delhi-110011
Dated: the 30th December 2013

To,

1. Secretary In-charge of Handlooms of all States/UTs
2. Commissioner/Director In-charge of Handlooms of all State/UTs
3. The Managing Director, National Handloom Development Corporation
4. Executive Director, Handloom Export Promotion Council
5. Managing Director, Central Cottage Industries Corporation
6. Chairman-cum-Managing Director, Handlooms & Handicrafts Export Corporation
7. Secretary, All India Handlooms Fabric Marketing Cooperative Society
8. Officer In-charge of all Weavers' Service Centres
9. Officers In-charge of all IIHTSs

Sub: Guidelines for Implementation of Comprehensive Handlooms Development Scheme (CHDS) during 12th Plan - reg.

In continuation of my letter of even no. dated 21st Novemeber 2013, please find enclosed herewith detailed guidelines of Comprehensive Handlooms Development Scheme (CHDS), a component of the National Handloom Development Programme (NHDP) for its implementation during the 12th Plan. It is re-iterated that the CHDS has been formulated by merging the components of three schemes namely; Integrated Handlooms Development Scheme (IHDS), Marketing and Export Promotion Scheme (MEPS) and Diversified Handloom Development Scheme (DHDS), implemented during 11th Plan.

The detailed guidelines of CHDS have also been uploaded on the website: www.handlooms.nic.in.

You are requested to disseminate these guidelines to all concerned and ensure effective implementation of CHDS during the remaining period of 12th plan period.

Yours faithfully,

Encl: as above

Sd/-

(Balvinder Kumar)
Development Commissioner for Handlooms

Copy to:

1. Advisor, Planning Commission (I&VSE), Yojana Bhavan, New Delhi
2. Director, IF Wing, Ministry of Textiles, Udyog Bhavan, New Delhi
3. ADC (MCG)/ADC (DS)/ADC (JD)/CEO/Director (MJ)/DDC (PK)
4. Pay & Accounts Office (Textiles), Udyog Bhavan, New Delhi
5. Director, NIC, Udyog Bhavan, New Delhi - for uploading the detailed guidelines of the CHDS on the website: www.handlooms.nic.in

Sd/-
(Balvinder Kumar)
Development Commissioner for Handlooms

GUIDELINES FOR IMPLEMENTATION
OF
COMPREHENSIVE HANDLOOMS DEVELOPMENT
SCHEME (CHDS),

A COMPONENT OF
“NATIONAL HANDLOOM DEVELOPMENT PROGRAMME”

December 2013

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

COMPREHENSIVE HANDLOOMS DEVELOPMENT SCHEME (CHDS)

1. INTRODUCTION

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

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

2. **COMPREHENSIVE HANDLOOMS DEVELOPMENT SCHEME – A CENTRALLY SPONSORED PLAN SCHEME**

Comprehensive Handlooms Development Scheme has been formulated by merging all the major components of the schemes namely Integrated Handlooms Development Schemes (IHDS), Marketing and Export Promotion Scheme (MEPS) and Diversified Handloom Development Scheme (DHDS) implemented during the 11th plan and 2012-13 which is one of the components of National Handloom Development Programme (NHDP) for its implementation during 12th Plan. The scheme will follow need based approach for integrated and holistic development of handlooms and welfare of handloom weavers. The scheme will support weavers, both within and outside the cooperative fold including self help groups, NGOs etc. towards raw material, design inputs, technology up-gradation, marketing support through exhibitions, create permanent infrastructure in the form of Urban Haats, marketing complexes, setting up of Weavers Service Centre (WSCs) and Indian Institutes of Handlooms Technology (IIHTs), development of web portal for e-marketing of handloom products etc.

3. **COMPONENTS OF THE SCHEME**

| S. No. | Components of CHDS | Sub-components of the CHDS eligible for financial assistance |
|---------------|--|---|
| A. | <u>Consolidation of clusters</u> Clusters, having handlooms 5000 per cluster and 300-500 handlooms per cluster | <ul style="list-style-type: none"> i) Design development ii) Product development/diversification iii) Technology up-gradation iv) Marketing v) Engaging Cluster Development Executive vi) Engaging textile designer-cum-marketing executive vii) Other need based interventions |
| B. | <u>New Clusters</u> Clusters, having handlooms in the range of 200-500 per cluster. Clusters having handlooms in the range of 2000-5000 | <ul style="list-style-type: none"> i) Baseline survey, diagnostic study & formation of Self Help Groups (SHGs)/Joint Liability Groups (JLGs), Awareness Programmes, Formation of Consortium ii) Technology Up-gradation for on-loom activities iii) Product Development/Diversification iv) Engagement of Textile Designer-cum-Marketing Executive v) Purchase of Computer Aided Textile |

| S. No. | Components of CHDS | Sub-components of the CHDS eligible for financial assistance |
|--------|---|--|
| | | Design System (CATD), Card Punching Machine vi) Corpus fund for setting up of Yarn Depot vii) Market Development- to be provided from Handloom Marketing Assistance component viii) Skill Up-gradation - to be dovetailed from Integrated Skill Development Scheme (ISDS) ix) Setting up of Common Facility Centre/Dye House x) Credit support – to be provided from Revival, Reform and Re-structuring Package (RRR) for the handloom sector xi) Documentation of cluster activities xii) Construction of worksheds xiii) Project Management cost |
| C. | <u>Group Approach</u> | i) Skill up-gradation - to be dovetailed from Integrated Skill Development Scheme (ISDS) ii) Technology up-gradation iii) Construction of worksheds iv) Credit support-to be provided under Revival, Reform and Re-structuring Package (RRR) for the handloom sector |
| D. | <u>Marketing Incentive</u> | Marketing Incentive- to support marketing of handloom products by handloom agencies |
| E. | <u>Handloom Marketing Assistance</u> | 1. Domestic Marketing Promotion : i) Organisation of expos, events and craft melas ii) Web portal iii) Handloom mark, GI 2. Marketing Infrastructure Development: i) Setting up of urban haat, retails stores, CFC etc. 3. Market Access Initiative: |

| S. No. | Components of CHDS | Sub-components of the CHDS eligible for financial assistance |
|--------|--|--|
| | | i) Designer intervention 4. Handloom Export Promotion : i) Export projects, participation in international exhibitions, reverse BSMs |
| F. | <u>Development and strengthening of the Handloom Institutions</u> | i) Setting up of new Indian institute of Handloom Technology (IIHT) in Central Sector ii) Setting up of Weavers' Service Centres (WSCs) in Central Sector iii) Introduction of degree course in IIHT iv) Continuation of IIHT, Bargarh v) National Centre for Textile Design (NCTD) vi) Strengthening of Handloom Organisations vii) Research & Development (R&D), including Revival of languishing Handlooms Crafts |
| G. | <u>Handloom Census</u> | Census of handloom |
| H. | <u>Others</u> | 1. Innovative ideas 2. Publicity, Monitoring, Supervision, Training & Evaluation of the Scheme |
| I. | <u>Committed liabilities</u> | Committed liabilities of IHDS, M&EPS and DHDS implemented during the XI Plan. |

4. **OBJECTIVES OF THE SCHEME**

The objectives of the scheme are as follows:

- i) To strengthen/consolidate existing handloom clusters for their sustainability: Interventions- focus on loom up-gradation, design inputs, credit, marketing plus other need based interventions.
- ii) To focus on formation of handloom weavers' groups as a visible production group in a selected handloom clusters.

- iii) To reduce drudgery of handloom weavers, improve productivity & quality of handloom products by providing technologically upgraded accessories
- iv) To develop & strengthen the Handloom Institutions, including WSCs/IIHTs.
- v) Market orientation by associating entrepreneurs, designers and professionals for marketing, designing and managing the production and providing marketing infrastructure support.
- vi) An inclusive approach to cover weavers both within and outside the co-operative fold.
- vii) Holistic and flexible interventions to provide need based inputs specific to each cluster/group etc.
- viii) To provide a platform for marketing of handloom products, both in domestic and international markets and brand promotion.
- ix) Cultural Exchange by deputing weavers abroad.

PART-A

(A) Consolidation of the Clusters

Consolidation refers to filling the gaps in the clusters taken up during the X and XI Plan so that they sustain after the Government exit.

(A-1) Looking at the felt needs of the Clusters, the Clusters sanctioned in X & XI Plan will be taken up for consolidation. It is felt that all the clusters will not be eligible/requiring the consolidation and only those clusters having potential for development will be considered for consolidation, which will be based on assessment made by an Independent Agency/Committee.

(A.2) Consolidation of the clusters taken up during X & XI Plan:

(i) For assessing potential and requirement of the each cluster, a Committee/Independent agency will be constituted/appointed and based on the report, the project (DPR) will be submitted to the Office of the Development Commissioner for Handlooms. Requirement of funds will vary from cluster to cluster and will be based on the assessment by the independent agency/committee, which will provide inputs in terms of the interventions required, their cost and deliverables of the project.

(ii) Only those clusters will be considered for consolidation, which have availed eligible financial assistance and implemented all approved activities, submitted the Utilization Certificates, physical and financial progress report and impact report. However, clusters, having large concentration of weavers belonging to weaker sections of the society will be given preference.

(iii) In consolidation, focus will be on design development, product development/diversification, technology up-gradation and marketing. However, other need based interventions will also be considered as per the assessment made by an independent agency/committee. Financial assistance toward marketing and credit will be dovetailed from other components of this scheme/other schemes of this office, as the case may.

(iv) A textile designer-cum-marketing executive will be engaged for each or group of clusters who may be from Weavers' Service Centre (WSC) concerned or from any other source i.e. open market etc., depending upon the location of cluster, availability of suitable textile designer-cum-marketing executive etc. In case, the designer is from WSC, he/she will be paid actual TA/DA and lodging charges by the Implementing Agency from the overall budget. He/she will be responsible for new design inputs, product development/diversification, training to the weavers for transfer of designs on to the fabric, documentation, market linkages etc.

(v) Cluster Development Executive (CDE) will also be appointed for each or group of clusters, depending upon the location of cluster, availability of CDE etc.

(vi) Professional fee to the textile designer-cum-marketing executive and CDE includes his/her remuneration, travel, lodging, boarding etc.

(vii) Duration of implementation of various interventions is two years.

(viii) Funds will be released in 2 equal instalments. 1st instalment will be released as advance and 2nd instalment will then be released on utilization of 70% of the 1st instalment.

(A.3) Cluster category-wise details are as follows:

(A.3.1) 20 handloom clusters taken up in X Plan

For consolidation of these clusters, financial assistance upto Rs. 50.00 lakh per cluster will be provided for implementing various interventions. Financial assistance towards hard interventions like technological up-gradation will be shared in the ratio of 80:20 by the GoI and Implementing Agency/consortium respectively while for other components financial assistance will be borne fully by the GoI. Financial assistance will be released directly to the Implementing Agency.

Composition of the Assessment Committee for assessing the requirement of the clusters is as follows:

1. Head of the Implementing Agency,

2. Representative of the State Commissioner/Director In-charge of Handlooms concerned
3. Officer In-charge of Weavers' Service Centre concerned
4. Representative of the National Resource Agency i.e. EDI, Ahmedabad,
5. Representative of the Consortium/Producers' Co etc. from the cluster concerned

The project (DPR) alongwith the minutes of the Assessment Committee will be submitted by the Implementing Agency to the Office of the Development Commissioner for Handlooms.

Textile Designer-cum-Marketing Executive appointed from any other source other than WSC will be paid consolidated amount of Rs. 30,000 p.m. for one or more clusters as the case may be and he/she will be appointed in consultation with the WSC concerned.

Cluster Development Executive (CDE) will also be appointed for each or group of clusters. He/she will be appointed in consultation with Weavers' Service Centre (WSC) concerned. CDE will be paid a consolidated amount of Rs. 25,000 per month for one or more clusters.

A proforma for submission of proposal is at **Annexure-A.**

(A.3.2) 610 handloom clusters taken up in XI Plan

For consolidation, additional funding (beyond Rs.60.00 lakh or the approved project cost) upto Rs.20.00 lakh per cluster will be provided. Financial assistance for consolidation will be shared by the GoI and the State Govt./implementing agency/beneficiary in the ratio of 75 and 25 respectively. Financial assistance will be released to the Implementing Agency through the State Govt. concerned.

Composition of the Assessment Committee for assessing the requirement of the clusters is as follows:

1. State Commissioner/Director In-charge of Handlooms concerned
2. Officer In-charge of Weavers' Service Centre concerned
3. Representatives of Implementing Agency concerned
4. Representatives of Handloom Corporation/Cooperatives/NGO etc.
5. Any other member as considered necessary

The project (DPR) will be submitted by the State Government concerned to the Office of the Development Commissioner for Handlooms with the recommendations of the State Level Project Committee (SLPC).

CDE and Textile Designer-cum-marketing Executive will be appointed by the Implementing Agency in consultation with the State Government and Weavers' Service Centre concerned. CDE and designer-cum-marketing Executive appointed will be for a group of clusters. Textile Designer-cum-marketing Executive appointed from the open market will be paid consolidated amount of Rs. 25,000 p.m. for group of clusters. CDE will be paid consolidated amount of Rs. 20,000 p.m. for a group of clusters.

A proforma for submission of proposal is at **Annexure-A-1.**

Component-wise details (including size of clusters, financial assistance and sharing between the GOI, State/IA/beneficiaries) for consolidation of the existing clusters taken up during X & XI Plan are as follows:

| S. No. | Component | Financial assistance per cluster (300-500 handlooms) | Financial assistance per cluster (5000 handlooms) | Sharing (GOI: State/IA/ Ben. |
|---------------|--|--|--|---|
| 1 | Engagement of textile designer-cum-marketing executive up to two years | Upto Rs. 25,000 p.m. for a group of clusters and upto Rs. 18,000 p.m. per cluster in case two clusters are very far and not approachable | Upto Rs. 30,000 p.m. for one or more clusters | 100% GoI |
| 2 | Technology upgradation | Upto Rs. 40,000 towards pneumatic jacquard system for a set of 4 handlooms | | (a) 80% GoI and 20% State/IA/ Beneficiary for clusters of 300-500 handlooms. (b) 80%% GoI and 20% Consortium/IA/ |
| | | Upto Rs. 12,000 towards motorized jacquard on the existing handloom | | |
| | | Upto Rs. 4,000 towards take-up & let off motions on the existing handloom | | |

| | | | | |
|---|--|---|--|--|
| | | Upto Rs. 3,000 towards multiple box motion | | Beneficiary for clusters of 5000 handlooms |
| | | Upto Rs. 7,000 towards multiple buti weaving sley | | |
| | | Rs.4,000 towards twin cloth weaving mechanism | | |
| | | Upto Rs.12,000 towards jacquard | | |
| | | Upto Rs.5,000 towards dobby | | |
| | | Upto Rs.4,000 towards healds, reeds, bobbins, shuttles, harness etc. | | |
| | | Upto Rs. 5,000 towards warp beam and fabric beam | | |
| | | Upto Rs.20,000 towards purchase of new handloom, | | |
| | | Upto Rs. 20,000 towards normal warping machine | | |
| | | Upto Rs. 35,000 towards motorized warping machine | | |
| Any other technological up-gradation with justification | | | | |
| 3 | Appointment of Cluster Development Executive (CDE) | Upto Rs.20,000 p.m. for group of clusters | Upto Rs.25,000 p.m. for one or more clusters | 100% GoI |
| 4 | Product Development/ Diversification | Upto Rs. 2.00 lakh | Upto Rs. 4.00 lakh | 100% GoI |
| 5 | Market Development | Financial assistance will be provided as per the pattern of Handloom Marketing Assistance component | | |

| | | | | |
|---|-----------------------------------|--|--|--|
| 6 | Any other need based intervention | | | |
|---|-----------------------------------|--|--|--|

Note: All hard interventions will be funded upto 80% by the GoI while soft interventions will be fully funded by this office.

PART-B

(B) NEW CLUSTERS

(B.1) Cluster Development Programme (Assistance for handloom clusters, having handlooms in the range of 200- 500 & 2000-5000)

The cluster development approach focuses on formation of weavers' groups as a visible entity so that the groups become self-sustainable. Each cluster covering about 200 to 500 and 2000-5000 handlooms would be taken up during the XII Plan period.

(B.2) Definition of Cluster

The handloom cluster may be defined as a place where there is a large concentration of handlooms, producing handloom fabrics that would be in tune with the market demands. These handlooms could be located in close proximity in two adjoining revenue sub-divisions/villages within an administrative district or across two (mostly adjoining) districts. In smaller & hilly States, where the villages/sub-divisions are of smaller size, the number of villages/sub-divisions may be increased to ensure the minimum critical size of the cluster. In many clusters across the country, the number of handlooms are much higher but for the purpose of the scheme, the size of cluster will be restricted to the part of cluster having handlooms in the range of 200 - 500 and 2000-5000.

(B.3) Quantum of financial assistance for new clusters

The quantum of assistance for each cluster would be need based, depending on the requirement of the cluster, the scope of the activities envisaged in the cluster development project, technical, financial and managerial capacity of the Cluster Organization, level of maturity and past track record of the cluster etc. Maximum permissible GoI financial assistance per cluster will be as follows:

| | |
|--|-------------------------------|
| Cluster having handlooms 200-500 | upto Rs. 60 lakh per cluster |
| Cluster having handlooms above 2000 - 5000 | upto Rs. 150 lakh per cluster |

(B.4) Baseline Survey, Diagnostic study, formation of Self Help Groups (SHGs)/Joint Liability Groups (JLGs), Formation of Consortium, Awareness Programmes

(B.4.1) Baseline Survey

The baseline survey would require visit to every weaver of the cluster for preparing the profile of the cluster i.e. number of active handlooms, type of handlooms, number of weavers (men/women – General/SC/ST/OBC/Minority etc.), type of yarn used, product range, average weaver income etc. Cluster should not fall in any of the already sanctioned handloom clusters. A proforma for profile of the Organization undertaking the Baseline Survey and Diagnostic Study is at **Annexure-B**. A proforma for Baseline survey and details of assistance required to the individual weavers in the cluster is at **Annexure-B.1**.

(B.4.2) Diagnostic Study

Diagnosis of the cluster is the first step towards taking any implementable action plan. It will help in identifying the strengths and weaknesses, environment that the cluster operates in and what strategic steps need to be undertaken for effective output. The diagnosis will provide strategic direction and likely outputs that the clusters should aspire to reach over a period of time. The exact action points will emerge largely out of the trust building and validation by the cluster actors. The objective of a diagnosis is to a) understand and analyse the current scenario under which the handlooms are operating in the cluster i.e. analysis of business operations, nature of production activity, profiling of products, patterns of production and existing market potential for it, b) Strengths, weaknesses, opportunities & threats (SWOT) analysis of the cluster, c) value chain analysis to identify the gaps and constraints, d) social/institutional analysis of the local organization serving handloom producers, e) understand the socio-economic environment that the cluster operates in, f) recommendations in terms of action plan required to harness the potential of the cluster and the market etc. Also, the Self Help Groups/Joint Liability Groups will be formed and linked with the banks/ financial institutions for availing the credit. Proforma for submitting the details of the Diagnostic Study conducted and Action Plan is at **Annexure-B.2**.

(B.4.3) Formation of Consortium

The consortium would involve stake-holders from the Self Help Groups (SHGs), Co-operative Societies, Master weavers, Private Entrepreneurs, NGOs etc. who would be required to interact with the weavers and tie up linkages with the connected organizations like; banks/financial institutions, market institutions/marketing experts, marketers, legal experts, Government machineries, weavers etc. One time assistance of Rs. 50,000/- per cluster will be provided under this component for meeting the expenditure on holding of meetings, purchase of stationery, field visits, business and awareness training, engaging legal experts for incorporating the consortium and other professionals for business development.

This will be given once in a cluster as 100% Central Grant. The consortium will ultimately takeover the activities of the cluster in/after the 4th year and run it, thereafter on a self sustainable basis.

(B.4.4) Awareness Programmes

In order to generate awareness among the weavers about the Scheme, Weavers' Credit Cards, Yarn Pass books and other handloom schemes etc., awareness programmes will be conducted in the cluster. In each cluster, not more than five awareness programmes are permissible and will be held in the first three months of sanctioning the cluster.

Total financial assistance for above purposes will be provided upto Rs.2.00 lakh per cluster (200-500 handlooms) and Rs.3.00 lakh (2000-5000 handlooms).

(B.5) Technology Up-gradation for on-loom activities

In order to reduce drudgery to the handloom weavers/workers and improve productivity, various technological interventions will be required to be implemented on need basis. An illustrative list of possible technological interventions is as follows:

- a) providing pneumatic jacquard system and motorized jacquard on the existing handloom,
- b) providing take-up & let off motions on the existing handloom,
- c) using multiple box motion for continuous weaving of two different kinds of weft,
- d) using multiple buti weaving sley for weaving butis,
- e) twin cloth weaving mechanism for weaving mats, stoles etc of narrow width having clear selvages on both sides,
- f) providing jacquard on the existing handloom,
- g) providing dobby on the existing handloom,
- h) providing healds, reeds, bobbins, shuttles, harness etc. to improve efficiency and the quality of the products.
- i) providing warp beam and fabric beam on the existing handloom,
- j) purchase of new handloom,
- k) purchase of normal/motorized warping machine,
- l) any other technological up-gradation, which reduces drudgery to the handloom weavers/workers and improve productivity.

Any technological Innovation/up-gradation/improvement, other than above will also be considered on need basis of the cluster.

For any one or more than one technological up-gradations as mentioned above, financial assistance upto 80% of the total cost of Gol contribution will be provided. The cost of implementation of this component will be shared by the Gol, State Govt. and Implementing Agency/beneficiary in the ratio of 70, 20 & 10 respectively. For States falling under NER, J&K, Himachal Pradesh, Uttarakhand,

Chhattisgarh and Jharkhand, sharing pattern would be in the ratio of 90:5:5 by the Gol, State Govt. and Implementing Agency/beneficiary respectively.

(B.6) Product Development/Diversification

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

For the above purpose, financial assistance upto Rs.2 lakh per cluster (200-500 handlooms) and upto Rs.4 lakh per cluster (2000-5000 handlooms) will be provided, which will be fully borne by Gol. Revenue generated from sale of the products/samples developed will be ploughed back in the corpus for product development/diversification.

(B.7) Engagement of Textile Designer-cum-Marketing Executive

To develop new designs, keeping in mind the design and colour forecast for domestic and international markets, textile designer-cum-marketing executive will be engaged who may be from Weavers' Service Centre (WSC) concerned or from open market. In case, the designer of WSC is engaged, he/she will only be paid actual amount of TA/DA and lodging charges by the cluster. It may also be possible that a pool of designer is set up centrally/state-wise, depending upon the number of clusters sanctioned in a State, vicinity of these clusters, availability of the designers etc. to provide design inputs to the clusters as per their requirements.

Designer will be responsible for developing new designs, product development/diversification, preliminary training to the weavers on transferring newly developed paper designs on the fabric, marketability of newly developed handloom products of the cluster and also, for documentation of the designs/products developed.

For small clusters (200-500 handlooms), one textile Designer-cum-Marketing Executive will be engaged for atleast 2 clusters who will be provided professional fee upto Rs. 30,000/- per month per designer. In case, two clusters are very far and not approachable, designer will be assigned single cluster and will be paid fee of Rs. 18,000/- p.m.

For clusters having 2000-5000 handlooms per cluster, one textile Designer-cum-Marketing Executive will be engaged for one cluster. It is proposed to provide professional fee upto Rs. 30,000/- per month per designer.

Financial assistance for engaging full-time textile designer-cum-Marketing Executive will be fully borne by the Gol.

Above professional fee includes all expenses including travel, boarding and lodging etc. The textile Designer-cum-Marketing Executive should have atleast two years experience and preferably, he/she should be graduate from NIFT/NID with atleast one year experience. The textile Designer-cum-Marketing

Executive from open market should be appointed in consultation with the State Govt. and WSC concerned. In case, textile Designer-cum-Marketing Executive of other Institutions are to be engaged, he/she should be appointed with the prior approval DC (Handlooms), for which his/her bio-data should be sent to this office along with the proposal.

(B.8) Purchase of Computer Aided Textile Design System (CATD) System and Card Punching Machine

One time assistance upto Rs.5 lakh towards purchase of requisite hardware and software for Computer Aided Textile Design (CATD) System, colour forecast, trend forecast and other allied requirement, including card punching machine (if required). In case, only one item i.e. Computer Aided Textile Design System (CATD) System or Card Punching Machine is required, financial assistance is restricted to Rs.2.50 lakh per item. Financial assistance for purchase of CATD system and Card Punching Machine will be shared equally between the Central Government and the State Government/Implementing Agency.

(B.9) Corpus fund for setting up of Yarn Depot

Presently, weaver/agency is required to pay National Handloom Development Corporation (NHDC) an advance amount for purchase of yarn and the delivery of yarn is made by NHDC in a time frame of about 3-4 weeks. This delays the production process. Thus, in order to ensure regular availability of yarn of requisite counts, one-time financial assistance upto Rs.3.00 lakh lakh per cluster (200-500 handlooms) and upto Rs. 5 lakh per cluster (2000-5000 handlooms) will be provided as a Corpus Fund to the NHDC to enable it to ensure supply of yarn to the weavers through the yarn depot at the cluster. Yarn will be supplied to the weavers by the yarn depots against payment.

(B.10) Market Development-holding exhibitions, BSMs, Publicity etc. for domestic and international markets

With a view to project handlooms within India & abroad and create awareness about the unique handloom products, financial assistance will be met out of the Handloom Marketing Assistance component of the Scheme. This would

cover expenditure towards advertisement, printing of brochures, catalogues, market research, market survey, Buyer Seller Meet, Exhibitions, exposure visit to other clusters etc. Efforts should be made to pool the funds of different clusters for their participation in exhibitions, BSMs etc. so that there is an optimum utilisation of resources.

(B.11) Skill up-gradation

Training and re-training are critical inputs for handlooms/workers to adapt to produce diversified products with improved quality to meet the changing marketing trends. Financial assistance for skill up-gradation in technical areas like weaving, designing, dyeing, other pre-loom and post loom activities will be dovetailed from Integrated Skill Development Scheme (ISDS). Detailed guidelines of ISDS for handloom sector are available on the website of the DC (Handlooms) at <http://handlooms.nic.in>. However, funding for specialized trainings like value addition, product diversification etc. will be provided under this component.

(B.12) Setting up of Common Facility Centre/Dye House

Financial assistance would be available for setting up of Common Facility Centre, which may include pre-loom, on-loom and post-loom operations, quality control lab, value addition facility etc. Dye-house as a part of CFC or separately, if required, may also be set up, preferably with Water Treatment Plant and Effluent Treatment Plant (ETP).

Setting up of Common Facility Centre/Dye House will be set up, after considering the demand of the stakeholders, their capacity to form legal entity and run the CFC/Dye House. It should be ensured that Common Facility Centre/Dye House is set up at a centrally located place so that it caters to the requirement of weavers, in and around the cluster on user charge basis.

Assistance upto Rs.5.00 lakh for up-gradation of the existing dye house (including repairing of existing building) will be provided if it is felt that there is no need for establishing a new dye house. Assistance under the Scheme is also permitted for setting up of small dye house requiring investment upto Rs. 5.00 lakh per dye house.

Financial assistance for setting up of these facilities will be shared between Gol and the State Govt./Entrepreneur/Implementing agency/Consortium in the ratio of 80:20. The land cost will not include in the project cost and land will be provided by State Government/Entrepreneur/Implementing agency/Consortium and land cost will be borne by them.

For setting up Common Facility Centre/Dye House, a project report will be submitted by the Implementing Agency through the State Government and the same will be approved by a Committee set up in the office of the DC (Handlooms) after considering its viability and the existing facilities available in the nearby area. However, experience shows that response for setting up of the CFCs in XI Plan has not been encouraging.

Financial assistance for setting up of these facilities will be upto 50% of the total Gol contribution in the project. This includes the cost of up-gradation/setting up of dye house.

(B.13)Credit Support

Credit support to the handloom weavers of the Cluster in terms of margin money, interest subvention and guarantee cover will be provided under concessional credit from "Revival, Reform and Re-structuring Package for the Handloom Sector". Detailed guidelines are available on the website: handlooms.nic.in

(B.14)Documentation of cluster activities

After the cluster development programme is over, it is necessary to document the activities undertaken so that a record is built up. For this purpose, financial assistance upto Rs. 25,000 per cluster will be provided by the Gol for preparing 10 copies of the document.

(B.15)Construction of worksheds

Financial assistance will be provided to those weavers who do not have a work place of their own to house the handloom and are working on the handloom of the Master Weaver/Co-operative Society etc. at some other place. Details of the financial assistance to be provided are as follows:

| | | | |
|---|--------------|--------------|---|
| Construction of workshed (20 sq. mtrs.) | Rs. 35,000/- | Rs. 35,000/- | 100% by Gol for BPL weavers, 75% by the Gol and 25% by the State Govt. for APL weavers. |
|---|--------------|--------------|---|

Title of the land should be in the name of the weaver.

While the Central assistance will be limited to the level mentioned above, the State Governments/UTs/Implementing Agencies/Beneficiaries will be free to meet the additional cost, if any, by means of their own contribution or loans from financial institutions.

Under this component, preference will be given to the weavers Below the Poverty Line (BPL). For construction of houses, the weavers may avail assistance under Indira AwasYojana of the Ministry of Rural Development while assistance towards Workshed can be availed by them under this Scheme. Weavers other than BPL will be considered only after the weavers falling under BPL are covered as far as possible. The entire assistance of Rs 35,000 will be met by the Central Government in the case of weavers falling under BPL, while the weavers other than those falling under BPL will be assisted by the Central Govt. to the extent of 75% i.e. 26,250/- and the remaining to be borne by the State Govt./beneficiary. A certificate to the effect that the title of land is in the weaver's name has to be furnished.

(B.16)Project Management Cost

To implement, co-ordinate and manage the activities of the Cluster, Cluster Development Executive (CDE) will be engaged by the Implementing Agency in consultation with the State Government and the Weavers' Service Centre concerned. The CDE should be qualified technical personnel, preferably from Indian Institute of Handloom Technology (IIHT)/State Government Polytechnic/ITI etc. with a field experience of atleast 2 years in Textile Unit/Cluster etc. CDE shall be located in the cluster and responsible for implementation of the scheme in the assigned cluster. Responsibilities of the CDE will include conducting the baseline survey, diagnostic study, preparation of a detailed project report (DPR) and implementation of the project within the time frame as per the cluster action plan, formation of self help groups (SHGs) of weavers and linking these with banks/financial institutions, building the local governance framework, linking the weavers of the clusters with the National Handloom Development Corporation Ltd., Lucknow for ensuring availability of quality yarn, dyes & chemicals in requisite quantity etc. With the objective of involving the cluster level stakeholders in the process of cluster development, supporting and monitoring the activities of the CDE, a Cluster Development Coordination Group (CDCG), headed by the State Assistant Director of Handlooms concerned or any other officer (dealing with the handloom work) designated by the State Director of Handlooms & Textiles will be formed at the cluster level comprising of the representatives of the weavers, self help groups, Primary Weavers' Cooperative Societies, Handloom entrepreneurs/enterprises, exporters and support service Institutions, National Bank for Agriculture and Rural Development (NABARD), Banks, State Government Agencies.

For cluster having handlooms 200-500, not more than Rs.20,000/- p.m. per CDE will be paid. This includes the fee/salary of the CDE, travel, internet & telephone rent and other office/miscellaneous expenses. For cluster having 2000-5000 handlooms, not more than Rs.20,000 per CDE will be paid and additionally,

one supporting staff to carry out accounts work, computer operation including internet, maintenance of records, field visit etc. will be provided who will be paid not more than Rs. 10,000 p.m. per cluster.

(B.17) Any other component

Financial assistance for any other component not covered under the Cluster Development Programme for new Clusters will be provided with the approval of the Empowered Committee.

Summary of sub-components of new Clusters for implementation during XII Plan with amount of financial ceiling for each and sharing pattern

| S. No. | Sub-component | Financial assistance per cluster (200-500 handlooms) | Financial assistance per cluster (2000-5000 handlooms) | Sharing |
|--------|---|--|--|---|
| i | Baseline Survey, Diagnostic study and formation of Self Help Groups (SHGs)/Joint Liability Groups (JLGs), formation of consortium, awareness programmes | Upto Rs. 2.00 lakh | Upto Rs. 3.00 lakh | 100% Gol |
| ii. | Technology Up-gradation for on-loom activities (upto 80% of the total Gol contribution for the Cluster) | Upto Rs. 48 lakh | Upto Rs.1.20 crore | 70:20:10 by the Gol: State: IA/ Beneficiary for General States while for the States like J&K, North Eastern States (including Sikkim), Chhattisgarh, Jharkhand and Uttarkhand, funding will be in the ratio of 90:5:5. |
| | | Upto Rs. 40,000 towards pneumatic jacquard system for a set of 4 handlooms | | |
| | | Upto Rs.12,000 motorized jacquard on the existing handloom | | |
| | | Upto Rs.4,000 towards take-up & let off motions on the | | |

| S. No. | Sub-component | Financial assistance per cluster (200-500 handlooms) | Financial assistance per cluster (2000-5000 handlooms) | Sharing |
|--------|--|---|--|----------|
| | | <div>existing handloom</div> <div>Rs.3,000 towards multiple box motion</div> <div>Rs.7,000 towards multiple buti weaving sley</div> <div>Rs.4,000 towards twin cloth weaving mechanism</div> <div>Rs.12,000 towards jacquard</div> <div>Rs.5,000 towards dobby</div> <div>Rs.4,000 towards healds, reeds, bobbins, shuttles, harness etc.</div> <div>Rs.5,000 towards warp beam and fabric beam</div> <div>Rs.20,000 towards purchase of new handloom</div> <div>Upto Rs.20,000 towards normal warping machine</div> <div>Upto Rs.35,000 towards motorized warping machine</div> <div>Any other technological up-gradation with justification</div> | | |
| iii | Product Development/ Diversification | Rs. 2.00 lakh | Rs. 4.00 lakh | 100% GoI |
| iv | Engagement of Designer-cum-Marketing Executive | Rs.30,000 p.m. for atleast two clusters | Rs. 30,000 p.m. per cluster | 100% GoI |

| S. No. | Sub-component | Financial assistance per cluster (200-500 handlooms) | Financial assistance per cluster (2000-5000 handlooms) | Sharing |
|---------------|---|--|---|--|
| v | Purchase of Computer Aided Textile Design System (CATD), including Purchase of Card Punching Machine (if required). If only single item is required, total eligible amount is Rs. 2.50 lakh | Rs. 5.00 lakh | Rs. 5.00 lakh | To be equally shared by the Gol and the State Govt./ Implementing Agency |
| vi | Corpus fund for setting up of Yarn Depot | Rs. 3.00 lakh | Rs. 5.00 lakh | 100% Gol |
| vii | Market Development-holding exhibitions, BSMs, Publicity etc. for domestic and international markets (upto 20% of the Gol share) | Financial assistance will be provided as per Handloom Marketing Assistance component | | As per the pattern of Handloom Marketing Assistance component |
| viii | Skill up-gradation (upto 15% of the Gol share) | Convergence with Integrated Skill Development Scheme (ISDS). Funding only for specialized trainings under this scheme. | | As per the pattern of ISDS |

| S. No. | Sub-component | Financial assistance per cluster (200-500 handlooms) | Financial assistance per cluster (2000-5000 handlooms) | Sharing |
|--------|--|--|--|---|
| ix | Setting up of Common Facility Centre/Dye House | Upto 40% of the total Gol contribution for the cluster, including upto Rs. 5.00 lakh for up-gradation of existing dye house or for setting up a new small dye house. | upto 40% of the total Gol contribution for the cluster, including upto Rs. 5.00 lakh for up-gradation of existing dye house or for setting up a new small dye house. | Gol 80 (excluding land); 20 State Govt./IA/ Entrepreneurs/ Consortium |
| x | Credit Support (upto 20% of the Gol share) | Convergence with concessional credit from Revival, Reform and Restructuring Package for the Handloom Sector. | | As per the pattern of the scheme concerned |
| xi | Documentation of cluster activities | Rs. 25,000/- | Rs. 25,000/- | 100% Gol |
| xii | Construction of workshed (20 sq. mtrs.) (upto 20% of the Gol share) | Rs. 35,000/- | Rs. 35,000/- | 100% by Gol for BPL weavers, 75% by the Gol for APL weavers. |
| xiii | Project Management Cost (engaging CDE) | Rs.20,000/- per month per cluster | Rs.20,000/- per month per cluster, with supporting staff @ Rs. 10,000/- per month. | 100% Gol |

(B.18) Implementing agency for new clusters

Agencies eligible to implement Consolidation of the existing clusters and new clusters are as follows:

1. State Directorate of Handlooms & Textiles/Industries (where handlooms are under their control)
2. National Level Handloom Organizations
3. State Handloom Development Corporations
4. State Apex Handloom Weavers' Co-operative Societies
5. Central Government Organizations
6. Non Government Organizations, engaged in the handlooms
{(recommended by the State Govt. and approved by the DC (Handlooms))}
7. Any other Organization, engaged in the handlooms {(recommended by the State Govt. and approved by the DC (Handlooms))}

A format for grading the NGOs is at **Annexure B.3**. NGOs securing at least 60 marks, out of total 100 marks shall only be considered.

(B.19) Duration of the Cluster Development Project

Duration of the cluster is 4 years from the date sanction of 1st instalment.

(B.20) Submission of the proposal of new clusters and release of financial assistance

Development of each Cluster will be done by the Implementing Agency through the State Government concerned as a Centrally Sponsored Scheme in a project mode. State Government will invite proposals/projects from Implementing Agencies. The Project Report will comprise Baseline Survey, Diagnostic Study report and a concrete Action Plan for the first year and tentative action plan for the second, third and fourth years. The Project Report will be considered by a State Level Project Committee (SLPC), headed by State Commissioner/Director of Handlooms concerned for scrutiny, verification etc.

Only proposals that are found viable and beneficial for the socio-economic development of the weavers in the cluster will be recommended by the SLPC. The State Government will forward such project proposals to the Development Commissioner for Handlooms for approval. After due scrutiny & approval of such proposals by the Office of the Development Commissioner for Handlooms, financial assistance shall be released in three instalments i.e. upto 30% of the total GoI share as 1st instalment, upto 40% as 2nd instalment and balance as 3rd instalment. 1st installment will be released as advance, 2nd instalment will be released on utilization of 70% of the 1st instalment and 3rd instalment will be released on full utilisation

1st instalment and 70% of the 2nd instalment. Release of Central assistance will be made to the IA through the State Government based on submission of utilization certificates, audited accounts, physical progress as per action plan etc. as specified in the project. IA will maintain the records as per the relevant General Financial Rules (GFR).

(B.21) Setting up of a Cluster Cell and appointment of mentors/monitors

It is proposed to set up cluster cell at the Headquarter office (office of the Development Commissioner for Handlooms) to deal with the cluster programme, including liaising with the State Govts./IAs, examining the proposals, release of the financial assistance, monitoring etc. At the same time, mentors/monitors will also be engaged at the field level in all States to advise the Implementing Agencies in the implementation of the Cluster Development Programme, follow-up with the State Govts./Implementing Agencies, monitoring and reporting the progress to this office etc.

PART-C

(C) New Group Approach Projects

Weavers, who are not covered by clusters will be benefitted under the Group Approach Projects, which will be implemented in a project mode for development of handloom weavers in a contiguous geographical area, which have similar production characteristics. A group should have 10-50 weavers. Average financial assistance per group is Rs. 30,000. Duration of implementation of the group approach project is 2 years.

Director in-charge of Handlooms of the respective State Government will get a base-line survey conducted of the weavers, outlining their need/requirements for assistance and accrual of socio-economic benefits. Based on this survey, a project report i.e. **Annexure- C.1 & C.2** will be prepared and recommended by SLPC for financial assistance to O/o DC (Handlooms) through the State Govt. concerned. After due scrutiny of the proposal by the O/o DC (Handlooms), assistance will be released towards eligible components. Assistance to such a group of weaver will be provided for the following:

i) Skill up-gradation:

Financial assistance for skill up-gradation in technical areas like weaving, designing, dyeing, other pre-loom and post-loom activities will be dovetailed from Integrated Skill Development Scheme (ISDS). Detailed guidelines of ISDS for handloom sector is available on the website of the DC handlooms at

<http://handlooms.nic.in> A proforma is at **Annexure-C.2.** However, funding for specialized trainings like value addition, product diversification etc. will be provided under this component.

ii) Technology Up-gradation for on-loom activities

This is same as given under sub-component taking up of new Handloom Clusters. A proforma is at **Annexure-C.2.**

iii) Construction of Worksheds

This is same as given under sub-component taking up of new Handloom Clusters. A proforma is at **Annexure-C.2.**

iv) Credit Support

This is same as given under sub-component taking up of New Handloom Clusters and will be dovetailed from RRR Package for the Handloom Sector. A proforma is at **Annexure-C.2.**

(C.1)Implementing Agency for Group Approach

The Assistance Directors of Handlooms & Textiles of the respective State Government will get a baseline survey conducted of the group. Based on this survey, a brief project report outlining the financial assistance required for the weavers in the group/s will be formulated. The project reports will be placed before the SLPC for scrutinizing and recommending the same to the Office of the Development Commissioner for Handlooms. Consolidated requirement is required to be given in **Annexure-C.3.**

(C.2) Approval of Group Approach Project Proposals and release of funds

75% of the Gol share will be released as advance to the Implementing agency through the State Govt. Balance 25% will be released only after utilization of the 1st instalment alongwith the matching share of State Govt./Implementing Agency/beneficiary, wherever applicable and submission of UC, audited accounts, physical & financial progress report etc. The State Directorate of Handlooms & Textiles concerned will submit the progress and evaluation report to the Office of the Development Commissioner for Handlooms, New Delhi.

Note: Following are applicable for consolidation of existing clusters and also, for new clusters:

The Action Plan/DPR of each cluster should reflect requirement of the interventions with their financial break-up i.e. Gol/State share/IA/beneficiary share with justification. Even the interventions, which are to be dovetailed should be reflected in the Action Plan/DPR with their financial break-up.

State Level Project Committee (SLPC)

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

PART-D

Comprehensive Mapping of the Infrastructure requirement of handloom clusters/pockets

To prepare comprehensive plan for infrastructure development in handloom clusters/pockets of India, an independent agency will be engaged to carry out comprehensive mapping of infrastructure gaps/requirement in the handloom clusters/pockets so that phase-wise development/consolidation work in clusters can be taken up. **Funding will depend on the size of cluster, sample size etc. and will be decided by the DC (Handlooms).**

Annexure-A

PROFORMA FOR SUBMITTING THE PROPOSAL AND ACTION PLAN FOR SEEKING FINANCIAL ASSISTANCE FOR CONSOLIDATION OF HANDLOOM CLUSTERS (PHASE-I) SANCTIONED

| Sl. No. | Parameters | | | | | |
|-------------------------------|--|--------------------|---------------|----------------------|--|--|
| 1 | Name of the Cluster | | | | | |
| Profile of the Cluster | | | | | | |
| 2 | Name and address of Implementing Agency (IA) | | | | | |
| 3 | Name and designation of contact person of IA | | | | | |
| 4 | Name of cluster consortium | | | | | |
| 5 | Name & designation of the contact person of consortium. | | | | | |
| 6 | Year of sanction of project for above cluster | | | | | |
| 7 | Funds received by the IA in respect of above cluster (Rs. in lakh) | GOI Share received | IA/Ben. Share | Total funds received | Total Funds Utilized | |
| | | | | | | |
| 8 | Number of weavers covered so far under the cluster | | | | | |
| | | Category | Men | Women | Total | |
| | | SC | | | | |
| | | ST | | | | |
| | | OBC | | | | |
| | | Minority | | | | |
| | | General | | | | |
| | | Total | | | | |
| 9 | Turnover of the cluster (Rs. in crore) | Present turn over | | | Anticipated turn over after consolidation of cluster | |
| | a) Domestic | | | | | |
| | b) Exports | | | | | |

| | | | | | | | | |
|---|---|---------|-----------------------|----------------------|--|-------|------------------|------------------------|
| | Total | | | | | | | |
| 10 | Average earning of the weaver per day (In Rs.) | Present | | | Anticipated after consolidation of cluster | | | |
| | | | | | | | | |
| 11 | Average number of working days in a year | Present | | | Anticipated after consolidation of cluster | | | |
| | | | | | | | | |
| 12 | Main handloom products of the cluster. | Present | | | Anticipated | | | |
| | | | | | | | | |
| Present Status after implementation of cluster | | | | | | | | |
| 13 | Interventions undertaken in the cluster & their achievements. | | | | | | | |
| 14 | Brief on impact of implementation of Cluster Development Project (pre and post implementation) in terms of their earning, productivity, Socio-economic condition etc. | | | | | | | |
| Justification for recommending the cluster | | | | | | | | |
| 15 | Justification for recommending the cluster for consolidation | | | | | | | |
| Action Plan | | | | | | | | |
| 16 | Interventions required for consolidation | | | | | | | |
| | | S. No | Name of the component | Amount (Rs. in lakh) | | | Physical targets | No. ben. to be covered |
| | | | | Gol | IA/Ben. share | Total | | |
| | | 1. | Engagement of textile | | | | | |

| | | | | | | | | | |
|--|--|----|---|--|--|--|--|--|--|
| | | | designer-cum-marketing executive (100% by Gol) | | | | | | |
| | | 2. | Appointment of Cluster Development Executive (CDE) (100% by Gol) | | | | | | |
| | | 3. | Product Development/ Diversification (100% by Gol) | | | | | | |
| | | 4. | Market Development as per pattern of funding of Handloom Marketing Assistance component | | | | | | |
| | | | a) | | | | | | |
| | | | b) | | | | | | |
| | | | c) | | | | | | |
| | | | d) | | | | | | |
| | | | e) | | | | | | |
| | | | f) | | | | | | |
| | | 5. | Technology up-gradation (80% by Gol, 20% by IA/beneficiaries) | | | | | | |

| | | | | | | | | | |
|--|--|------|--|--|--|--|--|--|--|
| | | i) | Upto Rs. 40,000 towards pneumatic jacquard system for a set of 4 handlooms | | | | | | |
| | | | Upto Rs. 12,000 for motorized jacquard | | | | | | |
| | | ii) | Upto Rs. 4,000 towards take-up & let off motions | | | | | | |
| | | iii) | Rs.3,000 towards multiple box motion | | | | | | |
| | | iv) | Rs.7,000 towards multiple buti weaving sley | | | | | | |
| | | v) | Rs.4,000 towards twin cloth weaving mechanism on both sides | | | | | | |
| | | vi) | Rs.12,000 towards jacquard | | | | | | |

| | | | | | | | | | |
|--|--|-------|---|--|--|--|--|--|--|
| | | | on the existing handloom | | | | | | |
| | | vii) | Rs.5,000 towards dobby | | | | | | |
| | | viii) | Rs.4,000 towards healds, reeds, bobbins, shuttles, harness etc. | | | | | | |
| | | ix) | Rs. 5,000 towards warp beam and fabric beam | | | | | | |
| | | x) | Rs.20,000 towards purchase of new handloom | | | | | | |
| | | xi) | Upto Rs. 20,000 towards normal warping machine | | | | | | |
| | | xii) | Upto Rs. 35,000 towards motorized warping machine | | | | | | |
| | | xiii) | Any other technological up- | | | | | | |

| | | | | | | | | | |
|-----|--|---|---|--|--|--|--|--|--|
| | | | gradatio, with justificatio n | | | | | | |
| | | 6. | Any other interventio n with justificatio n | | | | | | |
| 17. | Proposed Action Plan for consolidation of cluster. | Year-wise action plan highlighting the physical and financial targets for 2 years alongwith a brief project report should be enclosed. The Action Plan should clearly bring out the deliverables of the project in terms of increase in productivity, employment, income of the handloom weavers etc. | | | | | | | |

1. The beneficiary has not availed of similar assistance under any other scheme of the State or the Central Government.
2. It is certified that the Implementing Agency is in existence and functioning.
3. Certified that the assets created out of the assistance under the scheme will not be disposed off without the prior approval of Office of the Development Commissioner for Handlooms.
4. There is no reason to believe that these organizations are involved in corrupt practice.
5. Certified that no UC is pending for rendition in respect of the above grantee organisation towards any grant(s) received by it under any scheme of the office of Development Commissioner for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
6. Certified that the above particulars are correct and are verifiable from Books of accounts of the grantee agency.
7. Certified that no complaint(s) in respect of the above mentioned agency has/have been received in respect of disbursement of assistance released by the GOI in the past.
8. Certified that the Implementing agency (s) has obtained necessary approval from the Banks/financial institutions for credit linkages, wherever required.
9. The Assessment Committee in its meeting held on_____ has recommended the proposal. A copy of the minutes of the meeting is enclosed.
10. Certified that all approved activities in respect of the clusters have been implemented, physical & financial progress, impact report & U.C. submitted.

Signature of Head of IA

PROFORMA FOR SUBMITTING THE PROPOSAL AND ACTION PLAN FOR SEEKING FINANCIAL ASSISTANCE FOR CONSOLIDATION OF HANDLOOM CLUSTERS HAVING 300-500 HANDLOOMS PER CLUSTER SANCTIONED DURING XI PLAN

| Sl. No. | Parameters | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------|--|---|-------------|---------------|---|----------------------|----------|-----|-------|-------|----|--|--|--|----|--|--|--|-----|--|--|--|----------|--|--|--|---------|--|--|--|--------------|--|--|--|
| 1. | Name of the Cluster | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Profile of the Cluster | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2. | Name and address of Implementing Agency | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3. | Name and designation of contact person | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4. | Year of sanction of project for above cluster | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5. | Funds received by the State/IA in respect of above cluster (Rs. in lakh) | Gol Share received | State Share | IA/Ben. Share | Total funds received | Total Funds Utilized | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6. | Number of weavers covered so far under the cluster | <table border="1"> <tr> <th>Category</th><th>Men</th><th>Women</th><th>Total</th></tr> <tr> <td>SC</td><td></td><td></td><td></td></tr> <tr> <td>ST</td><td></td><td></td><td></td></tr> <tr> <td>OBC</td><td></td><td></td><td></td></tr> <tr> <td>Minority</td><td></td><td></td><td></td></tr> <tr> <td>General</td><td></td><td></td><td></td></tr> <tr> <td>Total</td><td></td><td></td><td></td></tr> </table> | | | | | Category | Men | Women | Total | SC | | | | ST | | | | OBC | | | | Minority | | | | General | | | | Total | | | |
| Category | Men | Women | Total | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ST | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| OBC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Minority | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| General | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7. | Turnover of the cluster (Rs. in crore) | Present turnover | | | Anticipated turnover after consolidation of cluster | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | a) Domestic | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | b) Exports | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Average earning of the weaver per day (In Rs.) | Present | | | Anticipated after consolidation of cluster | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| 9. | Average number of working days in a year | Present | Anticipated after consolidation of cluster | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|--|--|----------------|-------|----------------------------------|--|-------|-----------------------|----------------------|--|--|--|----------------------------------|-----|------------|----------------|-------|----|--|--|--|--|--|--|----|--|--|--|--|--|--|----|--|--|--|--|--|--|
| 10. | Main handloom products of the cluster. | Present | Anticipated | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Present Status after implementation of cluster | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11. | Brief on impact of implementation of Cluster Development Project (pre & post implementation) in terms of their earning, productivity, Socio-economic condition etc. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Justification for recommending the cluster | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12. | Justification for recommending the cluster for consolidation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Action Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13. | Interventions required for consolidation | <table border="1"> <thead> <tr> <th rowspan="2">S. No</th> <th rowspan="2">Name of the component</th> <th colspan="4">Amount (Rs. in lakh)</th> <th rowspan="2">Number of weavers to be covered.</th> </tr> <tr> <th>Gol</th> <th>State Govt</th> <th>IA/B en. Share</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Engagement of textile designer-cum-marketing executive (100% by Gol)</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2.</td> <td>Appointment of Cluster Development Executive (CDE) (100% by Gol)</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>3.</td> <td>Product Development/ Diversification (100% by Gol)</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> | | | | | | S. No | Name of the component | Amount (Rs. in lakh) | | | | Number of weavers to be covered. | Gol | State Govt | IA/B en. Share | Total | 1. | Engagement of textile designer-cum-marketing executive (100% by Gol) | | | | | | 2. | Appointment of Cluster Development Executive (CDE) (100% by Gol) | | | | | | 3. | Product Development/ Diversification (100% by Gol) | | | | | |
| S. No | Name of the component | Amount (Rs. in lakh) | | | | Number of weavers to be covered. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Gol | State Govt | IA/B en. Share | Total | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. | Engagement of textile designer-cum-marketing executive (100% by Gol) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2. | Appointment of Cluster Development Executive (CDE) (100% by Gol) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3. | Product Development/ Diversification (100% by Gol) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | | | | | | | | | |
|--|--|------|---|--|--|--|--|--|--|
| | | 4. | Market Development as per pattern of funding of Handloom Marketing Assistance component | | | | | | |
| | | | a) | | | | | | |
| | | | b) | | | | | | |
| | | | c) | | | | | | |
| | | | d) | | | | | | |
| | | | e) | | | | | | |
| | | | f) | | | | | | |
| | | 5. | Technology upgradation (80% by Gol, 20% by State/ IA/beneficiaries) | | | | | | |
| | | i) | Upto Rs. 40,000 towards pneumatic jacquard system for a set of 4 handlooms | | | | | | |
| | | ii) | Upto Rs. 12,000 towards motorized jacquard | | | | | | |
| | | iii) | Upto Rs. 4,000 towards take-up & let off motions | | | | | | |
| | | iv) | Rs.3,000 towards multiple box motion | | | | | | |
| | | v) | Rs.7,000 towards multiple buti | | | | | | |

| | | | | | | | | | |
|--|--|-------|---|--|--|--|--|--|--|
| | | | weaving sley | | | | | | |
| | | vi) | Rs.4,000 towards twin cloth weaving mechanism on both sides | | | | | | |
| | | vii) | Rs.12,000 towards jacquard on the existing handloom | | | | | | |
| | | viii) | Rs.5,000 towards dobby | | | | | | |
| | | ix) | Rs.4,000 towards healds, reeds, bobbins, shuttles, harness etc. | | | | | | |
| | | x) | Rs. 5,000 towards warp beam and fabric beam | | | | | | |
| | | xi) | Rs.20,000 towards purchase of new handloom | | | | | | |
| | | xii) | Upto Rs. 20,000 towards normal warping machine | | | | | | |
| | | xiii) | Upto Rs. 35,000 towards motorized warping machine | | | | | | |

| | | | | | | | | | |
|-----|--|---|--|--|--|--|--|--|--|
| | | xiv | Any other technological up-gradation, with justification | | | | | | |
| 15. | Proposed Action Plan for consolidation of cluster. | Year-wise action plan highlighting the physical and financial targets for 2 years alongwith a brief project report should be enclosed. The Action Plan should clearly bring out the deliverables of the project in terms of increase in productivity, employment, income of the handloom weavers etc. | | | | | | | |

1. The beneficiary has not availed of similar assistance under any other scheme of the State or the Central Government.
2. It is certified that the Implementing Agency is in existence and functioning.
3. Certified that the assets created out of the assistance under the scheme will not be disposed off without the prior approval of Office of the Development Commissioner for Handlooms.
4. There is no reason to believe that these organizations are involved in corrupt practice.
5. Certified that no UC is pending for rendition in respect of the above grantee organisation towards any grant(s) received by it under any scheme of the office of Development Commissioner for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
6. Certified that the above particulars are correct and are verifiable from Books of accounts of the grantee agency.
7. Certified that no complaint(s) in respect of the above mentioned agency have been received in the State in respect of disbursement of assistance released by the GOI and State Govt. in the past.
8. Certified that the Implementing agency (s) has obtained necessary approval from the Banks/financial institutions for credit linkages, wherever required.
9. The State Level Project Committee in its meeting held on _____ has recommended the proposal. A copy of the minutes of the meeting is enclosed.
10. Certified that the Assessment Committee in its meeting held on _____ recommend the proposal of the implement agency.
11. Certified that all activities approved in respect of the clusters have been implemented & physical progress, impact report & U.C. submitted.

(Signature)
President/Secretary of the Implementing Agency

Countersigned

(Signature)
Director In-charge of Handlooms & Textiles

CLUSTER APPROACH

Annexure-B

PROFORMA FOR SELECTION OF ORGANISATIONS FOR CONDUCTING DIAGNOSTIC STUDY & BASELINE SURVEY AND PROFILE OF SELECTED HANDLOOM CLUSTERS

A. Profile of the Organisation/Implementing Agency (IA):

| | | |
|----|---|--|
| 1. | Name of the Organisation (With full address) | |
| 2. | Registration Number and date of Registration. | |
| 3. | Name & Designation of Office bearers with Phone No., FAX No. and E.mail etc. | |
| 4. | Total number of regular manpower with the Organisation. | |
| 5. | Balance sheet and profit/ loss account for the last three years (enclosed) | |
| 6. | Experience if any in Textiles/Handloom Sector | |
| 7. | Bye laws/Resolution of the Organisation. | |
| 8. | Previous experience in Cluster development. | |
| 9. | Scoring of the IA (NGO) as per the pattern for grading. | |

Certified that:

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

Signature of the President/Secretary/Chief Executives
(Name & Designation)

Countersigned

Director In-charge of Handlooms

CLUSTER APPROACH
PROFORMA FOR BASELINE SURVEY OF A CLUSTER

| Name of the Implementing agency Registration No. Village & P.O. District State No. of Weavers proposed to be covered Total assistance required. | | | | | | | | | | | | | | |
|--|--------------------|------|--------|-----|--------------|------|------|----------------|-------------|--------|-----------------------|--------------|---------------------|------|
| Sl. No. | Name of the Weaver | Male | Female | Age | Covered by | | | | | | Whether the weaver is | | Whether the loom is | |
| | | | | | Cooperatives | SHGs | NGOs | Master Weavers | Independent | Others | With loom | Without loom | Active | Idle |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| | | | | | | | | | | | | | | |

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

| Details of assistance required | | | | | | | | | | | | | |
|---|---------------------------|----------------------------------|----------------------------|-----------------------------------|-------------------------------------|-----------------|--------------|--|----------------------------------|---------------------|-------------------------------|----------------------------------|---|
| Technology up-gradation | | | | | | | | | | | | | |
| No. of pneumatic jacquard/ motorized jacquard | No. of motorized jacquard | No. of take-up & let off motions | No. of Multiple box motion | No. of multiple buti weaving sley | No. of twin cloth weaving mechanism | No. of Jacquard | No. of dobby | No. of healds, reeds, bobbins, shuttles, harness | No. of warp beam and fabric beam | No. of New handloom | No. of normal warping machine | No. of motorized warping machine | No. of any other technological up-gradation |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 |
| | | | | | | | | | | | | | |

| Details of assistance required | | | | |
|-------------------------------------|-------------------------|-------------------------------|---|--------------------------|
| Workshed | | | Skill up-gradation | Credit (Margin money) |
| Whether workshed exists (Yes/No) | Whether BPL/ General | Whether Workshed required? | Discipline of training and discipline – wise number of trainees | No. of beneficiaries |
| 39 | 40 | 41 | 42 | 43 |
| | | | | |

Signature of the Director of Handlooms & Textiles

CLUSTER APPROACH**PROFORMA FOR SUBMITTING THE DIAGNOSTIC STUDY CONDUCTED AND THE ACTION PLAN FOR CLUSTER DEVELOPMENT**

| Sl. No. | Parameters | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|---|---|----------|-----|-------|-------|----|--|--|--|----|--|--|--|-----|--|--|--|----------|--|--|--|---------|--|--|--|--------------|--|--|--|
| 1. | Name of the Cluster/Ward Village | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Profile of the Cluster | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2. | Geographical location of the cluster (enclose a map of the cluster) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3. | Total number of handlooms in the cluster | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4. | Type of handlooms in the cluster | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5. | Infrastructure available | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6. | Present skills of the weavers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7. | Number of handloom weavers | <table border="1"> <thead> <tr> <th>Category</th><th>Men</th><th>Women</th><th>Total</th></tr> </thead> <tbody> <tr> <td>SC</td><td></td><td></td><td></td></tr> <tr> <td>ST</td><td></td><td></td><td></td></tr> <tr> <td>OBC</td><td></td><td></td><td></td></tr> <tr> <td>Minority</td><td></td><td></td><td></td></tr> <tr> <td>General</td><td></td><td></td><td></td></tr> <tr> <td>Total</td><td></td><td></td><td></td></tr> </tbody> </table> | Category | Men | Women | Total | SC | | | | ST | | | | OBC | | | | Minority | | | | General | | | | Total | | | |
| Category | Men | Women | Total | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ST | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| OBC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Minority | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| General | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8. | Status of the weavers. | Existing | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | A) Number of Primary Weavers Cooperative Societies | Proposed to be covered | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | B) Number of weavers in Co-operative fold. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | C) Number of Master Weavers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | D) Number of weavers with Master Weavers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | E) Number of NGOs working in handlooms. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | | | |
|---|---|-------------------|-----------------------|
| | F) Number of weavers with NGOs. | | |
| | G) Number of SHGs working in handlooms | | |
| | H) Number of weavers with SHGs. | | |
| | I) Number of traders | | |
| 9. | Turnover of the pocket (Rs. in crore) | Present turn over | Anticipated turn over |
| | a) Domestic | | |
| | b) Exports | | |
| | Total | | |
| 10. | Average earning of the weaver per day (In Rs.) | Present | Anticipated |
| | | | |
| 11. | Av. no. of working days in a year | Present | Anticipated |
| | | | |
| 12. | Main handloom products of the pocket. | Present | Anticipated |
| | | | |
| 13. | Number of Powerlooms in the pocket. | | |
| 14. | Whether handlooms of the pocket face competition with Powerlooms? | | |
| Status of Pocket 5 years back | | | |
| 15. | Economic condition of the pocket in relation to the position 5 years back from now. | | |
| SWOT Analysis | | | |
| 16. | a) Strengths | | |
| | b) Weakness | | |
| | c) Opportunities | | |
| | d) Threats | | |
| Justification for recommending the cluster | | | |
| 17. | Justification for recommending the cluster for development | | |
| Strategy | | | |
| 18 | a) Cluster | | |

| | | | | | | | |
|--------------------|---|--------|--|----------------------|------------------|-------|----------------------------------|
| | b) Objectives of the development strategy. | | | | | | |
| Action Plan | | | | | | | |
| 19. | Interventions required for development over a period of 4 years, with financial outlay for each intervention. (Paragraph B.9.2) | | | | | | |
| 20. | Total Project Cost. | S. No. | Name of the component | Amount (Rs. in lakh) | | | Number of weavers to be covered. |
| | | | | GOI | State Govt ./ IA | Total | |
| | | 1. | Baseline Survey, diagnostic study and formation of SHGs. | | | | |
| | | 2. | Technology up-gradation | | | | |
| | | | Pneumatic Jacquard system | | | | |
| | | | Motorized jacquard | | | | |
| | | | Take-up & let off motion | | | | |
| | | | Multiple box motion | | | | |
| | | | Multiple buti weaving sley | | | | |
| | | | Twin cloth weaving mechanism | | | | |
| | | | Jacquard on the existing handloom, | | | | |
| | | | dobby on the existing handloom, | | | | |
| | | | Healds, reeds, bobbins, shuttles, harness etc | | | | |

| | | | | | | | | |
|--|--|----|--|--|--|--|--|--|
| | | | Warp beam and fabric beam | | | | | |
| | | | Purchase of new handloom | | | | | |
| | | | Purchase of normal | | | | | |
| | | | Motorized warping machine | | | | | |
| | | | Any other technological up-gradation, with justification | | | | | |
| | | 3. | Product Development/diversification | | | | | |
| | | 4. | Engagement of Designer-cum-Marketing Executive | | | | | |
| | | 5. | Computer Aided Textile Design System (CATD) including Card Punching machine | | | | | |
| | | 6. | Market Development –As per pattern of Handloom Marketing Assistance (a) (b) (c) | | | | | |
| | | 7. | Skill up-gradation programme-convergence with Skill Development Scheme (IHDS) | | | | | |
| | | 8. | Common Facility Centre/Dye House | | | | | |
| | | 9. | Credit (margin money)-Convergence with concessional | | | | | |

| | | | | | | | | |
|-----|---------------------------------------|--|---|--|--|--|--|--|
| | | | credit of Revival, Reform and Re-structuring Package (RRRs) | | | | | |
| | | 10. | Documentation of cluster activities | | | | | |
| | | 11. | Construction of wokshed | | | | | |
| | | 12. | Project Management Cost (engaging of CDE) | | | | | |
| | | Total | | | | | | |
| 21. | Proposed Action Plan for the cluster. | Year-wise action plan highlighting the physical and financial targets for 4 years alongwith a brief project report should be enclosed. The Action Plan should clearly bring out the deliverables of the project in terms of increase in production, productivity, employment and income of the handloom weavers of the selected cluster. | | | | | | |

1. The beneficiary has not availed of similar assistance under any other scheme of the State or the Central Government.
2. It is certified that the Implementing Agency is in existence and functioning.
3. Certified that the assets created out of the assistance under the scheme will not be disposed off without the prior approval of Office of the Development Commissioner for Handlooms.
4. There is no reason to believe that these organizations are involved in corrupt practice.
5. Certified that no UC is pending for rendition in respect of the above grantee organisation towards any grant(s) received by it under any scheme of the office of Development Commissioner for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
6. Certified that the above particulars are correct and are verifiable from Books of accounts of the grantee agency.
7. Certified that no complaint(s) in respect of the above mentioned agency have been received in the State in respect of disbursement of assistance released by the GOI and State Govt. in the past.
8. Certified that the Implementing agency (s) has obtained necessary approval from the Banks/financial institutions for credit linkages, wherever required.
9. Certified that the Implementing Agency has furnished the requisite details in the proforma A-2 (Baseline Survey of Cluster), enumerating, inter-alia, the

names of the individual weavers, components required and the assistance required thereof etc. and is verifiable from records.

10. The State Level Project Committee in its meeting held on_____ has recommended the proposal. A copy of the minutes of the meeting is enclosed.
11. Certified that the land of the title is in the name of the weaver.
12. Certified that the proposed cluster does not fall in any of the already sanctioned/approved/taken up handloom clusters (300-500 handlooms, 5000 handlooms, more than 25,000 handlooms)

(Signature)

President/Secretary of Organisation

Countersigned

(Signature)

Director In-charge of Handlooms & Textiles

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

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

Signature of
Director In-charge of Handloom & Textiles

Note: Requisite documents must be submitted in support of the above parameters, else it will not be given weightage.

ANNEXURE-C

GROUP APPROACH
PROFORMA FOR BASELINE SURVEY OF A GROUP

| Name of the Implementing agency Registration No. Village & P.O. District State No. of Weavers proposed to be covered Total assistance required. | | | | | | | | | | | | | | |
|--|--------------------|------|--------|-----|--------------|------|------|----------------|-------------|--------|-----------------------|--------------|---------------------|------|
| Sl. No. | Name of the Weaver | Male | Female | Age | Covered by | | | | | | Whether the weaver is | | Whether the loom is | |
| | | | | | Cooperatives | SHGs | NGOs | Master Weavers | Independent | Others | With loom | Without loom | Active | Idle |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| | | | | | | | | | | | | | | |

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

| Details of assistance required | | | | | | | | | | | | | |
|--|---------------------------|----------------------------------|----------------------------|-----------------------------------|-------------------------------------|-----------------|--------------|--|----------------------------------|---------------------|-------------------------------|----------------------------------|---|
| Technology up-gradation | | | | | | | | | | | | | |
| No. of pneumatic jacquard/motorized jacquard | No. of motorized jacquard | No. of take-up & let off motions | No. of Multiple box motion | No. of multiple buti weaving sley | No. of twin cloth weaving mechanism | No. of Jacquard | No. of dobby | No. of healds, reeds, bobbins, shuttles, harness | No. of warp beam and fabric beam | No. of New handloom | No. of normal warping machine | No. of motorized warping machine | No. of any other technological up-gradation |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 |
| | | | | | | | | | | | | | |

| Details of assistance required | | | | |
|----------------------------------|----------------------|----------------------------|---|-----------------------|
| Workshed | | | Skill up-gradation | Credit (Margin money) |
| Whether workshed exists (Yes/No) | Whether BPL/ General | Whether Workshed required? | Discipline of training and number of trainees | No. of beneficiaries |
| 39 | 40 | 41 | 42 | 43 |
| | | | | |

Signature of the Director of Handlooms & Textiles

Project proposal for Group Approach

Project Summary

| | | | | | | | | | |
|----|---|---------------------|------------------|----------------------------|--------------------|-----------------------|----------|--------|-------------------------|
| 1. | Name of the Organisation & full Address : | | | | | | | | |
| 2. | Name of the Village/Ward: | | | | | | | | |
| 3. | Total Number of Weavers in the village/Ward | Number | | | | | | | |
| | (a) with Cooperatives | | | | | | | | |
| | (b) with Handloom Apex/Corpn. | | | | | | | | |
| | (c) with SHGs | | | | | | | | |
| | (d) with NGOs | | | | | | | | |
| | (e) with Master Weavers | | | | | | | | |
| | (f) with exporters | | | | | | | | |
| | (g) Independent | | | | | | | | |
| 4. | Total no. of weavers without loom | | | | | | | | |
| 5. | Total no. of weavers with loom | a) Active | | | | | | | |
| | | b) Idle | | | | | | | |
| 6. | Total Number of Weavers proposed to be covered component-wise under the project . | Category of Weavers | M A L E | F E M A L E | Tech. up-gradation | Workshed | Training | Credit | Total number of weavers |
| | | S.T. Weavers | | | | | | | |
| | | S.C. Weavers | | | | | | | |
| | | Women Weavers | | | | | | | |
| | | Minority Weavers | | | | | | | |
| | | Others | | | | | | | |
| 7. | Turnover of the pocket (Rs. in crore) | Present turn over | | | | Anticipated turn over | | | |
| | a) Domestic | | | | | | | | |
| | b) Exports | | | | | | | | |
| | Total | | | | | | | | |

| | | | |
|-----|---|---------|-------------|
| 8 | Average earning of the weaver per day (In Rs.) | Present | Anticipated |
| | | | |
| 9. | Av. no. of working days in a year | Present | Anticipated |
| | | | |
| 10. | Main handloom products of the pocket. | Present | Anticipated |
| | | | |
| 11. | Project proposal should contain the objectives, the no. of weavers to be covered, justification for component-wise assistance sought, socio-economic gains, duration of the project, total project cost, sharing of cost, tie up with the bank for loan, wherever required etc. It should clearly bring out the deliverables of the project in terms of increase in production, productivity, employment and income of the handloom weavers of the selected group area. | | |

Details of Supporting Documents in Annexure- C-2 and C-3 are enclosed.

(Signature)
Assistant Director Handloom & Textiles

Countersigned

Director In-charge of Handlooms & Textiles
With seal

CERTIFICATE TO BE FURNISHED BY THE DIRECTOR OF HANDLOOMS

1. Certified that the Implementing agency has furnished details of physical and financial requirements in respect of group of weavers of _____ ward/village in proforma C-1 and that these details are verifiable from records.
2. Necessary budget provision has already been made to meet State share vide sanction order No. _____ dated _____. A copy of the State sanction order is enclosed.
3. Certified that the set of beneficiaries proposed now for grant of assistance for the components have not availed benefit for the same component(s) earlier under any other scheme.
4. Certified that the assets created out of the assistance under the scheme will not be disposed off without the prior approval of Office of the Development Commissioner for Handlooms.
5. Certified that the proposal of Group approach is outside the cluster.
6. Certified that no UC is pending for rendition in respect of the above grantee organization 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.
7. It is certified that the Implementing Agency is in existence and functioning.
8. Certified that the IA has furnished details of physical and financial requirements in respect of group of weavers of _____ village/ward in the proforma _____ and that this has been approved by the SLPC in its meeting held on _____. A Copy of the minutes enclosed.

(Signature)
Director In-charge of Handlooms
(With Seal)

GROUP APPROACH**TECHNOLOGY UP-GRADATION**

| Sl. No | Components | Technology up-gradation (Rs. in lakh) | | | |
|--------|--|---------------------------------------|-----------|---------------------|--------------|
| | | No. | Gol share | State/IA/Ben. share | Total amount |
| 1 | 2 | 3 | 4 | 5 | 6 |
| 1. | No. of pneumatic jacquard | | | | |
| 2. | No. motorized jacquard | | | | |
| 3. | No. of take-up & let off motions | | | | |
| 4. | No. of Multiple box motion | | | | |
| 5. | No. of multiple buti weaving sley | | | | |
| 6. | No. of twin cloth weaving mechanism | | | | |
| 7. | No. of Jacquard | | | | |
| 8. | No. of dobby | | | | |
| 9. | No. of healds, reeds, bobbins, shuttles, harness | | | | |
| 10. | No. of warp beam and fabric beam | | | | |
| 11 | No. of New handloom | | | | |
| 12 | No. of normal warping machine | | | | |

| | | | | | |
|-----|--|--|--|--|--|
| 13. | No. of motorized warping machine | | | | |
| 14. | No. of any other technological up-gradation with justification | | | | |
| | Total | | | | |

SKILL UP-GRADATION

(Rs. in lakh)

| S.No. | Discipline of training | No. of beneficiaries | Cost of training module | Total cost of training | |
|-------|------------------------|----------------------|-------------------------|------------------------|---------------|
| | | | | Gol share | IA/Ben. share |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

CREDIT

(Rs. in lakh)

| S. No. | No. of beneficiaries | Amount of margin money required | Total amount |
|--------|----------------------|---------------------------------|--------------|
| | | | |
| | | | |
| | | | |

(Signature)
President/Secretary of Organisation

Countersigned
Director In-charge of Handlooms & Textiles
with rubber stamp.

Workshed

| S. No | Name and address of the eligible Handloom agencies alongwith the registration number | No. of the Beneficiaries | | | | | | | | | | | | Category of the weaver | | Amount subsidy to be granted (Rs.) | | | Remarks |
|-------|--|--------------------------|-------|-----|-------|-----|-------|-----|-------|----------|-------|-------|-------|------------------------|---------|------------------------------------|---------|-------|---------|
| | | General | | SC | | ST | | OBC | | MINORITY | | Total | | BPL | Non-BPL | BPL | Non-BPL | Total | |
| | | MEN | WOMEN | MEN | WOMEN | MEN | WOMEN | MEN | WOMEN | MEN | WOMEN | MEN | WOMEN | | | | | | |
| | | | | | | | | | | | | | | | | | | | |

Certified that

1. The title of land is in the name of the weavers.
2. The beneficiary has not availed of similar assistance under any other scheme of the State or the Central Government.
3. Certified that the assets created out of the assistance under the scheme will not be sold or rented out.
4. The proposal has been recommended by the State Level Project Committee in its meeting held on _____. The minutes of the meeting are enclosed.
5. There is no reason to believe that these organizations are involved in corrupt practice.
6. Certified that no UC is pending for rendition in respect of the above grantee organisation towards any grant(s) received by it under any scheme of the office of Development Commissioner for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
7. It is certified that the Implementing Agency is in existence and functioning.

Signature Director In-charge of Handlooms

ANNEXURE- C.3**Consolidated requirement of funds for Group Approach Project**

| Interventions | No. of ben. | Amount (Rs. in lakh) | | Total amount |
|-------------------------|----------------|----------------------|------------------------|--------------|
| | | Gol share | State/IA/Ben. share | |
| Technology Up-gradation | | | | |
| Workshed | | | | |
| Skill up-gradation | | | | |
| Credit | | | | |

PART-E

a. 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 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 hand and will transfer to the account of weavers affiliated to the societies. The State Government will furnish the report of transferring the 5% State's share to weaver's account at the time of forwarding claims for GOI share's release. The report will contain weaver-wise amount transferred alongwith bank account details.

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 Weavers Co-operative Societies, National Level Handloom Organizations. | 10% of the average sales turnover of the last 3 years | 50:50, except in the case of National Level Handloom Organizations/Societies, where the entire assistance will be borne by the Government of India. |

The claims of Marketing Incentive will be submitted by the eligible handloom corporations, apex co-operative societies, primary weavers cooperative societies, national level handloom organizations (directly to the Office of DC Handlooms) to the State Government in the prescribed proforma as at **Annexure 'D-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 'D-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.

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 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 WITH ANNEXURE D- 1

1. Certified that the agency is functioning
2. Certified that points at Sl. No. 1 to 8 under Annexure C-I 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)

Director In-charge of Handlooms,
Government of _____

With Seal

Annexure D-2**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)

Director in-charge of Handlooms,

Government of _____

With Seal

HANDLOOM MARKETING ASSISTANCE

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

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

I Domestic Marketing Promotion

Sub-components of domestic marketing promotion are as follows:

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

II. Marketing Infrastructure Development

Sub-components of marketing infrastructure development are as follows:

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

III. Market Access Initiative:

Sub component of market access initiative:

- i. Designer intervention for marketing support.

IV. Handloom Export Promotion:

Sub-components of handloom export promotion are as follows:

- i. Export projects
- ii. International fairs & exhibitions

- iii. Organization of reverse buyer-seller meets
- iv. Miscellaneous promotional events/activities

I Domestic Marketing Promotion:

(a) Organisation of expos, events, and craft Melas:

Following types of marketing events & expos will be organised:

- (i) National handloom expo (NHE)
- (ii) Special handloom expo (SHE):
 - (a) National level special handloom expo
 - (b) State level special handloom expo
 - (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)
- (iii) District level events.(DLE)
- (iv) Craft melas

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

(i) National handloom expo (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 38.00 lakh for organizing NHE in cities with population 25 lakh and above, and Rs 18.00 lakh for organising NHE in cities with population below 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 paid to the WSC official by the implementing agency out of the overall sanctioned amount.

Detailed guidelines for implementation of this component and parameters for financial assistance are given in **Appendix-D-3**

1. Special Expos :

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.20.00 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. 8 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.10 lakh in view of the difficult terrain for rent/infrastructure including electricity charges, publicity and administrative expenses.

d) Special Expo 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 paid to the WSC official by the implementing agency out of the overall sanctioned amount.

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 expo:

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

Detailed guidelines for implementation of the special expos mentioned above and parameters for financial assistance are given in **Appendix-D4**.

2. 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.2.00 lakh (Rs. 1.50 lakh towards expenditure on infrastructure and up to Rs. 0.50 lakh towards expenditure on publicity) 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. 5000/- or actual expenditure incurred whichever is less will be paid by the implementing agency towards TA/DA for the official of WSC, who is nominated to carry out field checking out of the sanctioned amount of Rs.2.00 lakh

Detailed guidelines for implementation of this component and parameters for financial assistance are given in **Appendix-D-5**

3. Craft Melas:

Under this event, handloom weavers will be sponsored for participation in the craft melas such as Surajkund, Faridabad (Haryana), Shilpgram, Udaipur (Rajasthan), Taj Mahotsav, Agra (U.P.), Shilparamam, Hyderabad (Andhra Pradesh),

Patiala Heritage Festival, Patiala (Punjab), Zonal Craft Mela, Bhubaneswar, (Orissa) and Zonal Craft Mela, Mumbai, (Maharashtra). 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. 10.00 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.

Release of funds:

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

Detailed guidelines for implementation of this component and parameters for financial assistance are given in **Appendix-D-6**

(b) 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.

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).

(c) 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.

(a) National and Sant Kabir awards

National award:

In order to provide recognition to the best and the most deserving work among handloom weavers, national awards and national merit certificates are given to the selected master weavers. Every year upto 20 national awards and 20 national merit certificates will be conferred to the outstanding handloom weavers. National award consists of a certificate, angavastram, a copper plaque and cash award of Rs.1.00 lakh/- and national merit certificate award consists of a certificate and a cash award of Rs.50,000/-. A three tier Committee constituted for the purpose will carry out selection of weavers for awards. The detailed guidelines for the selection of the national awards are given at **Appendix-D-7**.

Sant Kabir award:

This award is conferred since 2009 to outstanding handloom weavers who have made valuable contribution in keeping alive the handloom heritage and also for the dedication in building up linkages between the past, present and the future through dissemination of knowledge on traditional skills and designs. Upto 10 sant kabir awards will be conferred to outstanding weavers every year. The award consists of one mounted gold coin, one shawl, tamrapatra and a citation. In

addition, financial assistance to the extent of Rs. 6.00 lakh will also be given to each of the sant kabir awardees to create 10 new products of high level of excellence, of high aesthetic value and of high quality. The detailed guidelines for the selection of the national awards are given at **Appendix-D-8**.

Implementing Agency:

This activity will be undertaken in collaboration with the Office of the Development Commissioner for Handicrafts.

Funding pattern: The expenses on Infrastructure, publicity and incidentals will be shared equally between the two Offices of DC(HL) & DC(HC).

(b) 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.

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 will be provided for space rent/infrastructure/publicity/incidental activities.

Release of funds:

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

(c) 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.

(d) 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.

(e) 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.

(f) 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.

(g) 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.

(h) 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).

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.

(i) 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.

d. 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.

(e) 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 given in **Appendix-D-9**.

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 GOI 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 Marketing Complex at Janpath, New Delhi:

Handloom Marketing Complex at Janpath, New Delhi will provide infrastructure support to handloom agencies with a view to provide permanent marketing outlets to augment their sales. M/S Hindustan Steel Works Construction Ltd., a public sector unit of Ministry of Steel is the implementing agency for construction of the complex. The construction work of the complex has already been completed and is likely to be functional shortly.

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 Government, 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 in GFR 19(A) 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 in GRR 19(A) 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 in GFR 19(A) and audited accounts duly certified by the Chartered Accountant.
- v. 10% as 5th installment as reimbursement on submission of complete Utilization Certificate in GFR 19(A) 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 APPROVAL 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 APPROVAL AND MONITORING COMMITTEE (PAMC), chaired by DC (Handlooms).

III. Market Access Initiative:

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
- vii) Engaging technical person
- viii) Provision for CAD/CAM, creation/up-gradation of dyeing facility etc.
- ix) Brand promotion
- x) 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:

i 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).

e) 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 |

e. 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.

f. Guidelines for 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.

g. 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 in the overseas markets for marketing of handloom products and also provide wide publicity and development of handlooms as a brand.

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. 30.00 lakh would be given for space rent, stall decoration/construction, maintenance including administrative expenses, etc. The administrative expenses should not exceed 10% of Rs. 30.00 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.

Signing of MOU:

MOU will be signed between the agency and the designer as prepared by the designer and approved by DC(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 :

| | <u>Looms</u> | <u>Weavers</u> |
|------------|---------------------|-----------------------|
| | | 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

Countersigned

Signed

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

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

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, componentwise outlay proposed, justification for each component and details of activities to be carried out under the project; componentwise 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 6 months out of which 10 designs should be converted into fabrics.

- Within a period of 2 years the designers should develop 80 designs in 2 colourways 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

Handloom marketing assistance:

Detailed guidelines and prescribed proforma for final report in respect of National Handloom Expo

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 XII 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 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 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 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 will be eligible for participation.

5. Implementing agencies:

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

6. Assistance for the participants.

The details of assistance are as below:

| Sl.No. | Type of assistance | Place above 25 lakh population | Place upto 25 lakh population | Remarks |
|--------|----------------------------|--------------------------------|-------------------------------|---|
| 1 | 2 | 3 | 4 | 5 |
| 1 | Stall rent/ infrastructure | Rs.13.00 lakh | Rs.5.00 lakh | Rs.13.00 lakh and Rs.5.00 lakh as mentioned in Col. 3 & 4 |

| | | | | |
|----|---------------------|--------------|--------------|---|
| | | | | <p>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.</p> <p>For primaries 500 sq.ft. or 1500 sq.ft. for Apex organization.</p> |
| 2. | Electricity charges | Rs.3.00 lakh | Rs.1.80 lakh | <p>50% of the actual expenditure or Rs.3.00 lakh and Rs.1.80 lakh as mentioned in Col.3 & 4 Less expenditure received from the participants towards</p> |

| | | | | |
|----|----------------------|---|---|---|
| | | | | electricity charges) whichever is less is admissible.) |
| 3. | Participants lumpsum | Rs.5,000/- per participant subject to a maximum of Rs.3.00 lakh | Rs.3,000/- per participant subject to a maximum of Rs.1.20 lakh | Above 25 lakh population -60 participants (Maximum). Upto 25 lakh population, 40 participants maximum) |
| 4. | Publicity expenses | Rs.10.00 lakh | Rs.5.00 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.4.00 lakh | Rs.2.00 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.3.00 lakh | Rs.1.00 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.38.00 lakh | Rs.18.00 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 r

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

10. Role of state government.

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

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

11. Role of participants.

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

12. Final report.

After the conclusion of the expo, a final report indicating the total area, the number of

participants, level of sales, area allotted, feedback received, suggestions for future expos, inflow-outflow statement of funds, etc. is to be submitted by the Implementing Agency as per format NHE-FR attached. (Form-1).

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.
7. Is inflow & outflow of funds attached. Yes/No
8. Publicity modes.
9. Head wise details of expenditure.
10. Number of beneficiaries
11. Suggestions for future expos.

Signature of the MD/Chief Executive of the Implementing Agency.

Signature of the Chartered Accountant.

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. Audited Accounts (Head-wise)
3. List of Participants alongwith final report.
4. Utilisation Certificate in the GFR-19A.
5. Performance-cum-achievement report

13. 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 paid to the WSC official by the implementing agency out of administrative expenses.

Under compelling circumstances, 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 three member team.

Handloom Marketing Assistance:

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 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 paid to the WSC official by the implementing agency out of the overall sanctioned amount.

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.20.00 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.10.00 Lakh |
| b) | Back up services. | Rs. 02.00 Lakh |
| c) | Publicity. | Rs. 05.00 Lakh |
| d) | Theme Display. | Rs. 01.50 Lakh |
| e) | Administrative Expenses | Rs. 01.50 Lakh |
| | | ----- |
| | Total | Rs. 20.00 Lakh |
| | | ----- |

(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.8.00 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. 6.00 Lakh |
| b) | Publicity. | <u>Rs. 2.00 Lakh</u> |
| | Total:- | <u>Rs. 8.00 Lakh</u> |

(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 10.00 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. 8.00 Lakh |
| b) | Publicity. | Rs. 2.00 Lakh |
| | Total: - | <hr/> Rs. 10.00 Lakh <hr/> |

(iii) 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 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 lumpsum | 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 | :

Up to 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 as advance directly to the implementing agency, at least 6 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 as per the format enclosed. 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 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 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 format SHE-FR annexed (Form-II) alongwith a copy of receipt towards ground rent and electricity charges.

Special handloom expo- final report

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

01. Name of the expo indicating venue & city.

02. Period

03 Total area including vacant space.

04 Area allotted to participants.

05. No. of participants.

06. Level of sales.

07. Is inflow & outflow of funds attached. Yes/No

08. Publicity modes.

09. Head wise details of expenditure

10. Number of beneficiaries

11. Suggestions for future expos.

Signature of the MD/Chief Executive of the Implementing Agency.

Signature of the Chartered Accountant.

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. Audited Accounts (Head-wise)
3. List of Participants along with final report.
4. Utilisation Certificate in the GFR-19A.
5. Performance –cum- achievement report

6. 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 paid to WSC official by the implementing agency out of administrative expenses.

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.

Components of Handloom Marketing assistance: : 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.2.00 lakh towards infrastructure and publicity for holding each district level event to the organising agency as per the details given below:-

| | |
|--------------------|--------------|
| i). Infrastructure | Rs.1.50 lakh |
| ii). Publicity | Rs.0.50 lakh |
| Total :- | Rs.2.00 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.2.00 lakh sanctioned.

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 6 months before commencement of the event. For this, the proposal for advance/ sanction should be submitted in format DLE-I attached. 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 form DLE-II attached 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 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 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 form DLE-II attached, through the Director of Handlooms.

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.

1. End of event Certificate (Format-III)
2. Audited Accounts (Head-wise) and sales figures.
3. Utilisation Certificate in the GFR-19-A.
4. Performance-cum-achievement report

District Fair/Festival-Selection

I. EVENT

1. Name of event.
 2. Type of event (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).

II MARKETING POTENTIAL

- i. Gathering during last year (Approx.)
- ii. Are only Handloom products sold in the Fair.
- lii Sales.

III PRESENT ADMINISTRATIVE MACHINERY.

- Name of the Mela Authority.

Name of Handloom Organisation responsible to organise Participation
(Implementing agency)

IV STALLS

No. of stalls proposed for participants alongwith area.

V PUBLICITY

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

REPORT ON DISTRICT FAIRFS /FESTIVALS

1. EVENTS

- i) Name of the Event
- ii) Type of event Fair (Mela), Festival (Parva)
- iii) Venue
- iv) District
- v) Periodicity
- vi) Date of the Fair

2. MARKETING

- i) Number of participants
- ii) Total sale done during the Mela
- iii) Number of beneficiaries

3. ADMINISTRATIVE MACHINERY

- i) Name of the Mela Authority
- ii) Name of the Organisation which Implements the component

4. STALLS

No. of Stalls given to participants along with area.

5. PUBLICITY

Publicity of marketing of handloom products like press advertisement hoardings/pamphlets/banners (Attach printed publicity materials), Government assistance towards publicity would be restricted to Rs.0.50 lakhs. Thus total Government assistance would be restricted to Rs.02.00 lakh.

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 account Expo/DLE 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

Handloom marketing assistance:_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(Hanslooms). 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.

(iv) 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.

(v) The recommending authority (Officer not below the rank of Assistant Director) should take an undertaking, from the craftsperson/weavers and certify the same at Format Craft Mela attached.

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 :

- | | |
|--------------------------|---|
| i Surajkund Mela | : Surajkund Mela Authority, Govt of Haryana |
| ii. Shilpagram | : Shilpagram Mela Authority, West Zone Culture Centre, Deptt. of Culture, Govt. of Rajasthan |
| iii Shilparamam | : Designated agency, Govt. of Andhra Pradesh. |
| iv Taj Mahotsav | : Taj Mahotsav Samiti, Tourism Department, Govt. of Uttar Pradesh. |
| v. Shilpagram | : Designated agency, Govt. of MP. |
| vi. Zonal Craft Mela | : Designated agency, Govt. of Orissa |
| vii. Zonal Craft mela | : Designated agency, Govt. of Maharashtra |
| viii. Zonal Craft mela : | Designated agency, Govt. of Andhra Pradesh. |

6. Funding pattern:

Government of India will provide assistance of a maximum amount of Rs.10.00 lakh towards infrastructure and publicity to be given to the Mela organising authority.

5. 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 6 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.

6. 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.

7. Role of participants

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

8. 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 WEAVERS FOR THE CRAFT MELAS

Name of the Crafts_____

Photo duly attested

Registration NO._____
Officer

by the recommending

Name & Full postal address of weaver

(in capital letters)

Father's/Husband's Name _____

Age/Date of birth of weaver_____

Whether SC/ST/OBC/

Physically Handicapped _____

Whether National/State Awardees/

Merit Certificate 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 _____

Whether participated in any craft Mela of

O/O DC(HL) or in Dilli Haat

in individual capacity _____

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 _____

Name & Sign of the Weaver_____

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

Handloom Marketing assistance component: 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 craftpersons / weavers will sell handicrafts / handlooms products directly to the customers. This will provide adequate direct marketing facilities to the craftpersons / 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 craftspersons/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 craftspersons/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 craftspersons / 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.

6.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 Director/ WSC 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 Wing., 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).

National awards scheme for handloom weavers

1. Background and objective :

The National Awards for craftsmen was introduced during the year 1965 and later the same was extended to weavers also. National Awards are being conferred to the Craftspersons and weavers in recognition of their outstanding contribution, craftsmanship & development of craft. There shall be a maximum of 20 National awards and 20 National Merit certificates in a year. This recognition will encourage them to continue with the craft in a more enthusiastic and productive manner and will ultimately encourage other emulate them.

2. Eligibility:

All handloom weavers residing in India and who are above the age of 35 years and are having 10 years experience in the field of handlooms as on 31st December of previous year.

3. The Award contents:

Each award shall consist of a cash prize of Rs.1,00,000/-, a copper plaque and an Angavastram. Each National Merit Certificate shall consist of, besides a Certificate, a Cash prize of Rs.50,000/-.

4. Selection procedure :

- 4.1.** The selection procedure for selecting the items for National Award will be through a 3 – tier procedure.
- 4.2** The first stage selection would be at Zonal Level.
- 4.3** In the second stage of the selection process, the handloom entries recommended by various zonal selection committees would be screened by the Headquarter Level Selection Committee.
- 4.4** There will be a Common Central Selection Committee for final selection of the items for National Awards from amongst the items recommended by the Headquarter level Committees of both handlooms and handicrafts.

5. Procedure for submission of entries:

The handloom weavers may submit their entries in Weavers Service Centres of the Office of DC (HL) for consideration by the Zonal Level Committee.

Joint entry will normally be not accepted. Only in exceptional cases of handlooms, 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.

Mode of selection:

The selection of entries for handlooms will be as follows:

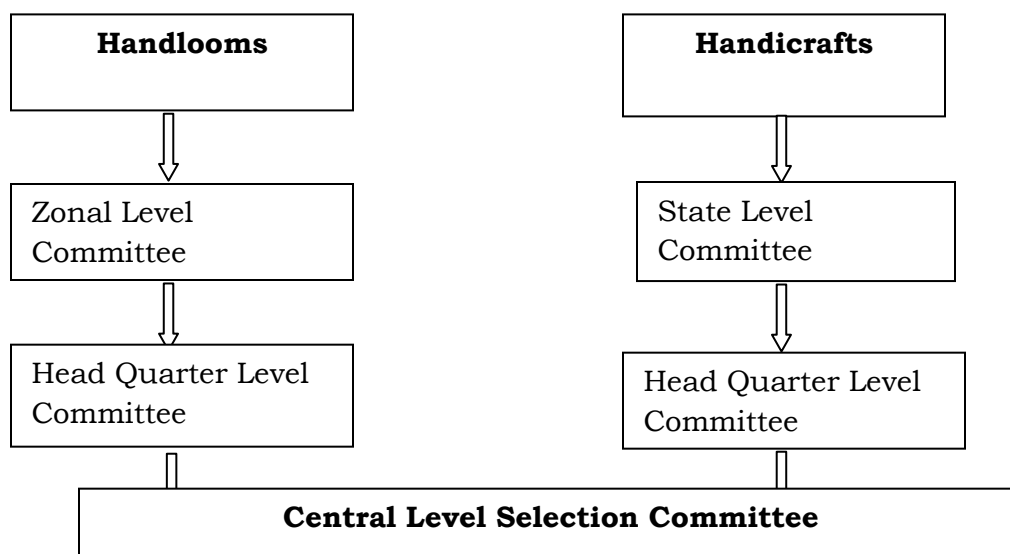
- 1 The offices namely WSCs are the first recipients of the applications and entries from weavers contesting for the award and shall be responsible for thorough scrutiny of all documents submitted by the contestants for the award and will also exercise due diligence to physically verify the bonafides of the applicants.
- 2 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.
- 3 The respective Zonal level selection committees shall undertake and complete the short listing process at the earliest.
- 4 Immediately after the conclusion of short listing process by the respective Zonal level Selection Committees, the Convener of these Committees namely the Zonal Director of the Office of DC (Handlooms) shall undertake another verification process in respect of only those applications/entries of the weavers, which have been shortlisted by the respective Zonal level committees.
- 5 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 Committees for appropriate decision in the matter/resolution of the dispute.
- 6 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 respective

Headquarter Level Committees strictly as per schedule of selection indicated above at para 6.

7 All entries within this period will be submitted by the weavers along with the duly filled in application in the prescribed proforma along 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.

8 The final selection of entries from handloom shall be jointly 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 for Handlooms.

Flow chart of selection process:



9 It has also been represented that the crafts persons/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 craftsmanship are not coming for selection for national 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 craftsmen/weavers who have made the items.

A 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.

B. 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.

6. Criteria for Selection :

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

- (a) 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 .
- (b) 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.
- (c) Processing of others exhibits submitted by the weavers/sponsoring organisations).
- (d) Special consideration may also be given while selecting the weavers and the crafts to the following :
 - (1) If the craft practiced is a languishing crafts.
 - (2) 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.
 - (3) Design innovation by the craftsmen.

7. Composition of committees

7.1 Zonal level committee (Handlooms)

| | | |
|----|---|----------|
| 1. | Addl. Dev. Commissioner (Handlooms) | 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 |
|----|---|--------|

7.2. Headquarter level committee (handloom)

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

7.3 Central level selection committee (common for handlooms and handicrafts)

| | | |
|----|---|----------|
| 1. | Secretary (Textiles) | Chairman |
| 2. | Development Commissioner (Handicrafts) | Convener |
| 3. | Development Commissioner (Handlooms) | Convener |
| 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 and Handicrafts sector . | Member |

8. General

- (i) The entries received and not selected at zonal Level Selection Committee may be returned to concerned persons immediately and not beyond 30 days after the selection process is over. An appreciation letter may be issued by the Convener of ZLC to the concerned persons for his/her participation.
- (ii) The field Offices of DC(HL) i.e. WSCs, IHTs may be asked to identify and sponsor excellent innovative works every year.
- (iii) The Central Cottage Industries Corporation of India Limited through its Emporia situated in various cities, will extend marketing support to the crafts persons whose entries are shortlisted for national awards and certificates of merit.
- (iv) For entries, recommended by the Headquarters Level Committee, but not considered, at Central Level for award, an appreciation letter shall be sent to the participating weavers under signature of DC (HL)/ADC (HL) and an entry may be made in the weavers pass book. Such weavers may be given preference for participation in various approved marketing programmes of the Office of the DC(HL).
- (v) All the non-official members of the Zonal Level Committees may be reviewed/changed every two year and new members with good

background in the field of Handlooms may be co-opted to make the selection process more transparent and unbiased.

- (vi) A panel of 15 reputed Sr.Designers shall be prepared for 2 years at Hqrs. Level in the Office of DC (Handlooms). Designers from the panel will be nominated as member in the Zonal/HQ Level Selection Committees.
- (vii) To avoid any complication or controversy in the selection process and to make it transparent a uniform proforma including different parameters on which the Committees shall assess each entry may be devised for the members of the Zonal Level Committees to facilitate them to record their opinion and score on the proforma against each parameter and for each competing entry. A brief bio-data and description of the entry of the corresponding artisan/weaver whose entries are to compete shall be sent to the Committee in advance.

9. Publicity

- (a) Wide publicity may be given by the Zonal Director, WSC's (HL)/ through permanent hoardings at each field office/weaver's Centre, Dilli Haat, National Level Melas etc. and pamphlets may be distributed in all crafts 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.
- (b) Advertisements may be given on Television/AIR and in local newspapers by the Zonal Director WSC's (HL). All NGOs working for Handlooms sector may be requested to make wide publicity about national awards in their programmes funded by DC(HL) and incentives may be considered for the NGOs, State Handloom Corporations for searching best entries. The incentives may be in the form of appreciation certificate.
- (c) District Collectors/Magistrate/DICs/BDOs/Panchayat and DRDA may be requested to make publicity at their level.
- (d) Zonal Directors of WSC's shall hold exclusive meetings with weavers representatives of weavers associations for better awareness of national award scheme and they may release suitable advertisement in the local newspapers well in advance.
- (e) Zonal Directors of WSC's shall make publicity of national award and its last date of submission of the entries.
- (f) Special mention may be made in the meetings/Workshops/ seminars/ symposium/interaction session etc., Zonal Directors, WSC's about the national award scheme and the facilities to be provided to participants.

Sant kabir award

1. Background & Objective:

In order to stimulate the legendary handloom weavers to carry on the tradition and to encourage them to pass on their skills to the next generation so as to avoid its extinction, it has been decided to confer SANT KABIR AWARD is conferred on outstanding weavers. This award will be conferred on such outstanding weavers who have made valuable contribution in keeping alive the handloom heritage and also for their dedication in building up linkages between the past, present and the future through dissemination of knowledge on traditional skills and designs. SANT KABIR AWARD for handloom weavers is conferred since 2009.

2. Eligibility:

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 who is not below the age of 55 years, will be eligible for consideration of the **Sant Kabir Award**.

3. Criteria for selection:

- The selection for Sant Kabir awards shall be made from amongst those who are hereditary weavers, who have received National/State Award or Merit certificate since inception and are alive or from amongst the children of such hereditary weavers who are carrying on with the tradition and have made valuable contribution to the development, creativity and dissemination of knowledge of the product/weaving and are not below the age of 55.
- There may be some extra-ordinary skilled weavers whose works have not been recognised and they deserve recognition because of their contribution in keeping alive the weaving skills, revival of languishing /dying techniques. Under such exceptional circumstances, the selection of Sant Kabir award can also be made from amongst the weavers, who may not be a hereditary weaver yet has mastered the technique and has contributed towards the revival of tradition, promotion and development of the handloom sector as a whole.

4. Award contents:

Each award will consist of one mounted gold coin, one shawl and a citation. In addition, financial assistance to the extent of Rs. 6.00 lakh will also be given to each of the Sant Kabir Awardee to innovate and create 10 new products of high level of excellence, of high aesthetic value and of high quality. The expenditure involved on this component will be met from the Publicity and Awareness Component of Marketing and Export Promotion Scheme.

5. Assistance, Funding pattern and release of funds:

Financial assistance to the extent of Rs. 6.00 lakh will be given as grant-in-aid directly to each of the Sant Kabir Awardee to innovate and create 10 new products of high level of excellence, of high aesthetic value and of high quality in duration of one year. This assistance will cover Rs.1.50 lakh as fee of Sant Kabir Awardee, including his TA/DA, Rs.1.00 lakh towards cost of raw materials, purchase of other tools & accessories required for preparation of 10 masterpieces, Rs. 1.50 lakh as remuneration of 05 highly skilled weavers (National awardees, National/State Merit certificate holders, State Awardees) for assisting in the preparation of 10 masterpieces, Rs.0.50 lakh for cost of documentation in soft copy and hard copy (two sets of each), Rs.1.50 lakh for misc. expenditures (rent of the premises, transportation, stationary, auditors fee etc. Including designer fee of Rs.60,000). Out of the 10 masterpieces created by Sant Kabir Awardee, best of the 05 would be retained by the Office of the Development Commissioner (Handlooms) and remaining 05 would be retained by the awardee for creating awareness among local weavers. He will, therefore, properly showcase/ display those 05 master pieces for a period of 24 months, which, thereafter, will become his property and he will be authorised to dispose them in the manner he desires.

6. Mode of payment:

Release of payment will be 40% as first instalment, 40% after completion of 50% of the project and the final instalment of 20% on completion of the whole project.

7. Submission of application:

The eligible weavers may submit their applications alongwith the products to the nearest Weavers' Service Centre or any other agency as notified in the advertisement for the purpose.

8. Procedure for selection:

The process of selection will be in 2 stages:

- (a) The first stage of selection will be done at the level of respective Zonal Directors. On receipt of the applications from WSCs/ other notified agencies, the respective Zonal Director will scrutinise the applications and recommend to the Development Commissioner (Handlooms) only such entries that are found eligible for selection of award.
- (b) All such applications received along with the products and duly recommended by the Zonal Directors will be placed by the Development Commissioner (Handlooms) before the Apex Selection Committee constituted for selection of Sant Kabir Awardees. The selection made by the Apex Committee will be final.

9. The composition of Zonal Committee shall be as under:

Zonal level committee (Handlooms)

| | | |
|----|---|----------|
| 1. | Addl.Dev.Commissioner(Handlooms) | 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 |

10. Composition of Apex selection committee:

| | | |
|----|---|----------|
| 1. | Secretary (Textiles) | Chairman |
| 2. | Development Commissioner (Handicrafts) | Convener |
| 3. | Development Commissioner (Handlooms) | Convener |
| 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 and Handicrafts sector . | Member |

11. Tentative time schedule of selection process:

Selection will be done as per the following time schedule:

- (i) Issuing letters to all Directors on or before 25th August every year
Incharge of Handlooms of State/UTs,
WSCs .
- (ii) Advertisement in Newspapers in Sept. every year.
Inviting applications

- (iii) Last date of submitting the application upto 30th Sept. every year to the WSCs.
- (iv) Last date for forwarding the entries duly upto 15th Oct. every year. Recommended by the Zonal Directors to the Office of DC (Handlooms)
- (v) Selection of Sant Kabir Award by Apex Selection Committee Before 30th Nov. every year.

12. General:

- (i) The non-official Member of the selection Committee may be reviewed/ replaced after every 2 years. A member with similar background in the field of handlooms may be co-opted to make the selection process more transparent and unbiased.
- (ii) The entries received by the O/O DC(Handlooms) but not selected by the Selection Committee will be returned to the concerned weaver within 30 days with a letter of appreciation.
- (iii) It is expected that the concerned State Governments shall utilise the services of Sant Kabir Awardees treating them as "**National Resource**" and shall extend all possible assistance to them.
- (iv) Institutions like IIHT, WSC, NID, NIFT etc., shall involve the Sant Kabir Awardees in the "on campus" and "of campus" activities relating to the handloom sector.
- (v) Services of Sant Kabir awardees shall be utilised in advisory capacity by the office of DC (Handlooms) as and when required.

Application form for the Selection of Sant Kabir Award

Photograph
Attested by Gazetted Officer

1. Name
2. Father's Name :
3. Full Residential Address with Telephone No. :
4. Age as on in year 1st October, 2008 :
5. Place & Date of Birth :
6. Religion :
7. Name of the product :
8. Traditional or Contemporary :
9. Brief history of the product :
10. Detailed description of the techniques used to make the product :
11. Educational /Vocational Qualification :
12. Year of receipt of National Award/any other Important Award. :
13. Has the National Awardees imparted training to: carry out the tradition in any training institute or elsewhere.
14. Whether new designs developed/new technology introduced. Mention in details,
15. Details of major National/International/Seminar/Programmes/Exhibitions in which the applicant participated either for Demonstrating his skill or for displaying his creations
16. Attach a brief write-up for the outstanding contribution Made in the field of handlooms.
17. Any article/publication on his/her work done . If yes, copies of the same may be attached.
18. Photographs:
 - (a) Two Passport size photographs of the weaver
 - (b) Minimum four 8"X10" size photographs of the product.
 - (c) One sample of the product developed

I _____ S/o, W/o, D/o Shri _____
Solemnly hereby declare and undertake that the above statement is correct to the best of my knowledge & if found false, I shall be liable for the action as deemed fit by the competent authority.

Signature of the applicant _____

Address:

Format to be filled by Recommending Authority

1. State _____ :
2. Recommending Agency:
3. Brief account of the applicant towards development, improvement of the handloom product, its techniques and revival of tradition.
5. His/her contribution to the welfare and development of the weaving community and handloom sector as a whole.
6. Details of recognitions/awards, if any.
7. Any other details concerning to the applicant which have not been brought out in other columns.

I certify that he/she _____ is a genuine National/NMC/State awardee of exceptional standing and recommend his/her name for the selection of Sant Kabir Award.

Signature of the recommending authority with seal

Certificate

The selected sample is the actual work coming out of the hands of Handloom weaver Shri/Smt. _____ and an affidavit to this effect on stamp paper duly signed by 1st Class magistrate is enclosed.

Signature of the weaver
authority.

Signature of the recommending
authority.

To be submitted on stamp paper by the Handloom weaver submitting entry for selection of Sant Kabir Award.

I Shri/Smt. _____ s/o, w/e, d/o _____
Solemnly declare and undertake that the item _____ (name of the item) submitted is made by me and I have been practicing the craft _____
(name of the craft) for the last _____ years.

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

I further undertake that I am submitting the above entry for Sant Kabir Award at my own risk and responsibility and I will not seek any compensation from the Govt. of India, Office of Development Commissioner for Handlooms, Ministry of Textiles against any loss or damage or theft of the entry which may occur due to any unforeseen circumstances on account of handling and transportation etc. of the entry.

Signature of the weaver with date
Full name & address

Development and strengthening of the Handloom Institutions

1. Setting up of new Indian Institute Of Handloom Technology (IIHT) in central Sector :

- A new Indian Institute of Handloom Technology (IIHT) in central sector for West Bengal to conduct diploma course in handloom and textile technology with Initial intake capacity of 30 students.
- Rs 10.00 crore has been approved for functional and operational expenditure on IIHT, of which Rs 04 .00cr is for the remaining three years of the 12th five year plan and Rs 06.00 crores is or the first two years of the XIII plan.
- Land and accommodation for the IIHT will be provided by the State Government for free of cost. All other recurring and non- recurring expenditure including expenditure on construction of the building of the institute will be borne by the central government.

2. Setting up of WSCs in Central Sector.

- Three new WSCs in the states of Mizoram, Nagaland and Jharkhand were announced during the budget speech of the Finance Minister in 2012-13.
- The three new WSCs in the above states will be set up with an outlay of 11.00 crore for functional and operational expenditure. Out of Rs 11.00 crore Rs 05 .00 cr is for the remaining three years of the 12th five year plan and Rs 06.00 crores is for the first two years of the XIII plan.
- Land and accommodation for WSCs will be provided by the respective state government for free of cost. All other recurring and non- recurring expenditure will be borne by the central government.

3. Introduction of degree course in IIHT:

IIHT Salem, which has been conducting Post diploma course in Textile Chemistry, has been initially selected for this up-gradation in XII plan. IIHT Salem is equipped with infrastructural facilities for conducting degree course. Rs one crore has been provided in the 12th plan for this purpose.

IIHT Salem will prepare a detailed DPR alongwith financial implication. DPR will include information on course structure, educational qualification for faculty members, infrastructure for lab, library, intake capacity, etc,

Based on the report approval of AICTE and other authorities will be obtained.

Degree course may be commenced from academic session 2016-17.

4. Continuation of IIHT, Bargarh

An IIHT had been set up at Bargarh (Orissa) in 11th five year plan, to cater to the need of the Handloom industry of Orissa and its adjoining States. A provision of Rs 2.50 crore been kept in the 12th plan to meet the functional and operational requirements of IIHT Bargarh.

5. National Centre for Textile Design (NCTD).

- NCTD provides its services to the linked users through its website www.designdiary.nic.in. The details of on lines activities are i) trends and colour forecast, ii) Design Pool, iii) Linkages with other websites, iv) handcrafted textiles of India etc. and also, organizes theme based Tantavi Exhibitions in different parts of the country.
- NCTD will continue its activity during the 12th plan. **Rs 80.00** lakh has been approved for NCTD during the XII plan . NCTD will organize 15 Tantavi exhibitions in metro and non- metro cities under heritage series during the XII plan.

6. R & D

- R&D activities for handloom sector include survey and study of the Handloom Sector with a view to improve the quality of the products and reduce drudgery to the handloom weavers by introducing technological innovation.
- The R&D component will provide financial assistance for revival and documentation of languishing handloom crafts. Exclusive samples and designs with WSCs and different techniques of handloom weaving and hand-block printing will be documented and digitized.

Committed liabilities of 11th Plan:

Jammu & Kashmir Wool and Woolen Design and Development Project

Phase-II of the project for Development of Wool and Woolen Design was approved in the 11th plan. The project will continue in the 12th plan as per past liability.

Infrastructure development of existing WCSs/ IIHTs

Committed liabilities towards construction works in IIHT Bargarh, WSC Panipat, WSC/IIHT Varanasi, WSC, Kannur, WSC Bhagalpur, WSC, Srinagar etc.

Setting up of IIHT in State Sector

Committed liabilities towards two IIHTs in the state sector - IIHT Kannur and IIHT Champa will be taken up in the 12th Plan

7. HANDLOOM CENSUS (Collection of Statistics Data regarding Handloom Sector)

Third party handloom census and validation of data regarding number of handloom weavers, number of handlooms, number of handlooms engaged in commercial and domestic use etc will be carried out once in two years.

8. Strengthening of Handloom Organizations

This would include assistance towards financial restructuring of National Level Handloom Organisations, State Apex Handloom Weavers' Co-operative Societies and Parks set up under SITP Scheme of the Ministry of Textiles with a view to making them viable by enhancing their credit limit/working capital.

| Component | Financial assistance (Rs. in lakh) per weaver | Sharing GOI : State/SPV |
|---|---|-------------------------|
| *Strengthening of Handloom Organisations –National Level Handloom Organisations, State Apex Handloom Weavers' Co-operative Societies and Parks set up under SITP Scheme of the Ministry of Textiles | As per the proposal | 50:50 |

* **NOTE:** (i) Assistance towards above component will be applicable to only National Level Handloom Organisations, State Apex Handloom Weavers Co-operative Societies and Parks set up under SITP Scheme of the Ministry of Textiles.

Assistance towards State Handloom Organisations for Strengthening of Handloom Organisations will be released to the Implementing Agency through the State Government concerned.

(ii) In order to avail assistance for this component, the organizations must first improve their viability by streamlining their business policies and rationalizing their manpower. The turnaround strategy in the form of a bankable project would have to be cleared by the concerned bank/financial institution and by the State Level Project Committee. The project would be prepared by an independent Management Consultancy Organization approved by the Office of DC (Handlooms). The concerned bank/financial institution would approve the project, in principle, outlining the outgo of funds required for a turnaround of the Organization, which will help the Organization in assisting marketing activities of the primary societies and weavers of the non-cooperative fold.

(iii) Each of these projects would be need-based depending upon the requirements of the Organization. The project would definitely take a look at the requirement of personnel and the downsizing of the administrative structure. No assistance would be provided in any form to meet any establishment cost of the Organization, purchase of vehicles or any building, structure etc. The revival proposals cleared by the State Government would be placed before a Committee headed by Secretary (Textiles), Government of India. This Committee would include DC (HL), representatives of Ministry of Finance, concerned State Government and the agency. For such projects, the financial support would be extended on a 50:50 sharing basis between the Centre and the State(s) for the seed money required for such restructuring.

(iv) The entire Central and State assistance released from time to time of the total outlay of Rs.40.00 crore will have to be kept by the implementing agency in a separate account in the bank as seed money and can not be utilized as working capital or for any other business activity(s). The implementing agency may obtain loan from the bank against the seed money deposited for working capital to carry out its business activities.

(v) No interest accrued on the above seed money so deposited should be withdrawn by the handloom agency and that the fixed deposit will be renewed further each time along with interest so accrued on the said fixed deposit.
